



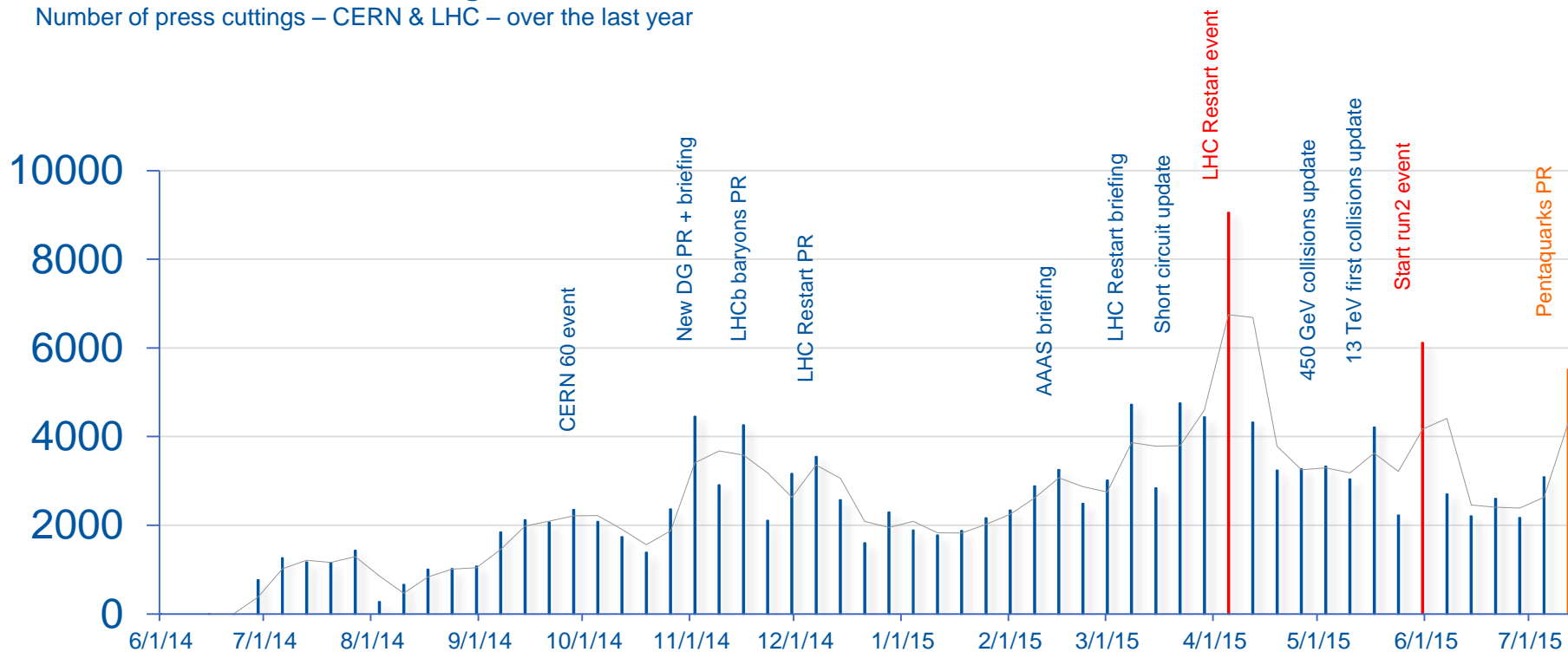
The media plan in brief - reminder

- . ESOF June 2014 – press briefing: LHC schedule 1st announcement
- . December 2014 – Council press release: Restart confirmed for Spring 2015
- . AAAS February 2015 – #RestartLHC press briefing
- . March 2015 – #RestartLHC press briefing @CERN
- . April 2015 – Beams back in the LHC – liveblog + press release + VNR + webcast Q&A
- . June 2015 – Start of Run2 - liveblog + press release + VNR + (live) webcast Q&A

In addition to these steps, we had to adapt to the situation and sent updates to the media occasionally (short circuit, 13 TeV collisions...)

Global media coverage

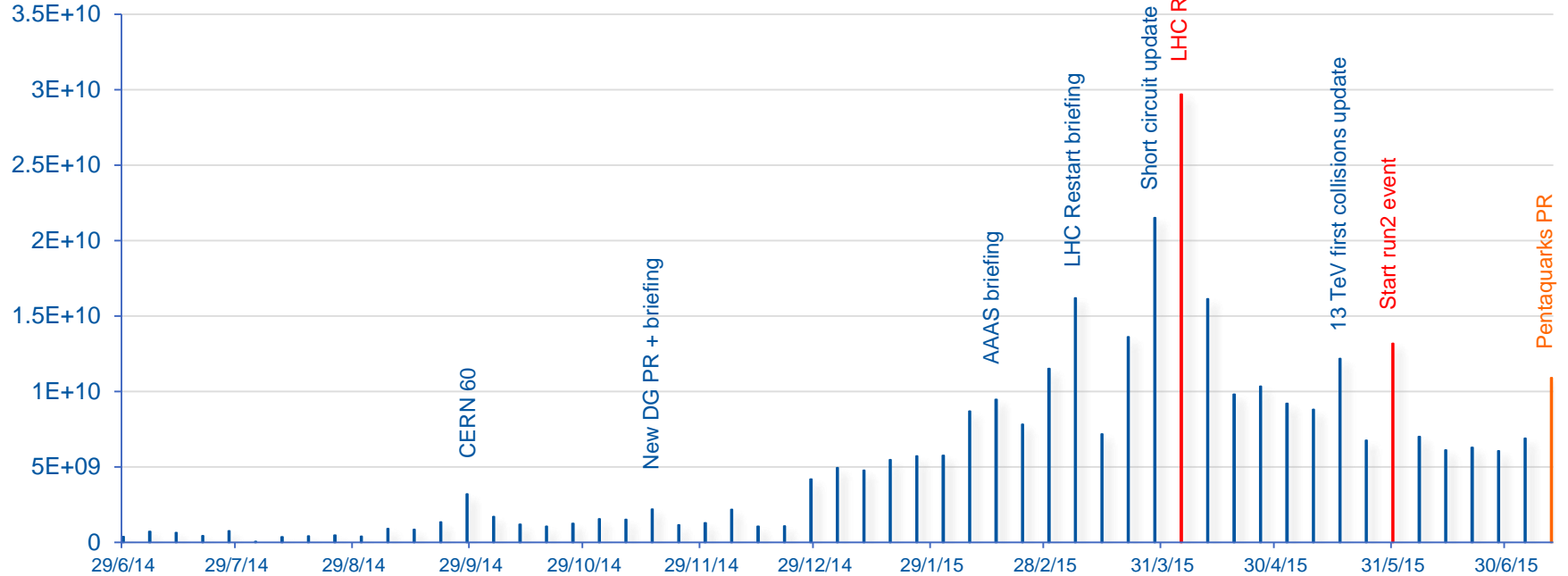
Number of press cuttings – CERN & LHC – over the last year



Media impact

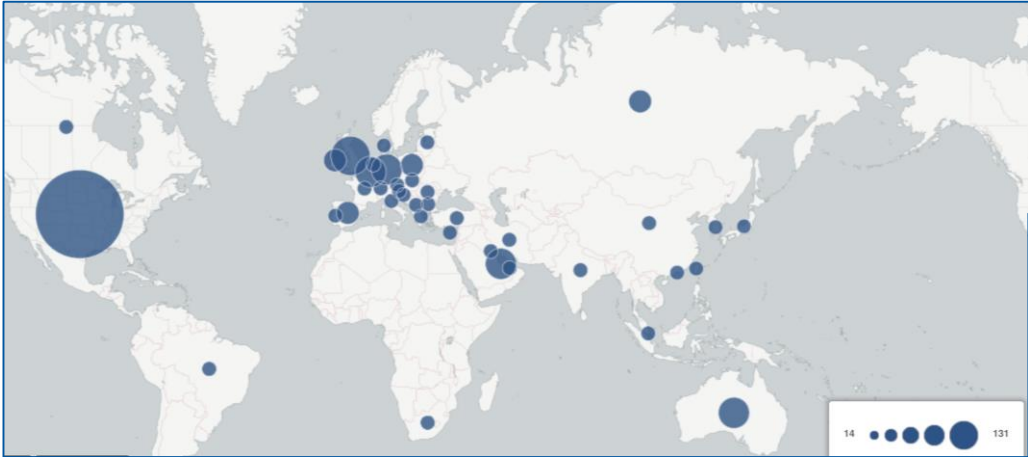
Monthly unique visitors of media mentioning CERN (\approx potential reach)

Keywords CERN & LHC



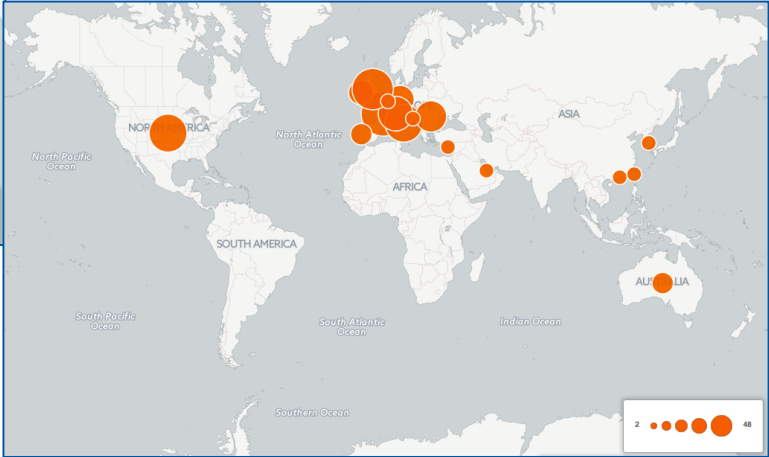
TV coverage – Start of Run2

Identified TV footage from CERN



April: beams back in the LHC – 555 hits

June: start of physics Run2 – 430 hits



- . We succeeded to reach out high coverage for the two most important steps we had identified: beams & 'first' collisions
- . The one-year overall campaign was very successful – the increase of media coverage is clearly significant. Interest in the LHC programme remains high
- . Journalists more and more ask us webcast press briefings: it works really well and many thanked us for this
- . Collisions before the start of physics were challenging for us, but the different steps were well covered in general – and helped to build the story over time

What's next?

- . Rework of CERN's communications strategy + new management may impact our current procedures
- . The press office will be busy with new management first part of the year (already the case) + potential visits underground for high level media only (LHC stopped Jan-Feb)
- . Moriond/ICHEP Chicago may come up with very first interesting results from run2 - we have to prepare for this...
- . Communications about High Luminosity LHC, FCC etc. will become increasingly important in the near future as there is progress – we will have to develop messaging and adequate campaigns on the very long term...