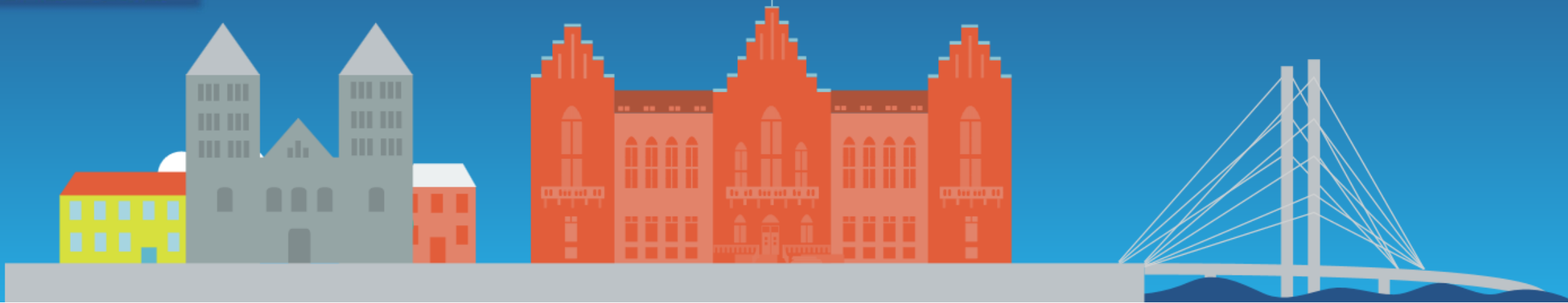




Lund, Sweden, 13th - 18th June 2016



CERN

Outreach in the International Context

Dr. Sascha Marc Schmeling

CERN

International Relations

Education, Communication, and Outreach

Protocol Office

Stakeholder Relations

Editorial Content Development

Media and Press Relations

Global Constituency Engagement

Visitors and Local Engagement

Teacher and Student Programmes

Audiovisual Production Service

Design and Visual Identity Service

Member States

Non-Member States

Host States

International Organizations

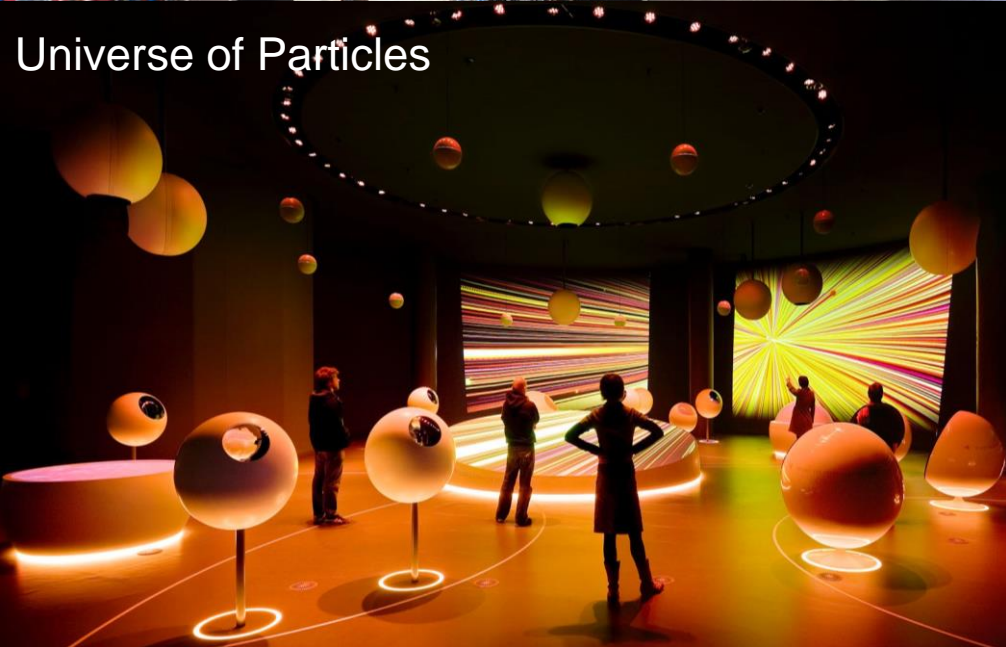
Partnerships and Fundraising



@CERN – A New Sector is Born

Education, Communication, and Outreach

Activities



- Creation of
- immersive exhibitions
 - interactive visits points

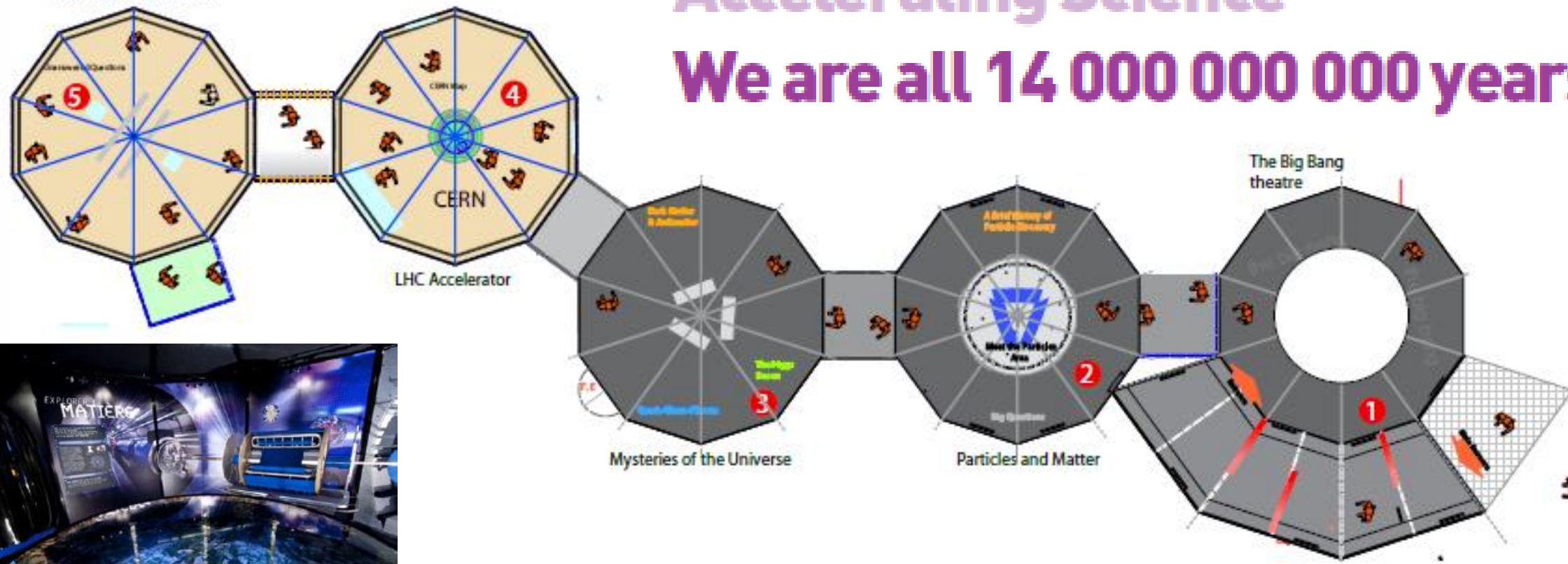


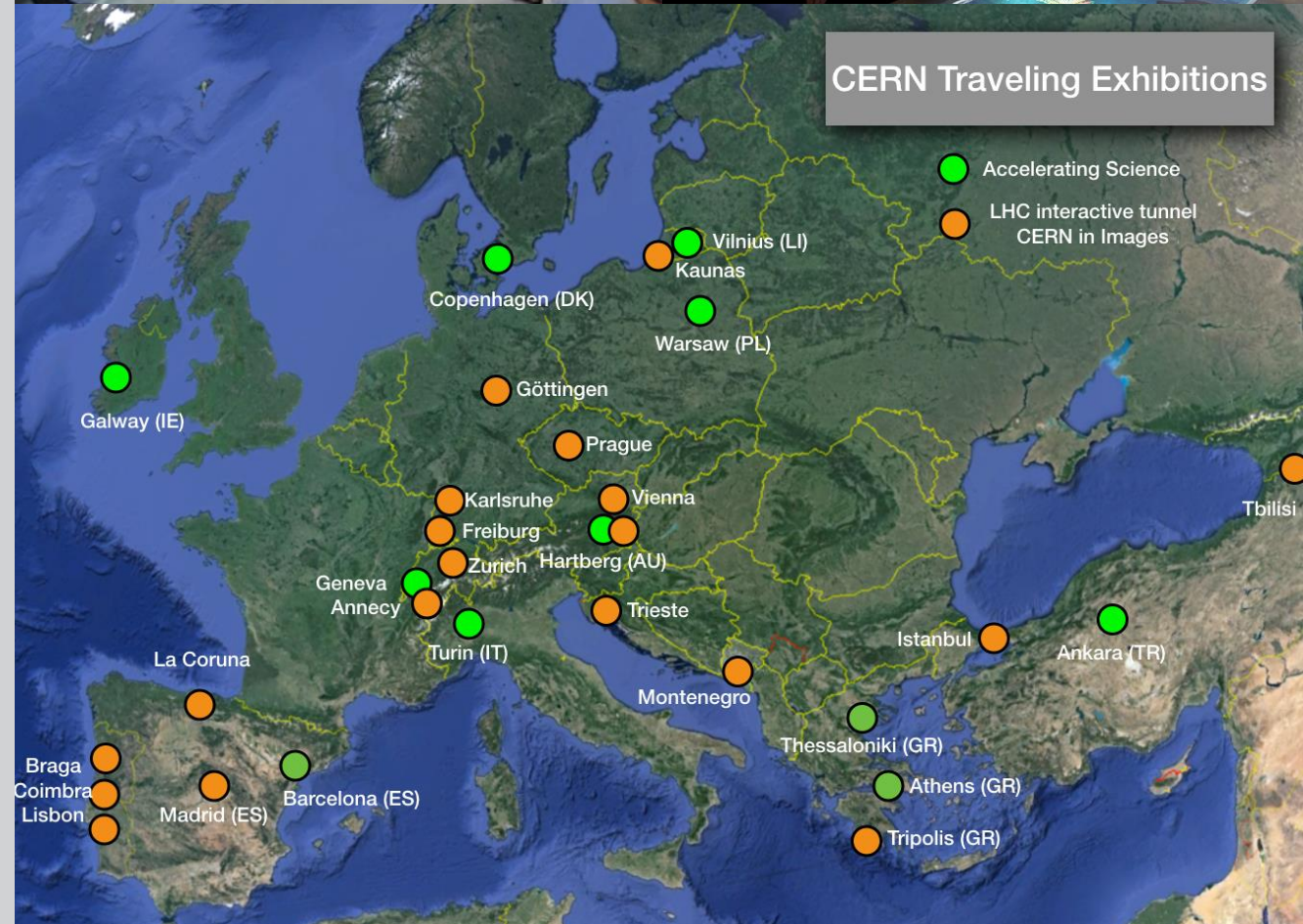
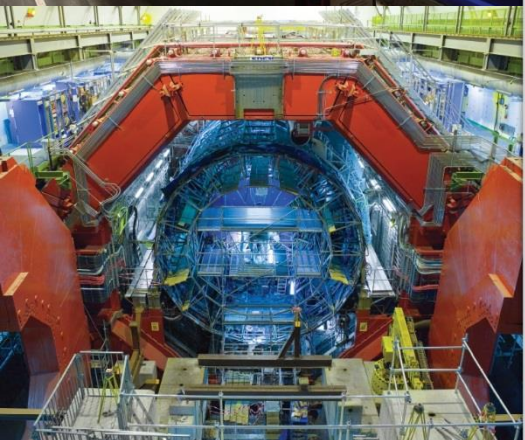
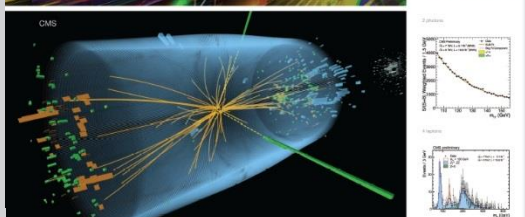
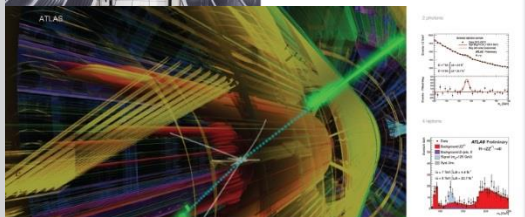
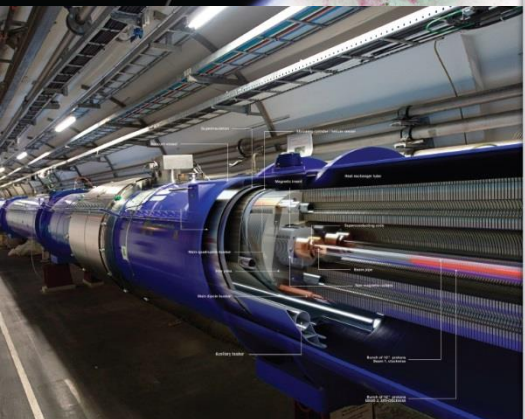
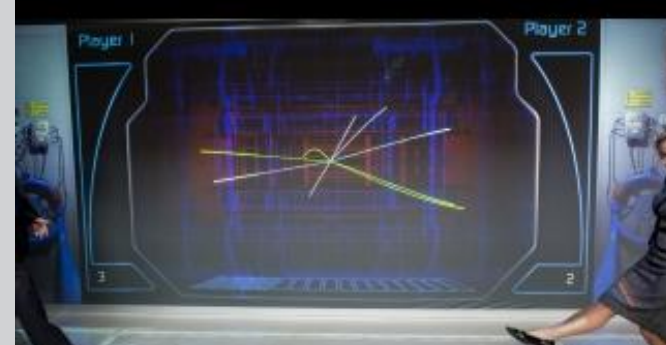
Global Constituency Engagement

Our world is built on
fundamental research

Accelerating Science

We are all 14 000 000 000 years old!





CERN in Images • LHC Interactive Tunnel



**CREATIVE
COLLISIONS
BETWEEN
THE
ARTS
AND
SCIENCE**

Collide@CERN



Collide@CERN

Collide@CERN – 3 months residency • since 2011

- explores elements even more elusive than the Higgs Boson: human ingenuity, creativity, and imagination
- competitive open calls - fully funded residency

Accelerate@CERN – 1 month residency • since 2014

- two artists from two different countries
- in cooperation with partner countries (e.g. Austria, Taiwan, Lithuania, UAE)

Visiting Artists programme – 1-2 days CERN visit

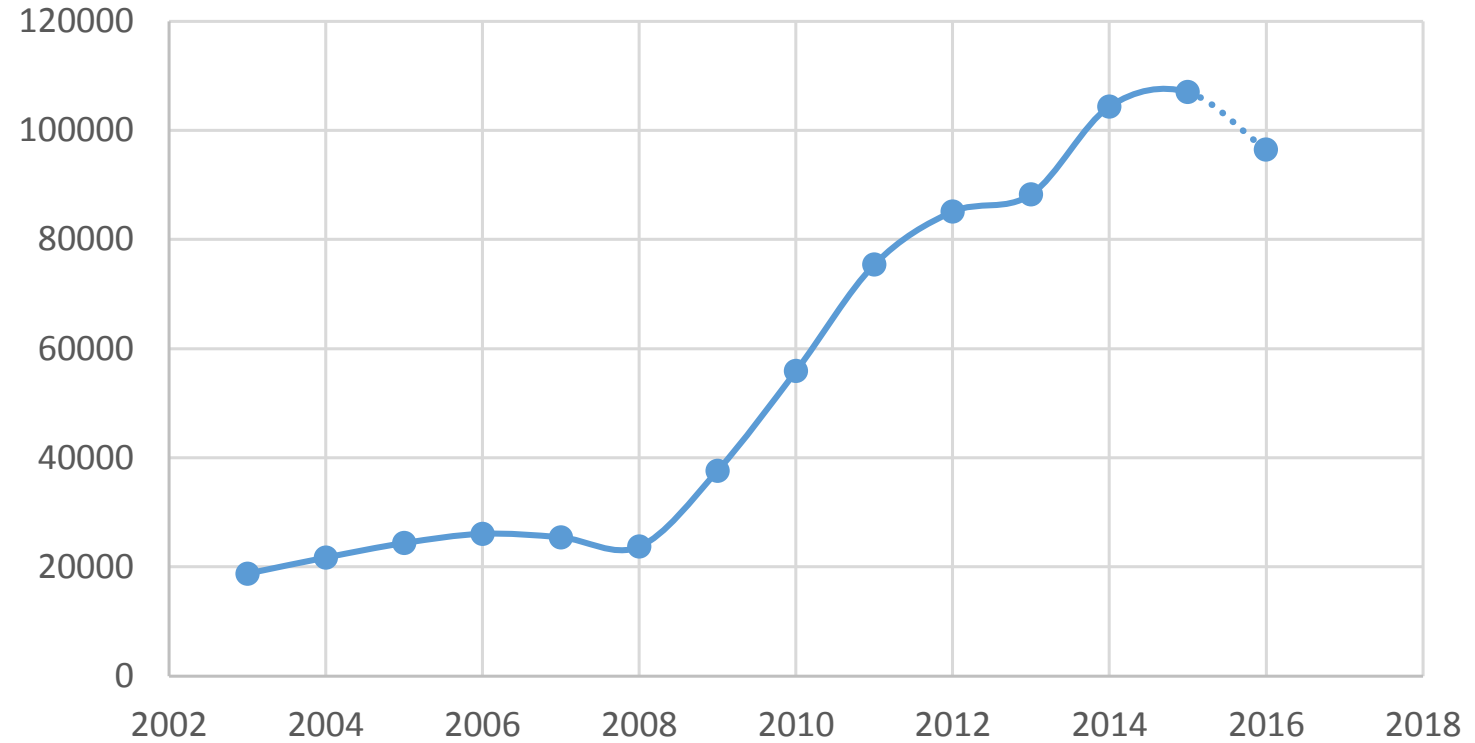
- up to 12 artists are invited on self-funded tours
- programme fully booked until 2017



Arts@CERN – Science & Art meet in three Ways



CERN Visits



Various activities for locals, regionals, and internationals at the CERN site.
Thanks for your support!



Visiting CERN • Local Engagement

CERN Teacher Programmes

[National Teacher Programmes](#)

[International Teacher Programmes](#)

[Contact](#)

“There is nothing more enriching and gratifying than learning.”

[Fabiola Gianotti, CERN Director-General]

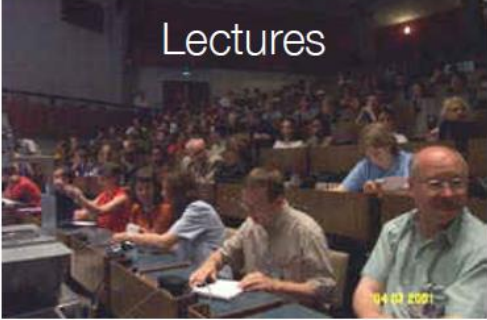
Every year, CERN offers various professional development programmes for teachers to keep up-to-date with the latest developments in particle physics and related areas, and experience a dynamic, international research environment. All programmes are facilitated by experts in the field of high energy physics and include an extensive lecture and visit itinerary.

Furthermore, CERN's teacher programmes enable you to meet with teaching colleagues from your country or from all around the World. We offer teacher programmes in English or in one of the national languages of CERN Member States, lasting between 3 days and 3 weeks. Take part!

[National Teacher Programmes](#) & [International Teacher Programmes](#)



Teacher Programmes



10.000th
participant
in this year's HST

National Teacher Programmes in the language of the country | 4-6 days

focus on visits and lectures

International Teacher Weeks in English | 2 weeks

focus on visits and lectures

*new
starting in 2017*

International Teacher Programme "HST" in English | 3 weeks

focus on collaboration



Teacher Programmes

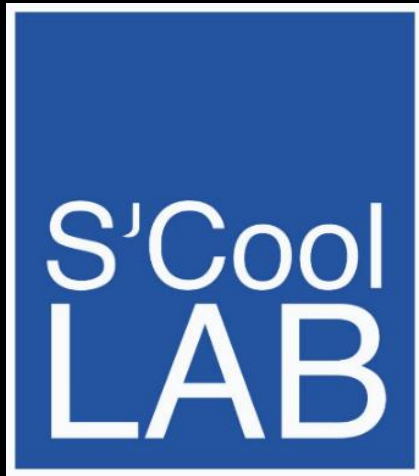
S'Cool LAB

There is always a way to do it better... find it!

If you can't explain it simply, you don't understand it well enough.



What is S'Cool LAB?



HANDS-ON PARTICLE PHYSICS LEARNING LABORATORY

For high-school students and teachers
International audience from more than 20 countries
Independent experimentation in small groups



200 m² MODULAR LABORATORY SPACE AT CERN

State-of-the-art IT equipment incl. videoconferencing
Showcase for experiments for schools linked to CERN's
scientific programme and technologies



TEST BED FOR PHYSICS EDUCATION RESEARCH

Development and evaluation of student activities
accompanied by research in physics education



Aims of S'Cool LAB



Make CERN's physics and technologies understandable to students through hands-on experimentation

Give insights into the working methods, technologies, and research of the world's largest particle physics laboratory

Experiments

Particle Acceleration



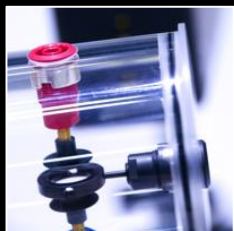
electrons & electric fields



superconductivity



electrons & magnetic fields

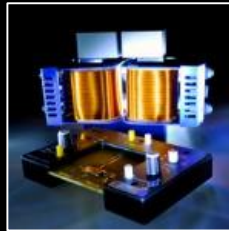


particle traps

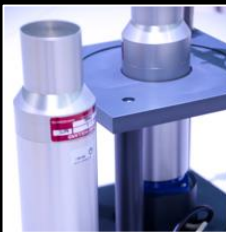
Basics & Applications



HALL effect



FRANCK-HERTZ experiment



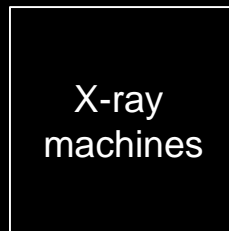
PET



RUTHERFORD experiment



PLANCK's constant



X-ray machines

Particle Detection



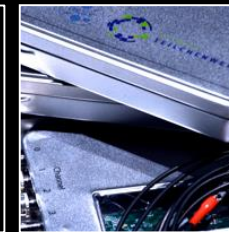
cloud chambers



pixel detectors (MEDIPX)



scintillation detectors



ionisation chambers



... and many more to come



- international competition
- selection by a large team of evaluators
- followed by a complete approval process through the appropriate scientific committee
- 2016:
 - 151 teams
 - 1260 students
 - $\frac{1}{3}$ girls
 - $\frac{1}{3}$ non-member states
 - 2 winning teams

Education, Communication, and Outreach

Services



Contacts

Audiovisual Productions Service
audiovisual-requests@cern.ch ✉
Location: 510/R-035
Postbox: J19200

Catalog navigation

- SA Knowledge, Scientific Information, Text and Media
- CS CERN Official Communication
- SE **Audiovisual Production Service**
- SE CERN Core Website and Social Media Services
- SE CERN Graphic Design Guidelines Service
- SE CERN Writing Guidelines Service
- SE Special Event Coordination

SE Audiovisual Production Service

The Audio Visual Production Service is part of the Education, Communications and Outreach Group (ECO) within the International Relations Sector (IR).

Its main mission is to produce engaging visual products (photos, videos, Video News Releases VNR, film, slideshows, photo-stories, live broadcasts....) in line with CERN's education, communication and outreach priorities for a variety of target audiences (general and specialized).

Another important mission of the Service is to document milestones of CERN's life, people and history with photography and video, for archival purposes.

The Service also supports other Sectors with professional expertise in video/photo production.

Actions

[Request](#) Audiovisual Production request form



International Relations

Protocol

... a very special visits service ...

Create an Emotion



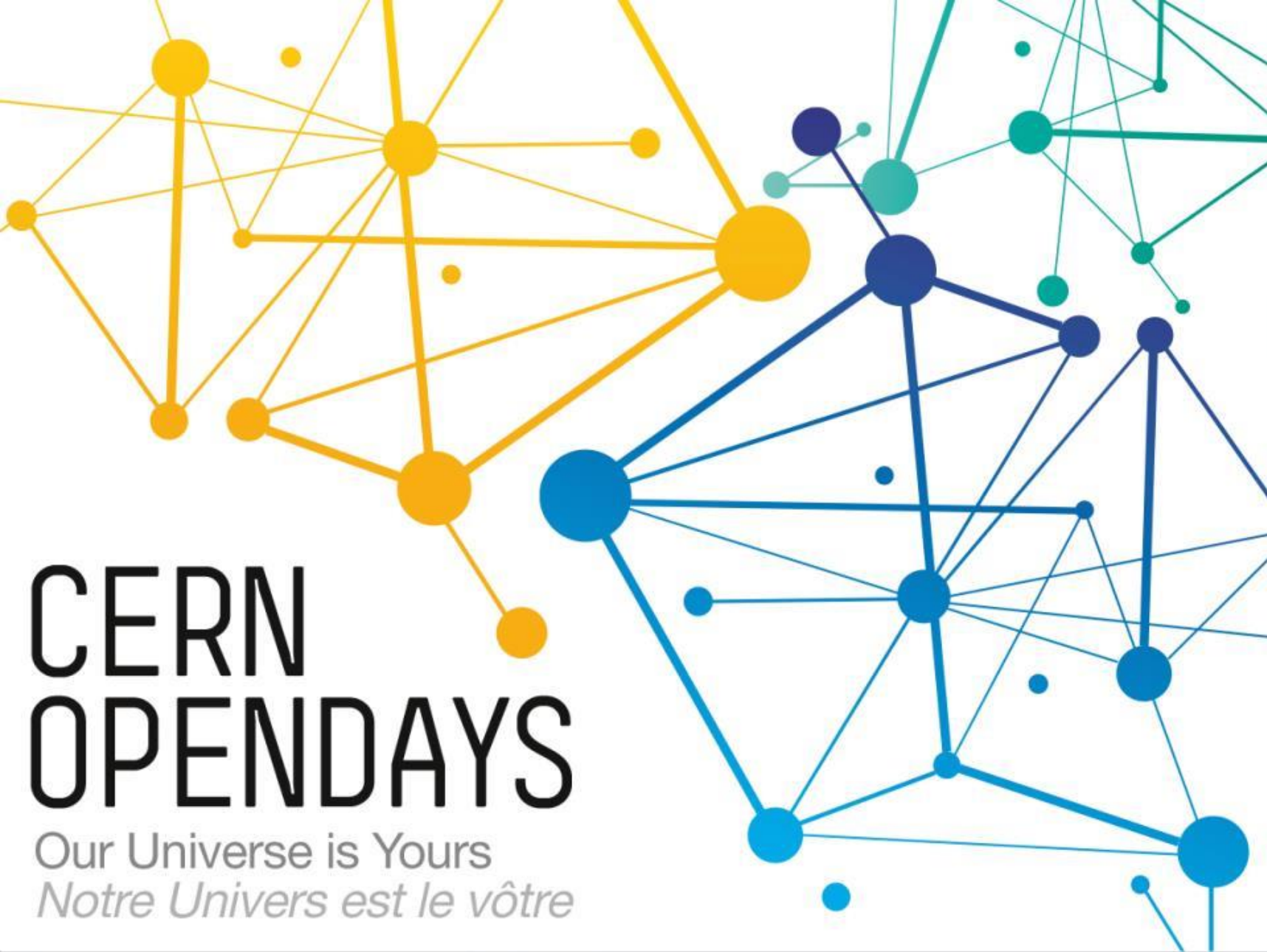
sometimes
acrobatic



Create a
memorable
moment



Protocol – A very special Challenge



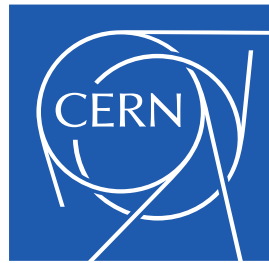
CERN OPENDAYS

Our Universe is Yours
Notre Univers est le vôtre

- two “big” outreach events coming up these years
- OpenDays in 2019 during LS2 (May or October)
- one new event format in 2017 *stay tuned!*



Big Outreach Events ... on the Horizon



www.cern.ch