

XXXVII INTERNATIONAL CONFERENCE ON HIGH ENERGY PHYSICS ICHEP 2014

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<http://ichep2014.es>

Valencia (SPAIN) 2-9 July 2014



Summary on communication and outreach activities ICHEP 2014 Valencia (Spain) 2-9 July

Isidoro García Cano, CPAN
16th EPPCN Meeting
CERN, 6 November 2014

Overview

- **First time ICHEP celebrated in Spain.**
- Local organization was one of the main particle physics institutes in Spain, the Instituto de Física Corpuscular (**IFIC**), a joint centre between Spanish Research Council (CSIC) and University of Valencia.
- **Supported by Spanish HEP community and other institutions at local, national and international level.**



Outreach activities (I):

CERN contest for students in Spain, in collaboration with Prince of Asturias Foundation and CPAN (Spanish scientific community in HEP). Figures:

- 1,400 works received all over Spain.
- 450 teachers, 400 schools.
- 200,000 visits to web site.
- 6 winners went to CERN on April.

[CERN contest spreads particle physics across Spain](#)”, CERN web (24/03/2014)

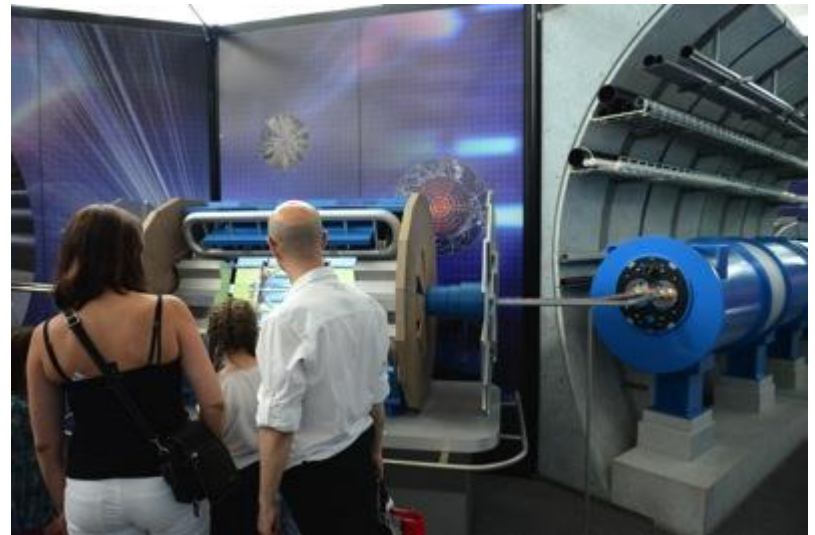
8 public lectures at the University of Valencia historical building in the center of the city. Broadcasted and recorded. Title: ‘Mysteries of Matter and Universe: Science, Technology, Society’. **Applications of particle physics** (medicine, industry, communication technologies...).

- [ICHEP 2014 Public seminars](#)



Outreach activities (II): 'Accelerating Science' exhibition

- CERN flagship travelling exhibition. First time in Spain.
- Venue: Valencia Science Museum 'Prince of Asturias'. From 21 June to 17 August.
- Supported by Spanish Science Foundation for Science and Technology (FECYT).
- Inauguration 26 of June: Rüdiger Voss (CERN) and representatives of University of Valencia, CSIC and Science Museum + public lecture by Alberto Casas (IFT, Madrid).
- Attendance: **244,295 visitors** during exhibition period.



Outreach activities (III): Happy anniversary, Higgs boson

- To celebrate 2nd anniversary of the Higgs boson discovery. Friday, 4th July 2014.
- Proposed by IPPOG to ICHEP local team.
- Public: young students + participants of ICHEP.
- Event at University of Valencia with local finalists of the CERN contest for Spanish students: *Meet young scientists who discovered the Higgs...* Local [press release](#)
- Cake at ICHEP: ATLAS and CMS spokespersons.



Communication actions (planned)

Before ICHEP:

- 3 press releases
 - First one, presentation of the conference (end of May).
 - Second, about CERN exhibition at Valencia Science Museum (June).
 - Third, just before ICHEP starts (July).
- Dossier about ICHEP for journalists: main speakers, program, highlights, background info... (English and Spanish). Links to images and video resources.
- Publishing articles and interviews in Spanish media.
- Inviting Spanish journalists.
- Twitter ICHEP profile.

During ICHEP (2-9 July)

- Press conference Monday, 7th July. F. Englert, CERN DG and Spanish Secretary of State.
- Daily newsletter. English/Spanish. Only digital. For participants and journalists.
- Press releases (when needed).
- Media requests.
- Twitter.

After ICHEP:

- Dossier of media impact.

Communication (teams and functions)

Local team (IFIC): Juan Fuster (co-chair ICHEP), Sergio Pastor, Miguel Ángel Sanchis, Alberto Aparici, Isidoro García + Volunteers (translations).

Divulga, an agency specialized in communication of Science: Ignacio Fernández Bayo, Antonio Calvo Roy, Antonio Villareal and Lucía Durbán (during ICHEP days)

CERN's team: Sophie Tesauri, Arnaud Marsollier, Sarah Charley and Pauline Gagnon

Local team

- Provide general information
- Contacts with scientific committee and conveners
- Identify potential news/speakers
- Translations (newsletters, ICHEP press releases, webpage)

Divulga team

- Write press releases, newsletters, dossiers, conference photos
- Contacts with scientists to write press/media requests
- Organization of press conference
- Media contact

CERN team

- Daily [briefings](#) for CERN web page
- Media requests related with CERN staff
- Information on CERN experiments
- Support to local organization

Challenges

More than 1,000 abstracts received. 500 [presentations](#) in 14 areas.

Some areas gave info, some not. First contact with conveners beginning of June...

No big announcement expected, as it was in ICHEP 2012

Last minute changes... François Englert could not attend due to a 'domestic accident'.

Communication actions (before ICHEP)

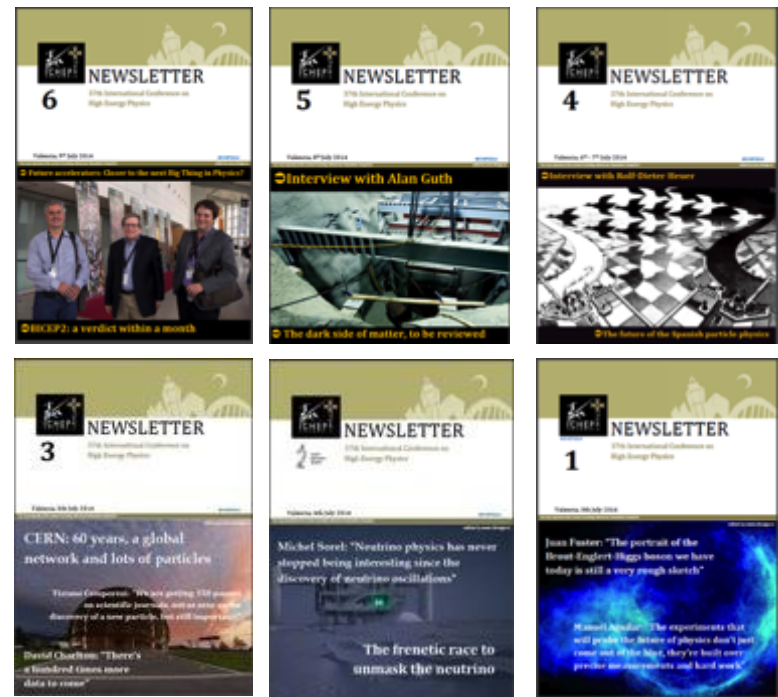
- Press releases
 - [Spain hosts the most important international event in the field of particle physics \(10 June\)](#). Distributed national and international (CERN, Interactions)
 - [La exposición “Acelerando la Ciencia” del CERN se exhibe por primera vez en España \(24 June\)](#). Distributed national
 - [The most important meeting of high energy physicists in the world starts off in Valencia \(2 July\)](#).
- Dossier about ICHEP for journalists: main speakers, program, highlights, background info... ([English](#) and [Spanish](#)). Links to images and video resources.
- Publishing articles and interviews in Spanish media.
 - [Article](#) in El País on Wednesday 2 July by Juan Fuster and Manuel Aguilar (chairs)
 - Interviews in Spanish national radio station RNE, local newspapers.
- Inviting journalists to ICHEP. 18 journalists registered to receive information (Spanish and international: BBC, Nature, New Scientist, AFP) + 11 journalists in ICHEP (El Mundo, ABC, La Razón, TVE, RNE, EFE, Levante, MATERIA, SINC, Nature).
- 2 twitter ICHEP profiles, [English](#) (previous) and [Spanish](#) (created and maintained by DIVULGA).

Communication actions (during ICHEP)

- Press releases
 - “[There is a lot of at stake in the second run of the LHC](#)” (7 July), with statements of CERN DG, Spanish Secretary of State and Alan Guth (opening, plenaries).
 - [The Higgs boson and the theory of cosmic inflation attract the focus in ICHEP 2014](#), (9 July). Summary of the conference.
- Press conference on Monday, 7 July. Rolf Heuer, Alan Guth and Juan Fuster. Media attendance: El Mundo, ABC, La Razón, TVE, RNE, Agencia EFE, MATERIA, SINC, Levante TV (2 TV, 1 radio, 1 news agency, 5 newspapers). Mostly Spanish media.

- 6 newsletters

- Selection of the main stories of the day by DIVULGA, with the information given
- Highlighting main events of the program
- News, interviews, reports, social and turistic info... Great work by DIVULGA
- Visual, well designed
- Written by DIVULGA, after translated into English/Spanish. English version first
- Up to 20 pages!!
- Sent to participants (1,000) and journalists (registred+contacts). Also in press corner



Communication actions (after ICHEP)

- Media impact
 - 5 news on TVE Spanish public television (2 national, 3 regional)
 - 11 news on radio (RNE, Cadena SER, Cadena Cope)
 - 29 news on printed newspapers (advertising value estimated in 354,000 euros...)
 - 102 news on the Internet (46 before ICHEP started, 56 during the conference)



- ICHEP web page (6 June-23 July, Google Analytics)
 - 37,282 visits. 85,548 pages
 - 15,375 users. 2:29 time average
 - Countries: Spain (46.93%), Switzerland (8.49%), USA (7.27%), France (6.28%), Germany (5.26%), Italy (4.37%), United Kindom (3.57%), Japan (3.38%)
 - Webcasting: special session on CERN 60th anniversary (Saturday) and plenaries. Recorded at <http://ichep2014.es/content/webcasting>

Special session on CERN 60th anniversary

Saturday, 5 July. Program:

- Presentation of the Spanish stamp on CERN anniversary (CERN DG+ Spanish postal service+ SEIDI).
- CERN, a Large International infrastructure with impact beyond science and technology (R-D. Heuer).
- The construction of LHC (L. Evans).
- CERN: the scientific and technological quest (S. Bertolucci)
- Future CERN projects and their challenges (JM. Jiménez).
- Spain at CERN (M. Aguilar).



Concert 'Science and Music working for peace', Thursday 3 July.

- Musicians of the Professional Conservatory of Valencia
- The [programme](#) was a journey through music around the world, inspired by Science (Enigma Variations) and the conference (The Quest from The man of La Mancha)... Great success!!
- Video recorded. Distributed to participants...

Other outreach activities

Art exhibition at Palacio de Congresos:
Art@CMS, several artists (Michael Hoch).

Scientific poster contest.

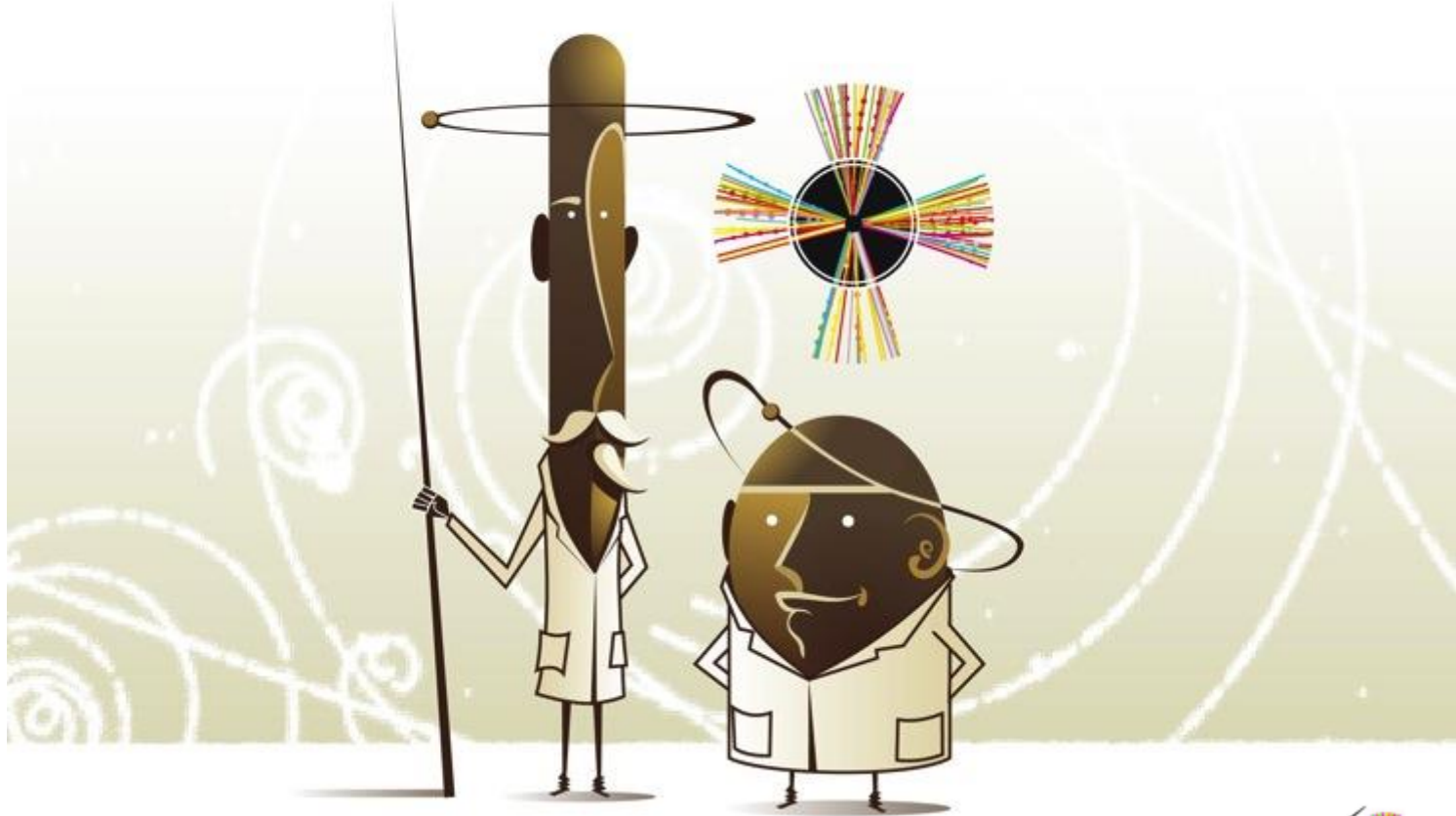
Outreach plenary talk by Hans Peter Beck
(University of Bern), co-chair of IPPOG.

Special session on **Industrial opportunities in
future HEP projects** (Tuesday, 8 July).



Summary

- It was a challenge (economic situation, LHC first long shutdown...) but it was quite successful (scientific program, attendance, variety of activities...).
- Strong cooperation with Spanish HEP community, as well as other institutions at national and international level. Engaging scientists and organizations.
- Thanks to CERN for their support!
- Increase visibility of Spanish scientific community in both sides: policy makers and media.
- Importance of working with experts in science communication. Divulga: contacts with journalists, experience in communicating scientific events...
- Improve coordination: logistics, scientific committee/conveners (contacting before, information of all the fields, etcetera), teams...



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