



Communicating the FCC study

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What are the objectives of this workshop?



To form an FCC communication working group



To begin a communication strategy for the FCC



What is communication?

OED:

Communication *n.* **1 a** communicating or being communicated **b** information etc. communicated **c** letter, message, etc. **2** connection or means of access. **3** social dealings. **4** (in *pl.*) science and practice of transmitting information.

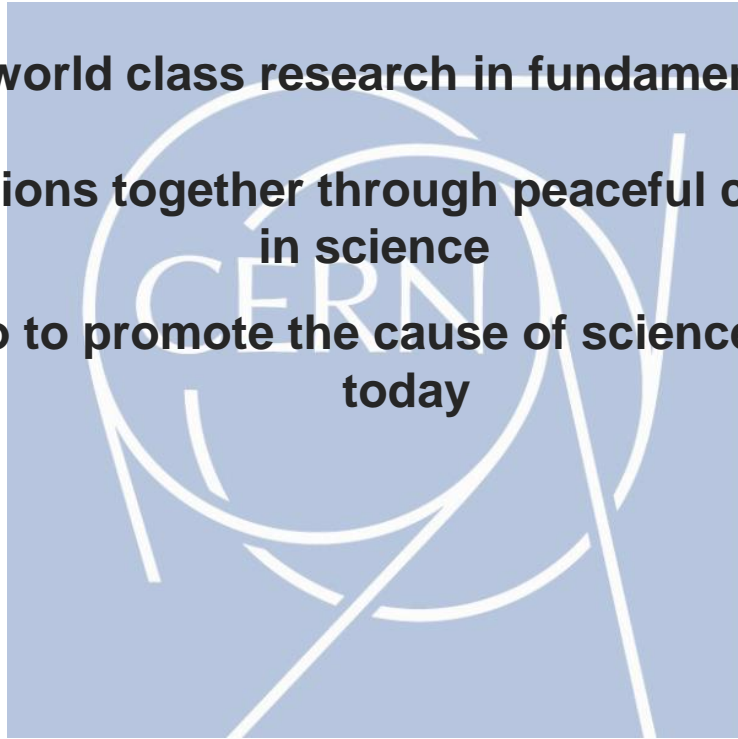
James Gillies:

Communication *n.* the act of managing the relationship of an organization with key stakeholders in order to allow the organization to carry out its mission unhindered.



So what is the mission?

- To pursue world class research in fundamental physics**
- To bring nations together through peaceful collaboration
in science**
- But also to promote the cause of science in society
today**



And for the FCC study?

To prepare the ground for humankind's continuing exploration of the microcosm through developing opportunities for new physics.

To advance innovative technologies beyond state-of-the-art and forge a globally coordinated strategy for energy frontier circular particle colliders.



Elements of a communication plan

Vision, mission, branding

Audiences

Messages

Stories and proof points

Actions

Metrics and KPIs



Does brand matter?

Just do it!



I'm lovin' it



The ultimate driving machine



Accelerating science



An example of a communication action



An example of a communication action

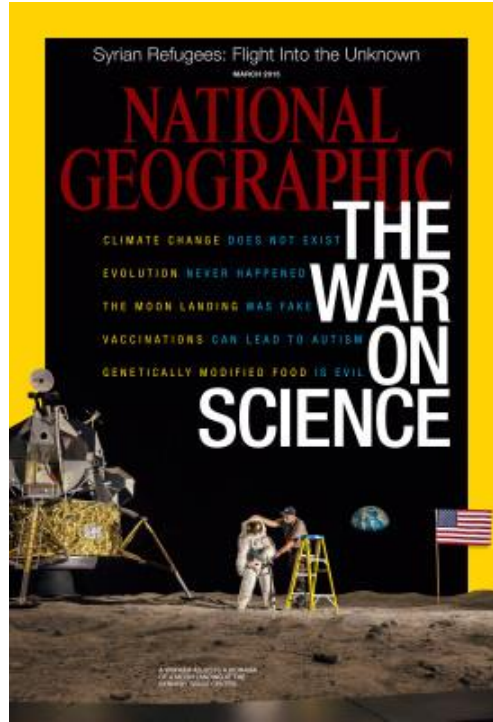
Mission: To promote the cause of science in society today

Audiences: CERN people, neighbours, opinion leaders,
partners

Message: Science is necessary in addressing the major
societal issues of our time.



The issue...



TEDxCERN's contribution...



Nano



Climate change



GMOs



STEM



Nuclear

Impact?

Survey shows event appreciated by all target audiences.

Good take up from curated segment of audience.

Good media coverage of issues (mainly locally).

Live audience 1200 people, remote audience 10,000 people, downstream audience over 1 million for some talks.

Relationship building with main sponsor.

What's coming up

Rick Borchelt: Communicating the future: future circular colliders

James Gillies: Towards a communications strategy for the FCC study

Adam Jeff: EU project TEAM communication

You: Developing elements of a communications plan

Wrap-up



