



EU Project TEAM Communication

Dr. Adam Jeff
On behalf of Prof. Carsten Welsch and the Team







Outline

- Web, Facebook, LinkedIn
- Newsletters
- Leaflets and brochures
- Conference stands
- Event organization
- Outreach (symposia, school visits, videos)
- Dissemination of research







L/ NET











LA NET







>100 Likes



Future: Via Cockcroft Institute







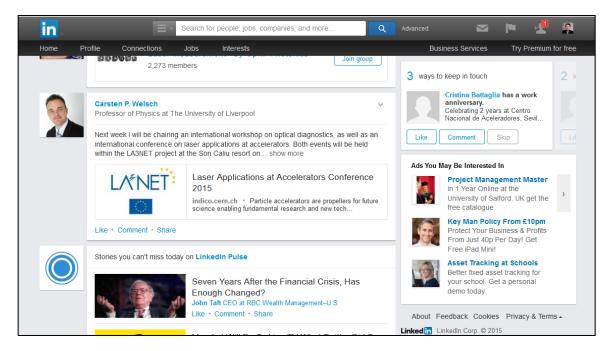




LinkedIn

1,000+ followers via personal profile

+ targeted discussion groups











LA*NET*



Newsletters

- News about:
 - Fellows
 - partners
 - events
 - etc.
- Published every quarter
- Sent to 500+ people



Newsletter May 2014

Accelerator Scientists - Most Wanted, but Hard to Find

Austria. Hosted by our industry partner CIVIDEC, it provided a perfect and stimulating environment for detailed discussions of the state-of-the-art in instrumentation for

charged particle beams, Around 50 participants from across Europe participated in the event and presented latest R&D results in beam profile and halo monitoring, instrumentation for medical accelerators and strumentation for beams at the extremes of

The 3rd oPAC Topical Workshop on Beam Diagnostics was held this week in Vienna,

Engagement with the general public is an important goal of the oPAC project and scientific outreach is a key element of al Fellow R&D projects within the network Already during our first researcher skills school in June 2013 all trainees were tasked to develop innovative outreach ideas. These ranged from animated cartoons, to a homemade Van-de-Graaf generator (which became reality very recently - see this newsletter edition!) to an APPcelerator mobile phone application. The oPAC Fellows have used these creative ideas as a basis for a number of

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3rd oPAC Topical Workshop on Beam Diagnostics, 8th-9th May

2014, Vienna, Austria properties of a beam in an accelerator, storage ring or light source, powerful beam diagnostics are essential. Without an appropriate set of diagnostics, it would be

discussed, as well as the specific needs of medical accelerators and accelerator-based light sources. Each session was started by an invited talk from a leading expert in the respective field. This information was then





The workshop gave ample opportunity to discuss research and development being undertaken and ambitions to further improve the performance of existing and future facilities. A dedicated discussion session focused on international requirements in terms of collaborative projects, R&D needs in beam diagnostics over the next 5-10 years, as well as a critical discussion of current researcher training efforts internationally. All talks can be accessed via the event's <u>indico</u>

GmbH for being a perfect host and providing the basis for this very successful event.

Upcoming Event

oPAC Advanced School on Accelerator Optimization. 7th-11th July 2014, London, UK

ns opac school covers accelerator optimization through beam physics studies, estrumentation R&D and charged particle beam simulations at an advanced level. It targets PhD students and Postdocs, as well as ced researchers. The school will star

The school will be hosted by <u>Royal Holloway</u>
<u>University of London</u>, UK and take place from
7th -11th July 2014. The registration fee of £700 covers course fee, accommodation and







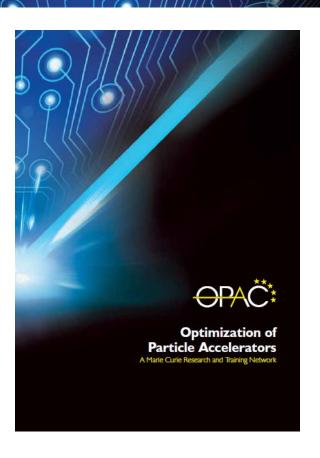


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Communicating Goals: Leaflets and brochures





1000s distributed at conferences and (primarily) available online







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Presentations and stands at conferences and exhibitions









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Events organization

- -> 10 Schools
- > 30 Topical Workshops
- 2 administrator trainings
- 3 Conferences
- 2 Outreach symposia









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Outreach & sharing best practice



- Complementary skills training
 - Communication, project management, IPR
- Administrator training
- HEA seminar, Teaching & Learning



- Public engagement
 - Fairs & conferences
 - Webcast
 - Symposium on Accelerators & Lasers for Science and Society, Liverpool Convention Centre, 26 June 2015









LXNET

Visits to schools

- Conducted by the fellows
- Reaching out to >2,000 students

• 10 countries









LXNET



Outreach videos

Produced by the fellows

Uploaded on YouTube

• Total +1,000 visits













Dissemination and exploitation

- Research results
 - Journals
 - Conferences
- Publicised via engagement with the media
 - Pan European Networks: Science & Technology
 - AlphaGalileo
 - Via partner press offices
- Routes to exploitation
 - Partner IP offices / Business Gateway
 - Industry collaboration & partnerships











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CLP LASAGES PUSANOS. ULTRACORTOS ULTRACORTOS ULTRACORTOS ULTRAVITENSOS













































SLAC































femtosecond technologies













GIGAOPTICS







EuroCirCol Communication Strategy

- Focused communication for different audiences
- Staged approach makes best use of the available human and financial resources
 - 1. Research community (year 1)
 - 2. General public (from year 2 with results)
 - 3. Policy makers (primarily in year 1 to support ITN proposal and in year3 for follow-on funding)











EuroCirCol Communication Strategy

- Focused communication for different audiences
- Staged approach makes best use of the available human and financial resources
- Year 1:
 - Parallel press release for project start (CERN / ULiv / project partners)
 - ULiv stand at IPAC 2015
 - Articles about EurCirCol in targeted Brussels journals











EuroCirCol Communication Strategy

- Focused communication for different audiences
- Staged approach makes best use of the available human and financial resources
- Year 2:
 - EurCirCol session at ESOF 2016
 - ULiv stand at IPAC 2016
 - Roll out of EurCirCol brochure











EurCirCol Communication Strategy

- Focused communication for different audiences
- Staged approach makes best use of the available human and financial resources
- Year 3:
 - Articles in policy journals showing results from studies into scientific needs, market potential, gender equality in STEM and training opportunities











EurCirCol Communication Strategy

- Focused communication for different audiences
- Staged approach makes best use of the available human and financial resources
- Year 4:
 - Key results of EurCirCol work packages via invited talks
 - Sessions at ESOF 2018 to present scientific results and need for further research
 - Outreach symposium organised by ULiv











EuroCirCol Communication Pathways

- Web page using CERN platform and maintained by ULiv.
 - We have secured EurCirCol.eu as domain name.
 - Separate Sharepoint site as collaboration workspace
- Newsletter distribution based on CERN and ULiv mailing lists
- Existing CERN and Cockcroft Facebook & Twitter
- EurCirCol leaflet and brochure
- Educational Materials







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Further information

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Panorama photograph of the RILIS setup at CERN (image courtesy V. Fedosseev).





