



Communication, Education and Outreach

Rolf Landua

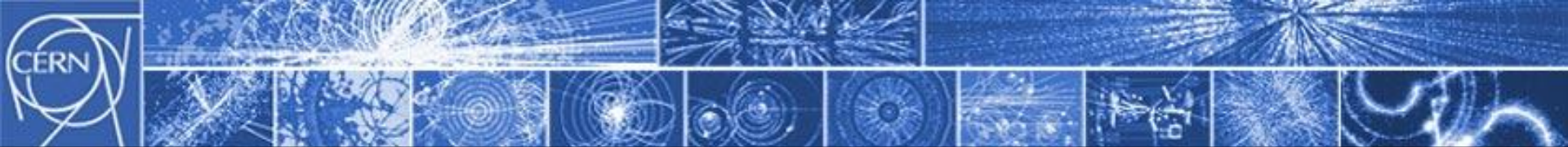
Education and Public Outreach (DG-EDU)



The CERN budget is paid by our member states



We owe the 'general public'
an explanation of what we do, and why.



Two groups in the DG unit:

‘**Communication** group’ (DG-CO)

‘Education and Public Outreach group’ (DG-EDU)

General mandate:

to increase awareness of CERN and its activities and to promote the interaction of science/particle physics with the general public, teacher, students, and society.



Communication:

Produce & distribute information, build support for CERN

Target: General public; scientific community; decision makers



Group leader: James Gillies

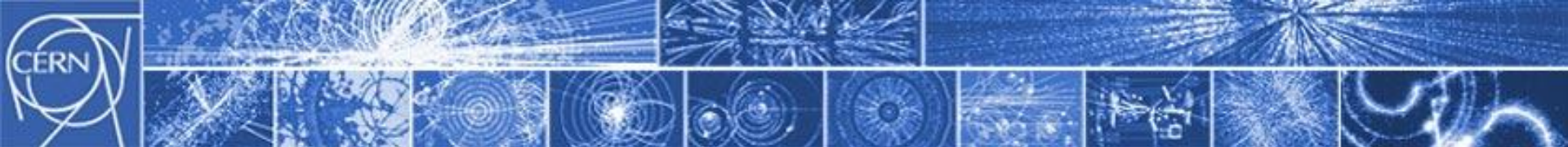
Media visits, contacts

Press releases

Public website, social media

Brochures, photo & video service

CERN Bulletin, CERN Courier



Communication (DG-CO)

Press Office

1000+ journalists/year

(press, radio, TV, interviews, filming for documentaries)



Annual Report

Official photos

Video Service



1000+ journalists/year

A year at CERN

3 remember

On 4 July, the ATLAS and CMS collaborations announced that they had observed the first proton-proton collisions at the LHC of a new energy.

the seminar, but also through social media such as Twitter as well as through news agencies, TV and the printed press. On the day, CERN hosted nearly 100 journalists and 20 TV companies, with video footage being used by more than 1000 TV stations and 5000 news programmes.

Not only the LHC

The LHC may have grabbed many headlines in 2012, but as a storage ring, it used only some of the proton beams produced at CERN during the year. While the Proton Synchrotron (PS) and

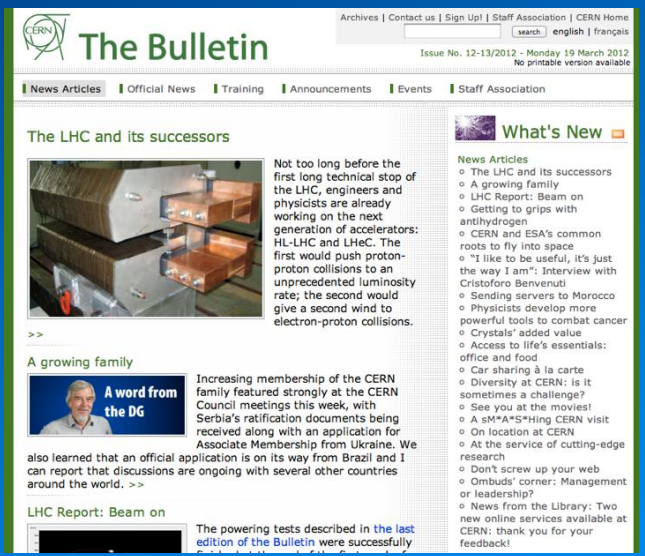




Communication (DG-CO)

CERN bulletin (bi-weekly)

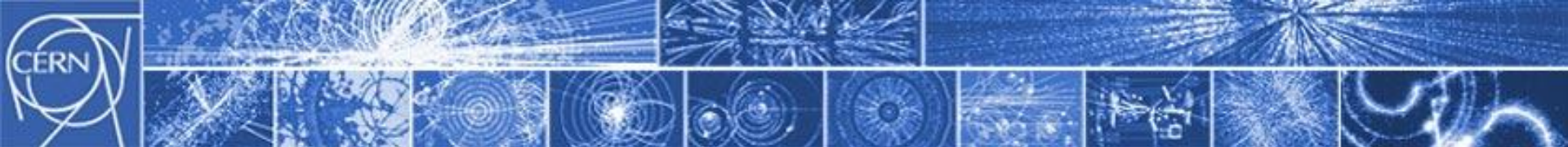
[for CERN staff and users;
web – 90,000 hits/month –
and paper]



CERN Courier (monthly)

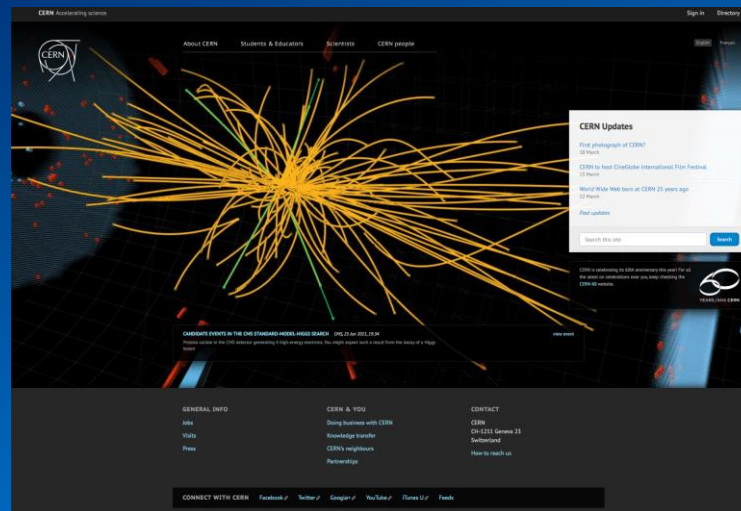
[22,000 for world-wide HEP community]





Communication (DG-CO)

Top level web pages
2250 pages of content
5000 unique visitors a day

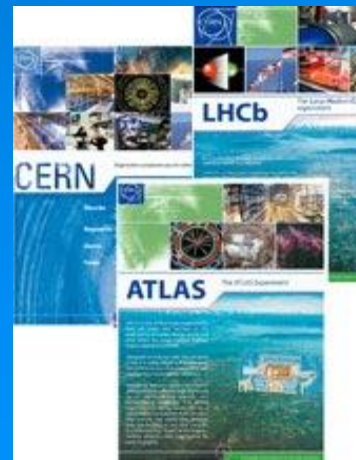


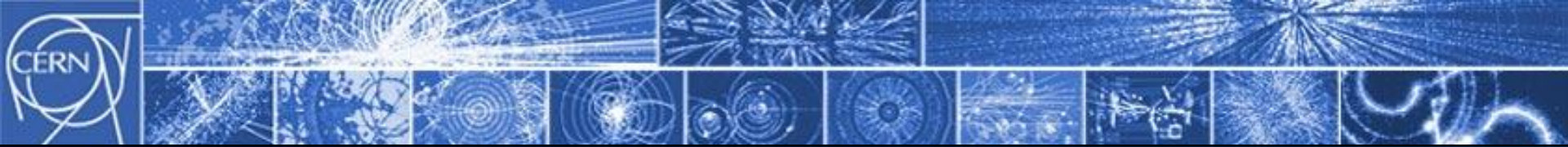
Social media

899,000 followers on Twitter
274,000 likes on Facebook

Brochures

100,000 copies per year
(CERN, LHC, experiments etc.)





Education and Public Outreach

Inform general public: CERN guided tours and exhibitions
Inspire & motivate young school students for physics
Help teachers to bring modern physics to schools

Group leader: Rolf Landua

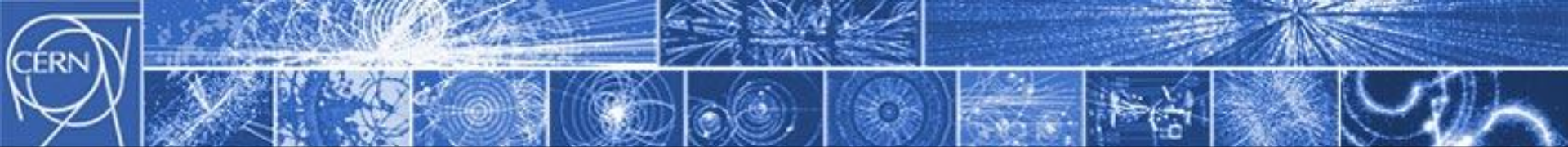


Teacher Programmes

CERN exhibitions on-site

CERN travelling exhibitions

Guided CERN tours



Programmes for school teachers



INTERNATIONAL PROGRAMME

3 weeks, July, in English

54 physics teachers from 22 countries

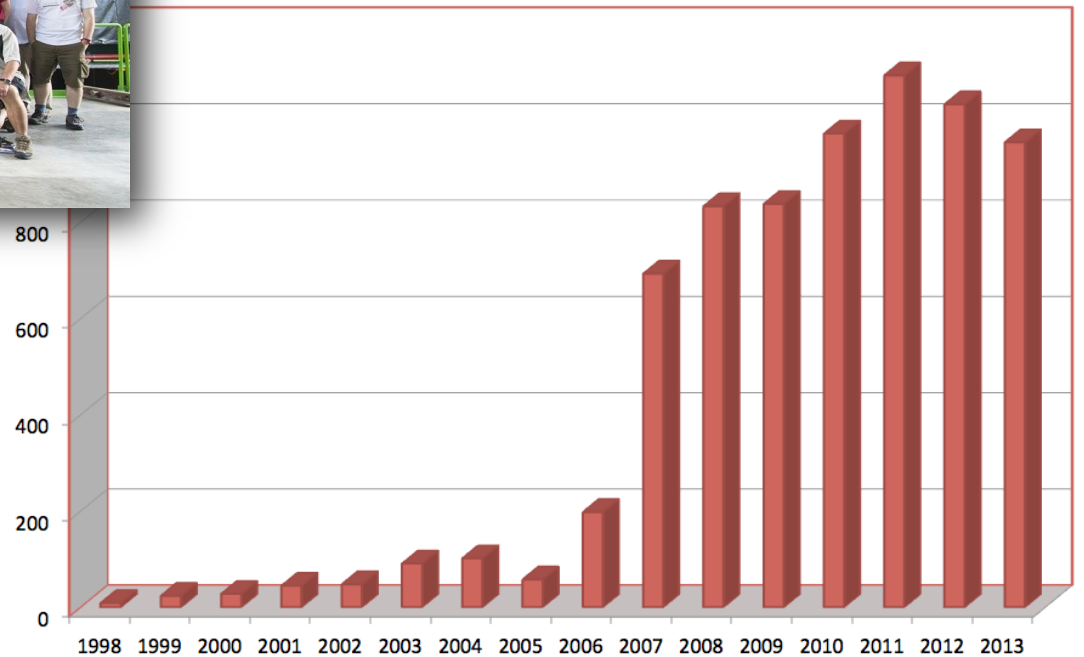
NATIONAL SCHOOLS

30+ teacher schools per year

20+ countries

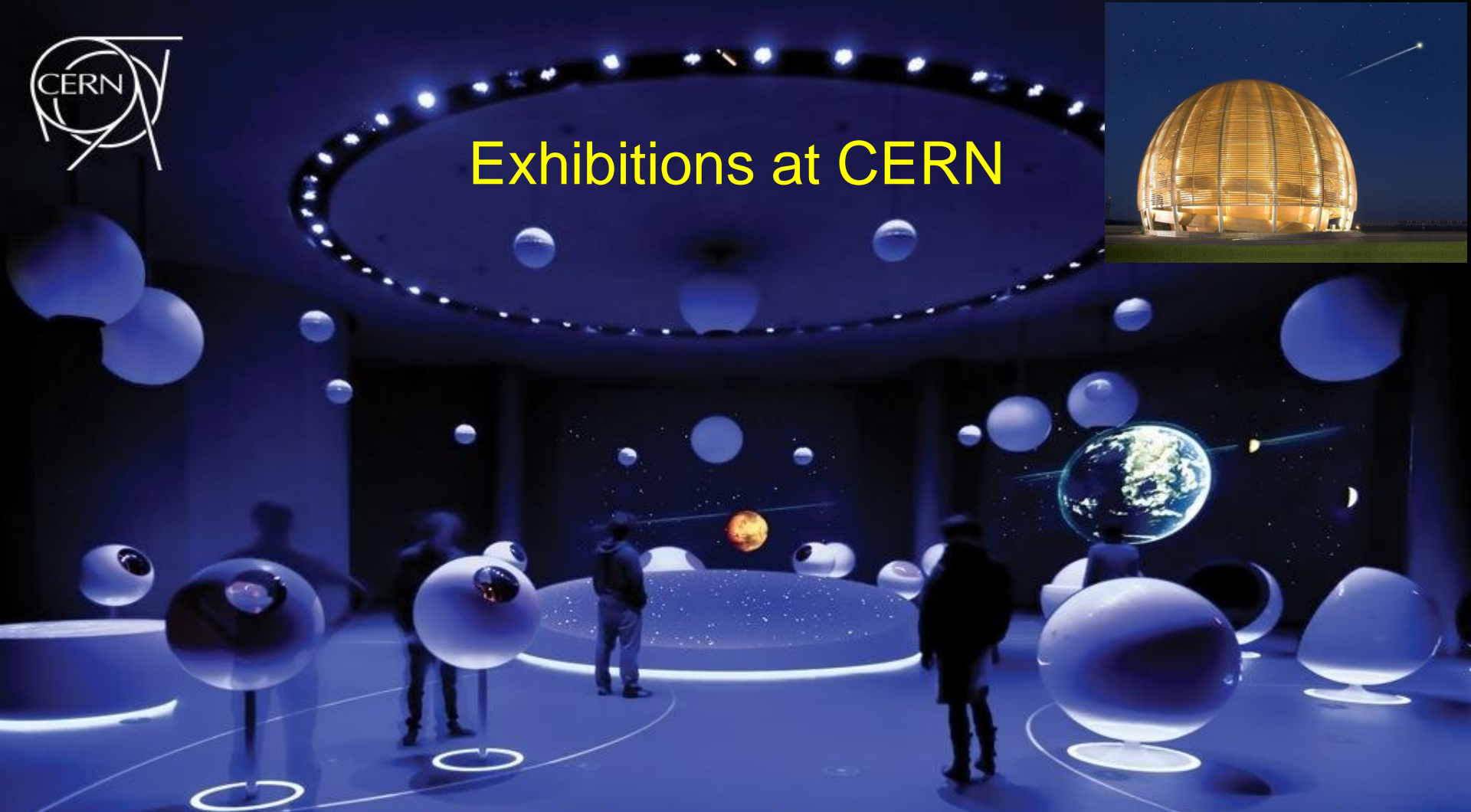
3-5 day programmes in **native language**

Number of teachers per year





Exhibitions at CERN



Universe of Particles - Univers de particules

60,000 visitors/year



Globe of Science and Innovation (first floor)



Conferences, discussions, events

Forum for science and its benefits for society

Partnerships between CERN and industry

Also: CERN seminars, conferences, CineGlobe

170 events (2013)

Microcosm exhibition

Detector models

Fundamental forces hands-on

History of computing

LHC mockup





CERN traveling exhibition

Inaugurated April 2009

2009: Geneva (university, CERN)

2010: Torino, Copenhagen

2011: Hartberg (AU)

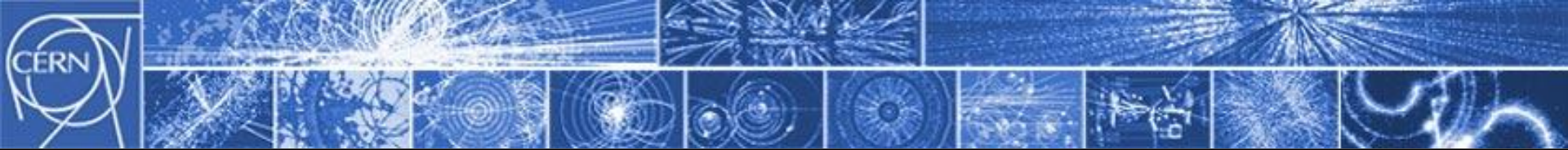
2012: Ankara, Galway (Ireland)

2013: Warsaw (Poland)

2014: Athens, Thessaloniki (Greece)

Valencia (Spain)



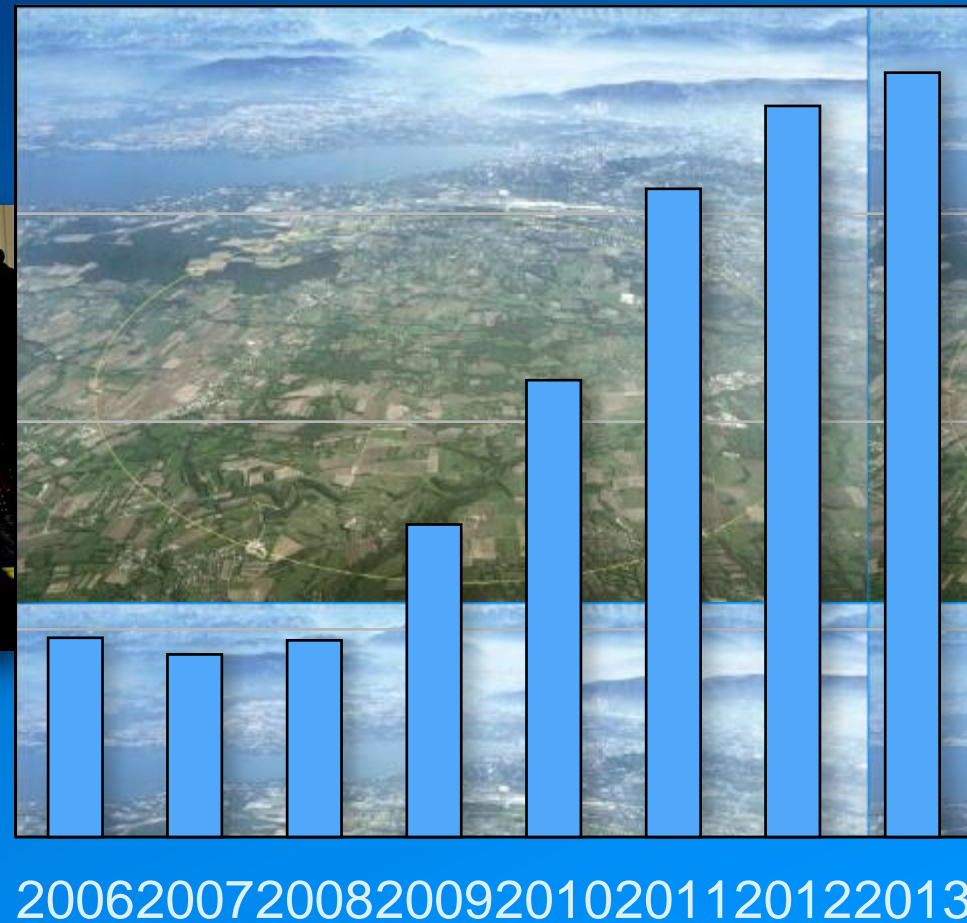


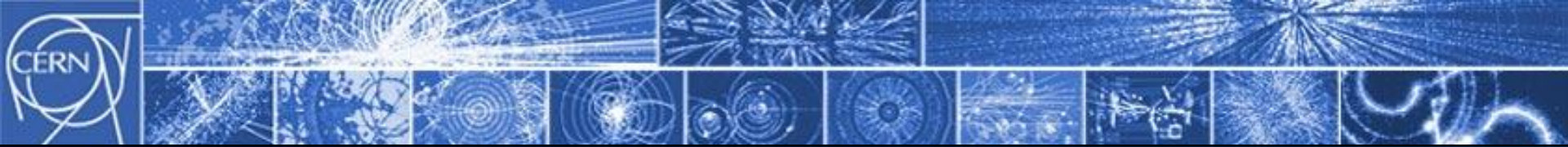
Guided CERN tours



Huge demand > 200,000

Number of visitors





CERN Visits - Problem No. 1

We need **YOUNG** and **ENTHUSIASTIC GUIDES**

*An opportunity to become acquainted with other areas of the lab
Share your expertise and enthusiasm with the public*

To become a guide:

- Follow a CERN guided tour as observer
- Follow a communication and safety training
- Follow guide training courses (part of CERN's training programme)

Then: sign up for one visit per month (or more) !?

Visits take place both during the week and on Saturdays

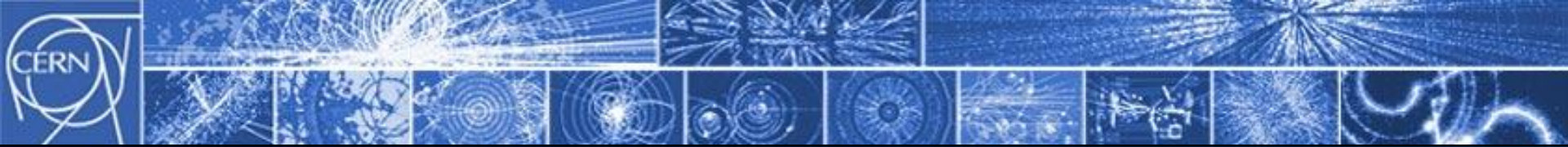
Contact: dominique.bertola@cern.ch



New or improved visit points just opening for guided tours:

Computing Centre



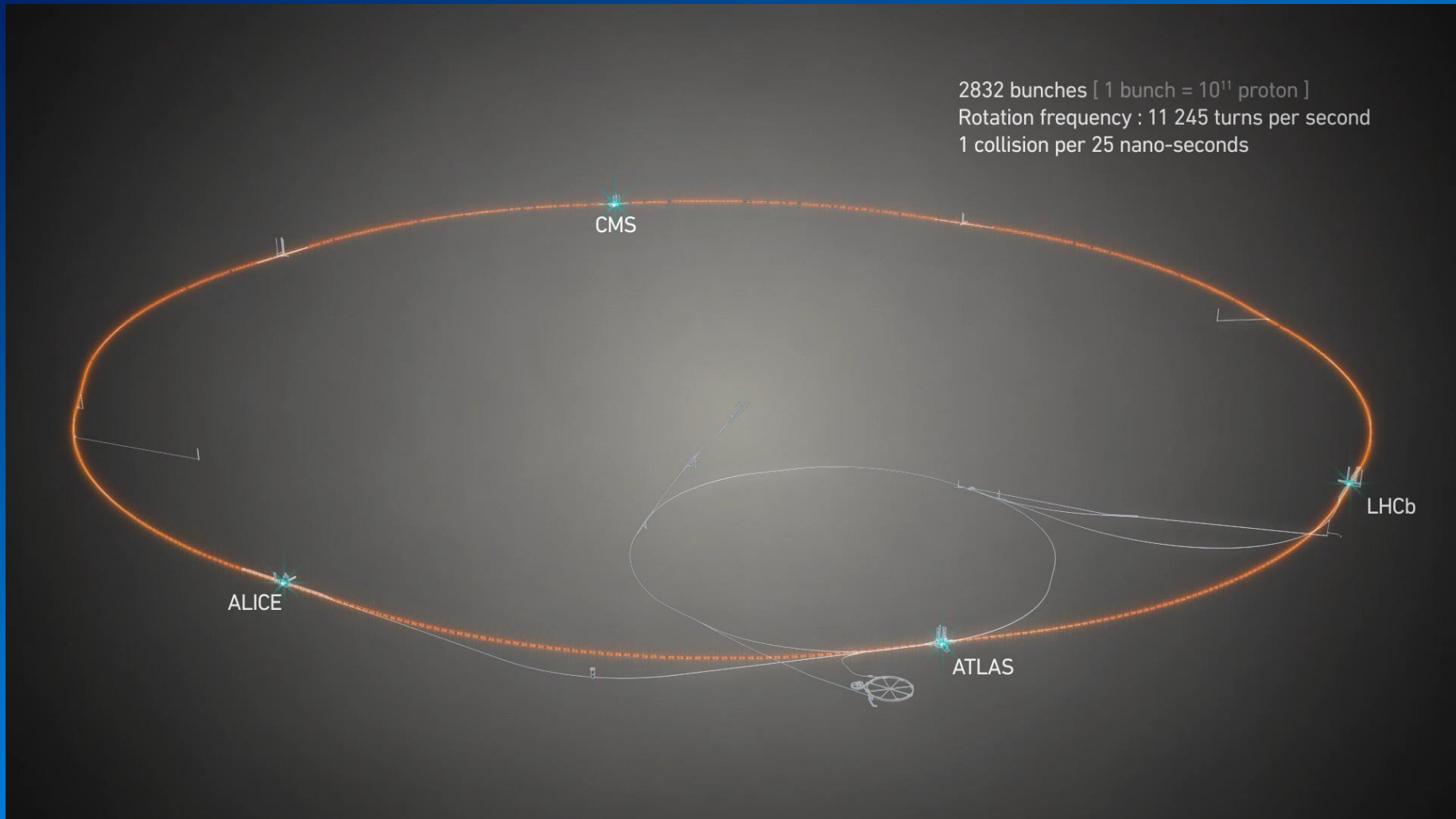


CERN Control Centre





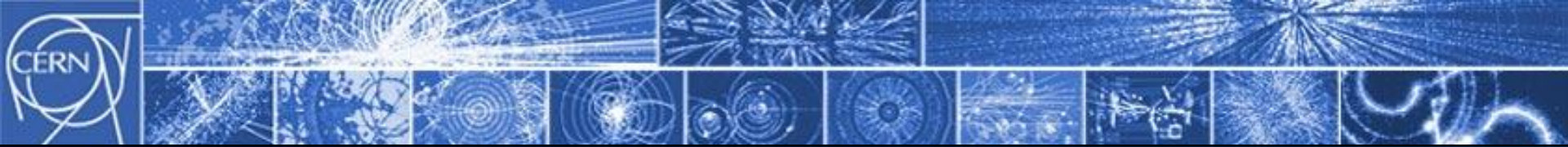
Very large “intelligent” windows - touch sensitive - show animations/videos



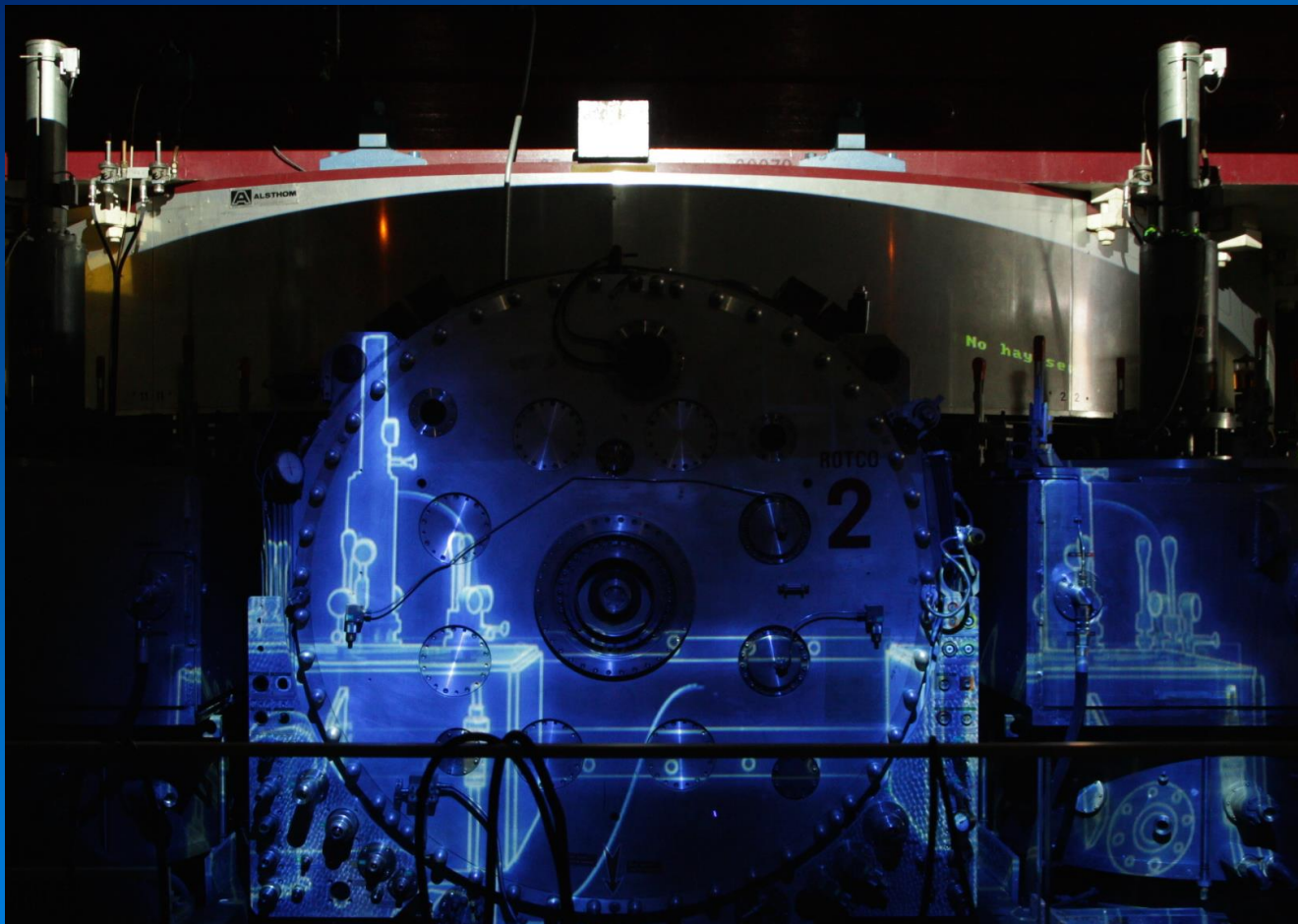


Synchrocyclotron - the oldest CERN accelerator





Synchrocyclotron - explaining physics with projection mapping





If you want to know more or get involved:

rolf.landua@cern.ch

Thank you for your attention.