



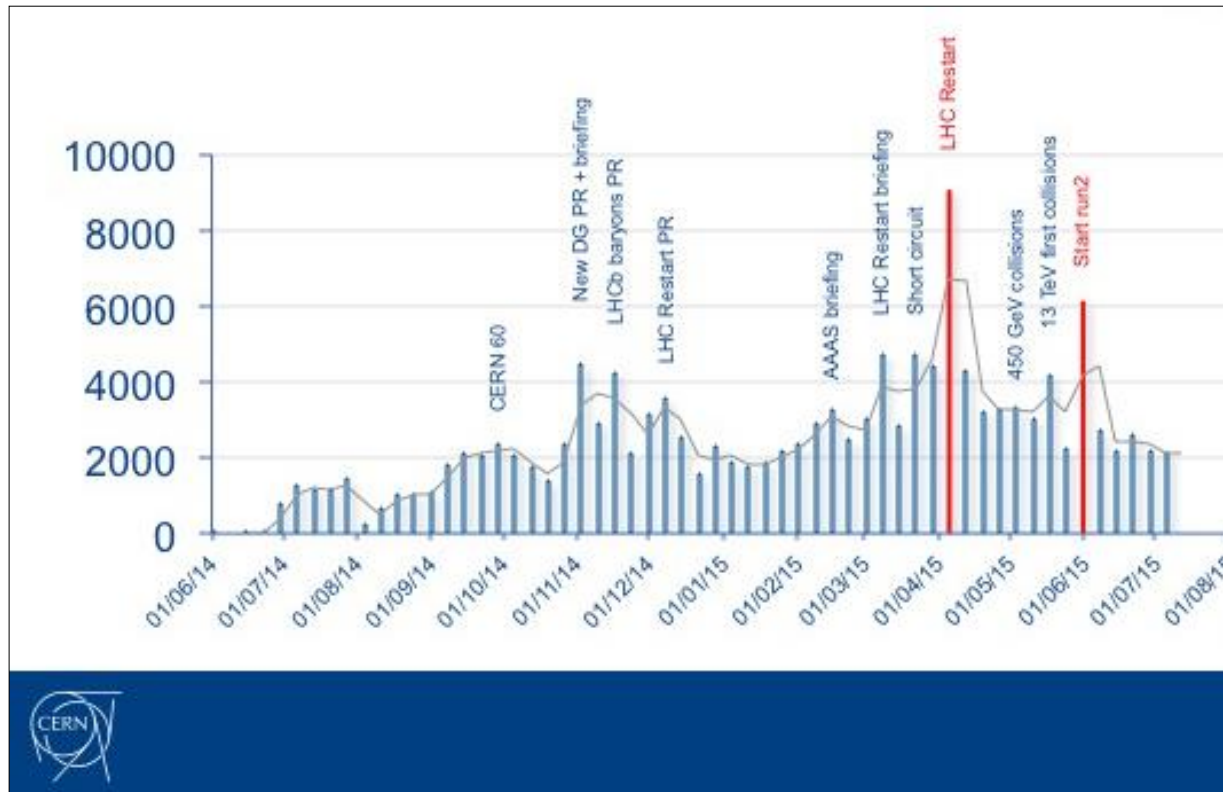
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Report from EPPCN



James Gillies, Head of Communications, CERN, 18 September 2015

Restart media campaign...



- Campaign began at ESOF2014
- Press conference at AAAS 2015
- Focus on first beams and start of data collection
- Note strong performance of physics-based press release



Social media

- #RestartLHC and #13TeV. Notable peaks around the key dates of 5 April's LHC restart (37,500 CERN mentions on social media) and 3 June's 13TeV collisions (33,000 mentions)
- Largest peak for CERN's Star-Wars-themed April Fools' Day joke, which created the highest level of engagement to date on CERN's social media channels (50,000 CERN mentions)

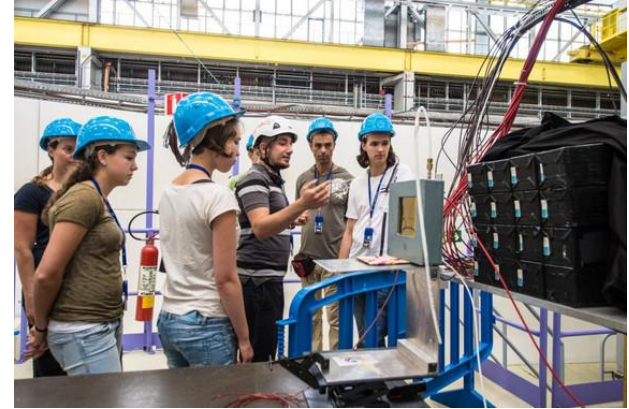


- Award of title best twitter page in Switzerland



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Other notable events...



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Status of the EPPCN network

- The positions of network members from Belgium, Bulgaria, Russia, Sweden (since March 2015), Switzerland and Turkey are vacant.
- The new ApPEC representative is Eleni T. Chatzichristou. She has also represented Greece in the network since January 2015.



A new phase for CERN communications

“Now that the draft plan appears to command a reasonable consensus within the Council, the United Kingdom delegation considers that thought needs to be given to how the activities and goals of the Organization for the next five years will be communicated in a non-technical way to the primary funders of the work i.e. the governments and members of the general public in the Member States” - From the minutes of the June Council meeting.



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Recap...

- 2004: market research, CERN's 50th anniversary
- 2006: establishment of EPPCN as part of strategy process
- 2007: awareness-raising campaign with EPPCN
- 2008: LHC first beam
- 2009: record beam energy
- 2010: start of LHC physics
- 2012: Brout-Englert-Higgs discovery
- 2013: Nobel Prize to Englert and Higgs
- 2014: CERN's 60th anniversary
- 2015: start of run 2

That was always going to be the easy part...



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Today's challenge...

- Potential long period of LHC running with no easily marketable results
- Positioning of CERN in the global landscape (ILC, neutrinos...)
- Positioning of Hi-Lumi LHC
- Positioning with respect to studies for the long term future (FCC, CLIC, Awake...)



Assets...

- Broad programme – the unseen CERN
- Good take up of physics stories in media
- Active online community
- Globally established brand



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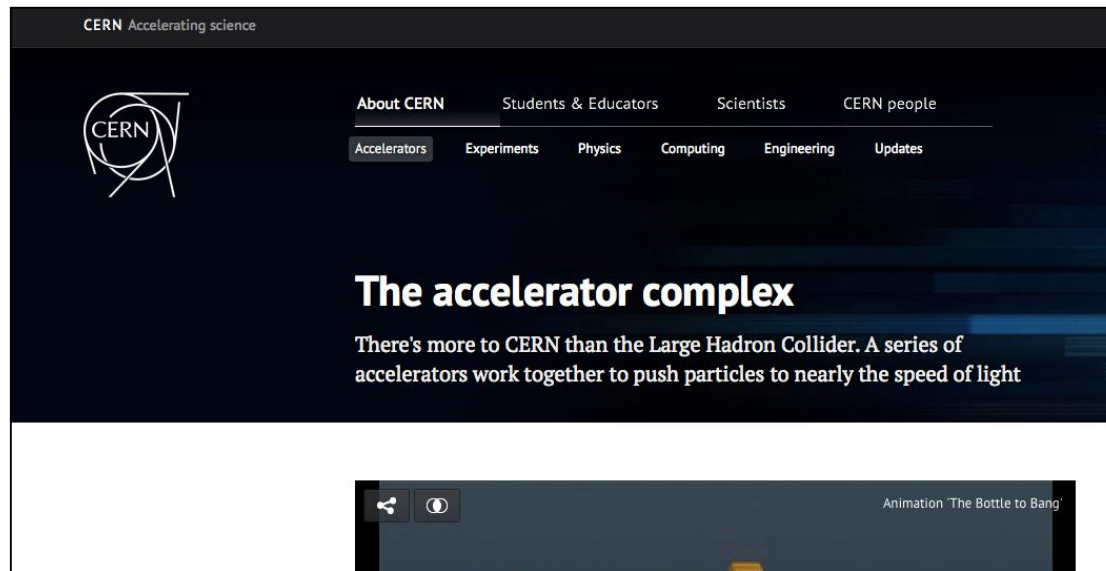
Examples of recent messaging...

- AD: The primary scientific goal of the Antihydrogen Experiment: Gravity, Interferometry, Spectroscopy (AEGIS) is the direct measurement of the Earth's gravitational acceleration, g , on antihydrogen.
- Isolde: What happens inside a dying star? A recent experiment at CERN's REX accelerator offers clues that could help astrophysicists to recalculate the ages of some of the largest explosions in the universe.
- Rare processes: Geneva, 13 May 2015. In an article published today in *Nature*, the CMS and LHCb collaborations describe the first observation of the very rare decay of the B_0 particle into two muon particles. The Standard Model, the theory that best describes the world of particles, predicts that this rare subatomic process happens about four times out of a billion decays, but it has never been seen before.
- Diversity: “*The measurements by ALICE and by BASE have taken place at the highest and lowest energies available at CERN, at the LHC and the Antiproton Decelerator, respectively,*” said CERN Director-General Rolf Heuer. “*This is a perfect illustration of the diversity in the laboratory's research programme.*”



What we're doing...

- Developing new messaging to cover, for example, rare processes and the unseen CERN
- Restructuring the web site to give greater prominence to Hi-Lumi LHC, and to feature the long-range R&D



- **Strategic communications plan to be developed in Q4 2015**



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