

LHC restart: UK planning

- Three year campaign to maintain public interest in particle physics after Higgs announcement, included:
 - Revamped version of travelling LHC Roadshow
 - New impact and briefing material for government
 - Contribution to [Interactions Dark Matter hub](#)
 - Regular updates to UK media on progress of upgrade
 - Updates for press teams at UK universities
 - Pre-visits to CERN by UK TV to collect footage
 - Collected quotes from leading UK researchers for media use
 - Pool of scientists available for interview

LHC restart: UK actions

- Restart occurred during election period, so STFC as government agency couldn't comment directly
 - Gave media the details of 20 UK LHC researchers for interviews
 - Provided upgraded background briefings on UK involvement
 - Helped arrange interviews with researchers
 - Retweets of key CERN announcements during the day.
 - Kept relevant local contacts in government , Institute of Physics and Science Media Centre updated
 - Had a presence in the CCC!!