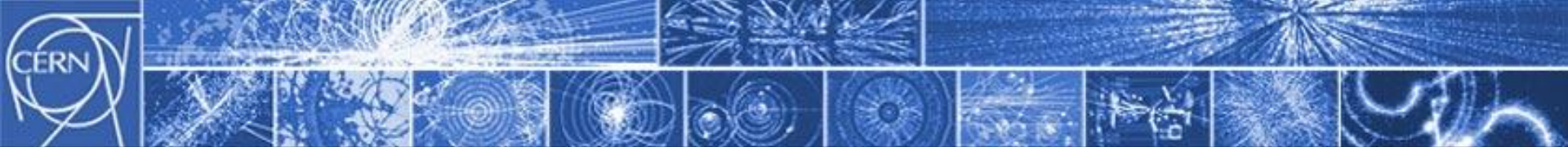




# Communication, Education and Outreach

Christine Sutton

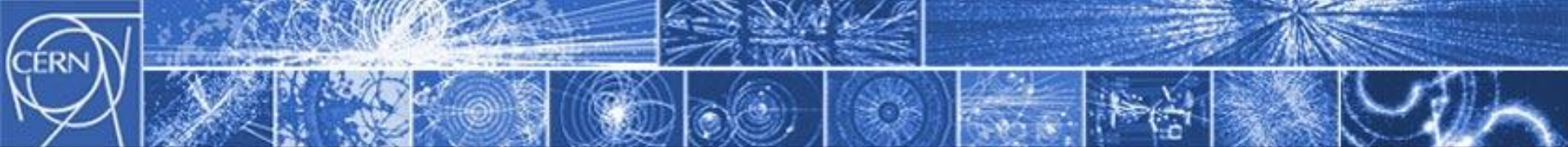
Communications Group (DG-CO)



The CERN budget is paid by our member states



We owe the 'general public'  
an explanation of what we do, and why.



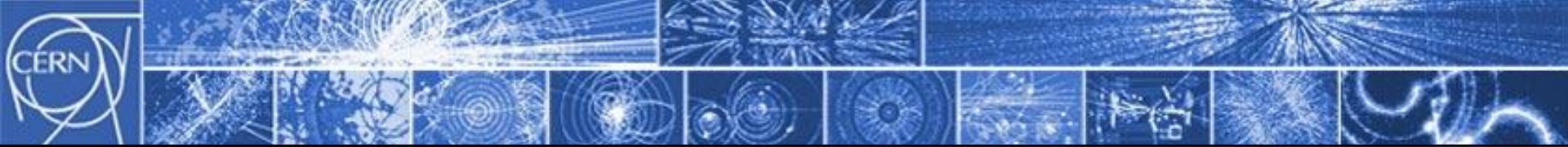
## Two groups in the DG unit:

‘**Communications** group’ (DG-CO)

‘Education and Public Outreach group’ (DG-EDU)

### *General mandate:*

*to increase awareness of CERN and its activities and to promote the interaction of science/particle physics with the general public, teacher, students, and society.*



## Communication:

*Produce & distribute information, build support for CERN*

Target: General public; scientific community; decision makers



**Group leader: James Gillies**

Media visits, contacts

Press releases

Public website, social media

Brochures, photo & video service

CERN Bulletin, CERN Courier



## Communications (DG-CO)

### Press Office

1000+ journalists/year

(press, radio, TV, interviews, filming for documentaries)



Annual Report

Official photos

Video Service



### A year at CERN

**to remember**  
Chicago, Bam in Geneva and p in Melbourne, on 4 July, the most participatory conference in the history of CERN. They are waiting their chance in the search for the Higgs boson at the Large Hadron Collider (LHC) with the excitement of the day. The seminar has been held to align with the start of the 2012 International Year of High-Energy Physics (IHEP) in Melbourne. Participants are ready to watch by video-conference.

**Not only the LHC**  
The LHC may have grabbed many headlines in 2012, but as a storage ring, it used only some of the proton produced at CERN during the year. While the Proton Synchrotron (PS) and the seminar, but also through social media such as Twitter as well as through news agencies, TV and the printed press. On the day, CERN hosted nearly 100 journalists and 20 TV companies, with video footage being used by more than 1000 TV stations and 5000 news programmes.

CERN was to receive many accolades for its scientific achievement by the end of the year, including "Newsmaker of the year" in the science magazine Nature.

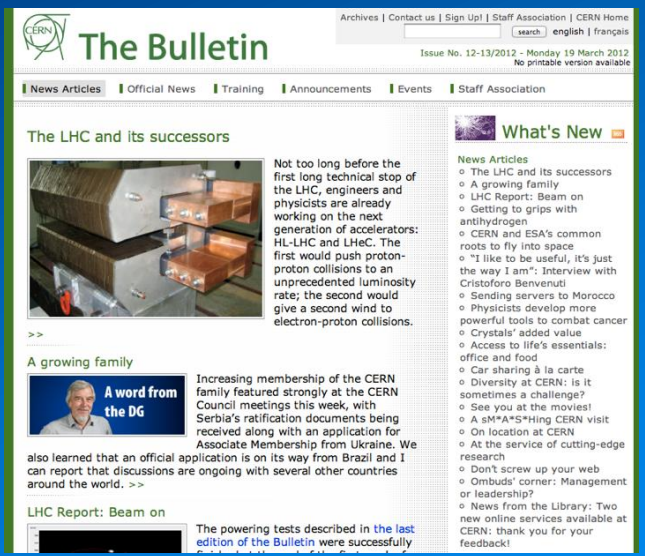




## Communication (DG-CO)

### CERN bulletin (bi-weekly)

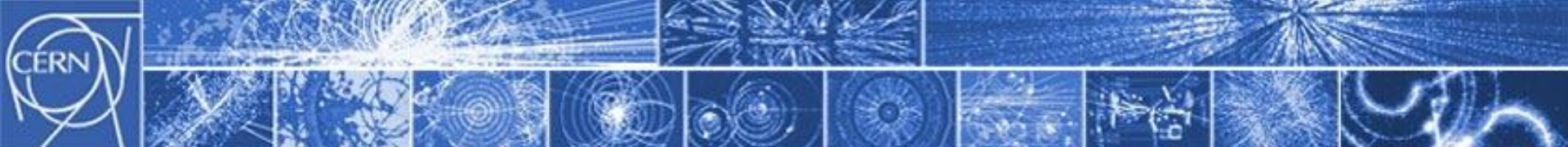
[for CERN staff and users;  
web – 90,000 hits/month –  
and paper]



### CERN Courier (monthly)

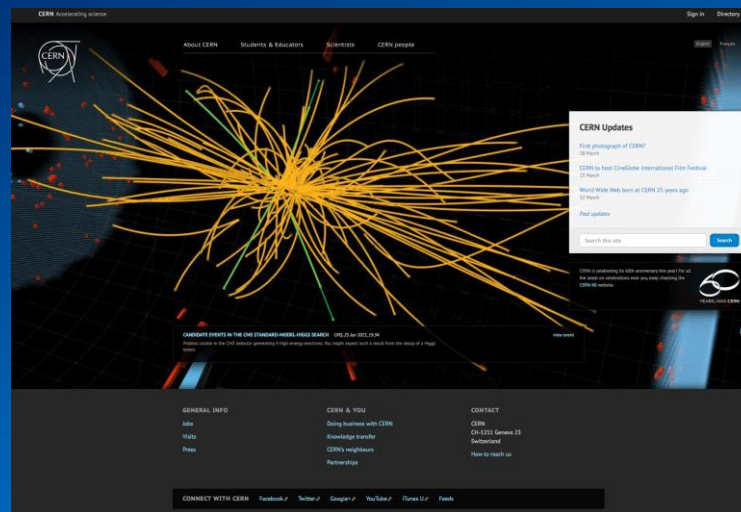
[22,000 for world-wide HEP community]





## Communication (DG-CO)

Top level web pages  
2250 pages of content  
5000 unique visitors a day



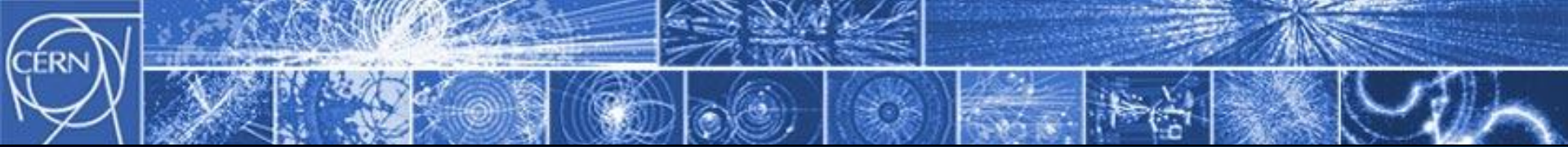
## Social media

899,000 followers on Twitter  
274,000 likes on Facebook

## Brochures

100,000 copies per year  
(CERN, LHC, experiments etc.)





## Education and Public Outreach

*Inform general public: CERN guided tours and exhibitions*  
*Inspire & motivate young school students for physics*  
*Help teachers to bring modern physics to schools*

**Group leader: Rolf Landua**



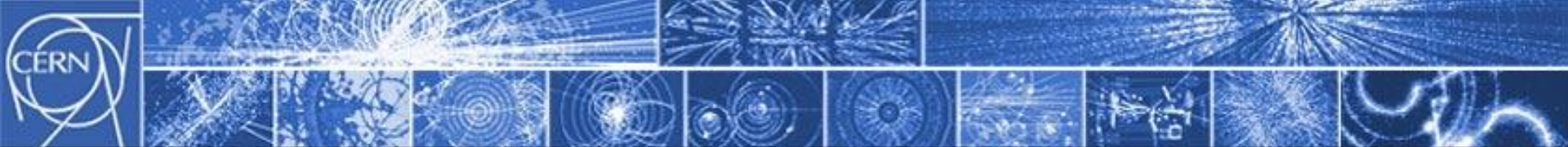
Teacher Programmes

CERN exhibitions on-site

CERN travelling exhibitions

Guided CERN tours





# Programmes for school teachers

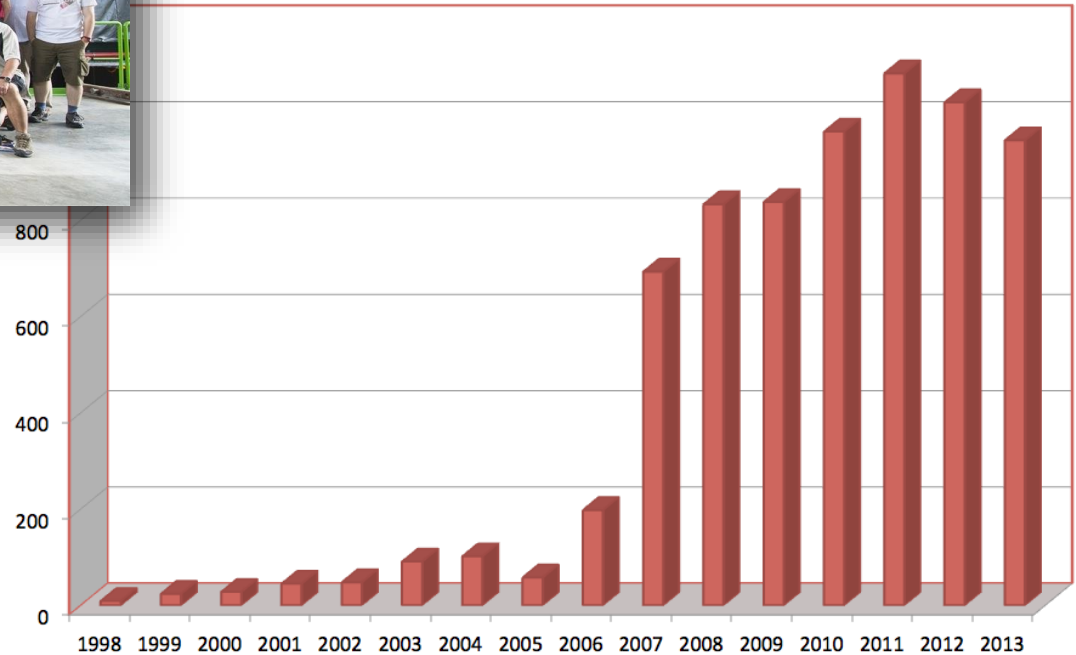


## INTERNATIONAL PROGRAMME

3 weeks, July, in English

54 physics teachers from 22 countries

Number of teachers per year

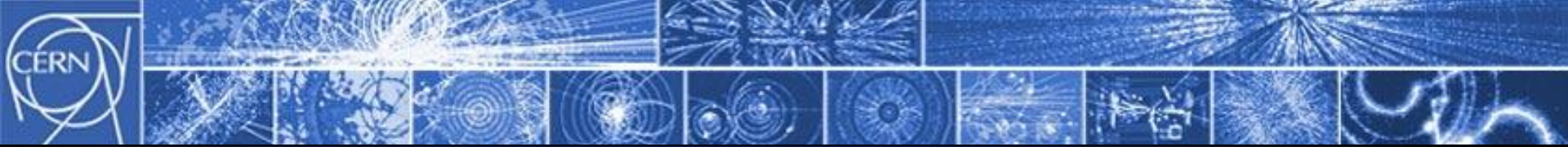


## NATIONAL SCHOOLS

30+ teacher schools per year

20+ countries

3-5 day programmes in native language

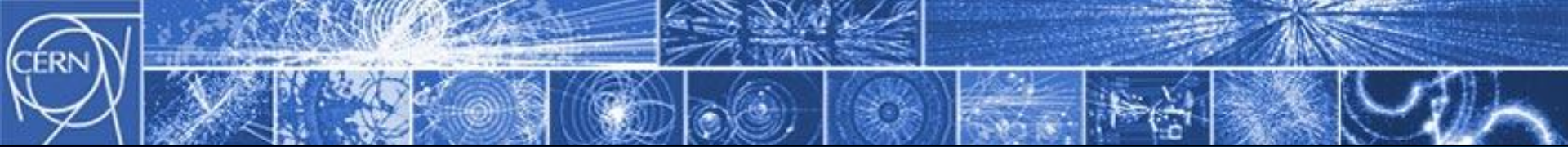


# Exhibitions at CERN



## Universe of Particles - Univers de particules

60,000 visitors/year



## Globe of Science and Innovation (first floor)



Conferences, discussions, events

Forum for science and its benefits for society

Partnerships between CERN and industry

Also: CERN seminars, conferences, CineGlobe

170 events (2013)

## Microcosm exhibition

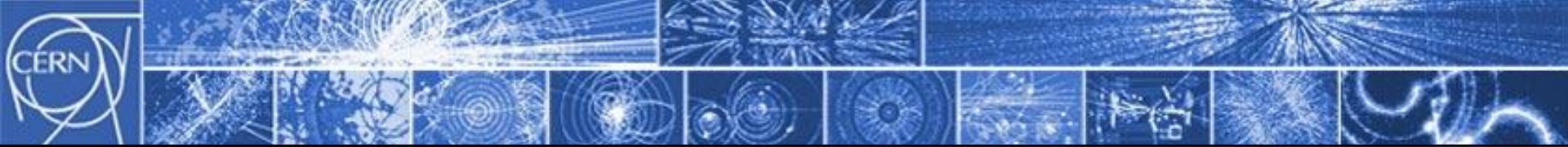
Detector models

Fundamental forces hands-on

History of computing

LHC mockup





# CERN travelling exhibition

Inaugurated April 2009

- 2009: Geneva (university, CERN)
- 2010: Torino, Copenhagen
- 2011: Hartberg (AU)
- 2012: Ankara, Galway (Ireland)
- 2013: Warsaw (Poland)
- 2014: Athens, Thessaloniki (Greece)
- Valencia (Spain)



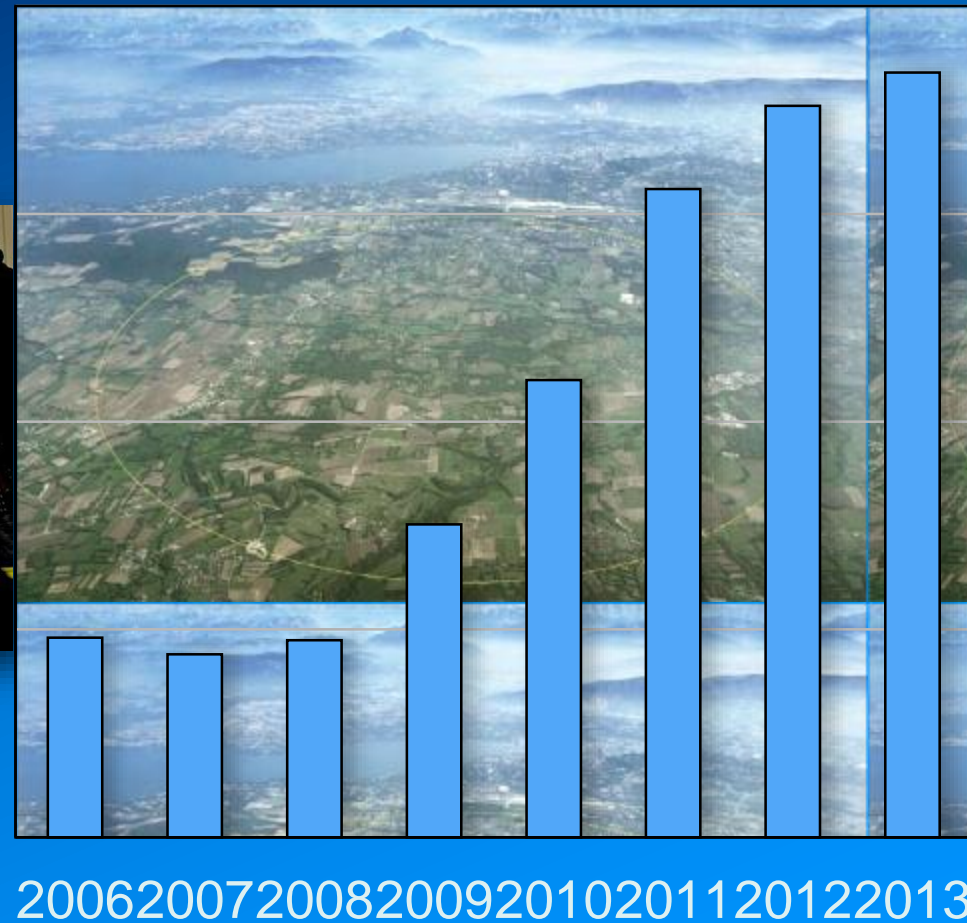


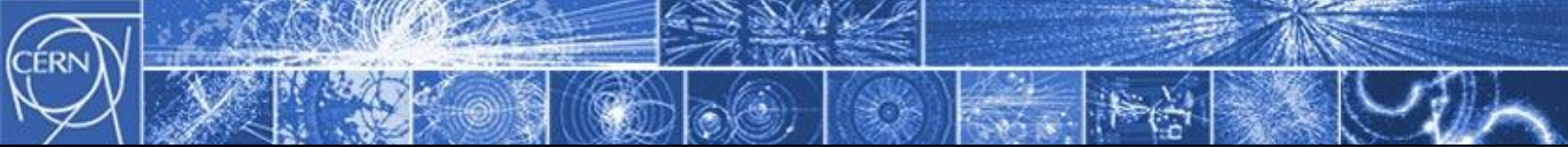
## Guided CERN tours



Huge demand > 200,000 ,0

## Number of visitors





## CERN Visits - Problem No. 1

# We need **YOUNG** and **ENTHUSIASTIC GUIDES**

*An opportunity to become acquainted with other areas of the lab  
Share your expertise and enthusiasm with the public*

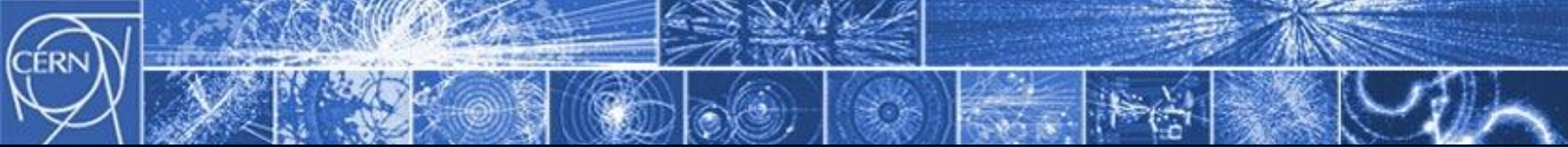
To become a guide:

- Follow a CERN guided tour as observer
- Follow a communication and safety training
- Follow guide training courses (part of CERN's training programme)

Then: sign up for one visit per month (or more) !?

Visits take place both during the week and on Saturdays

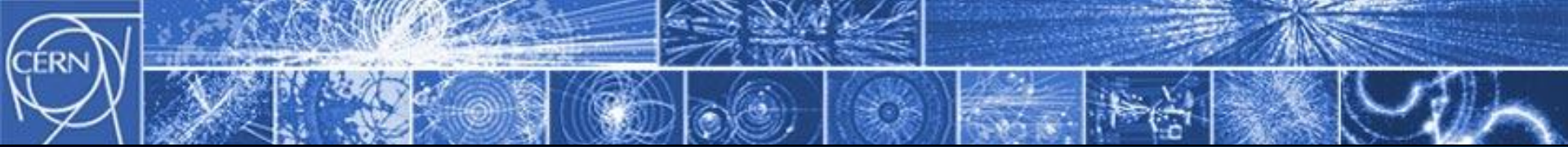
Contact: [dominique.bertola@cern.ch](mailto:dominique.bertola@cern.ch)



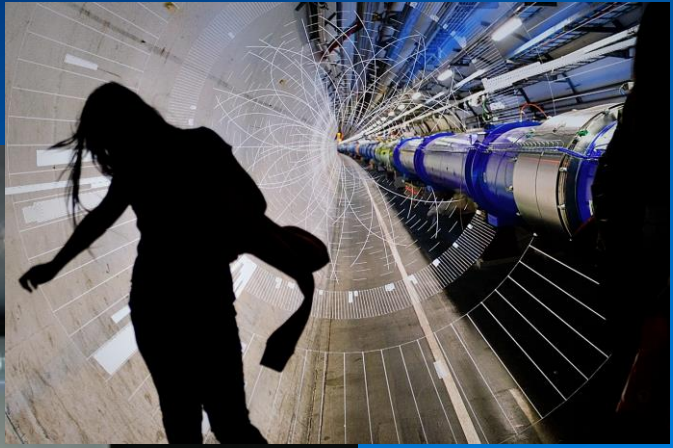
**New or improved visit points recently opened for guided tours:**

**Computing Centre**

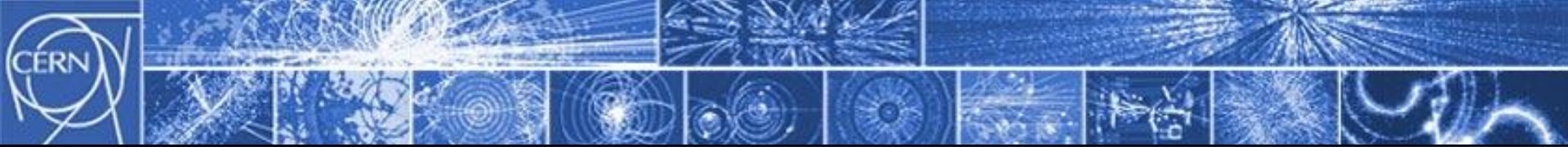




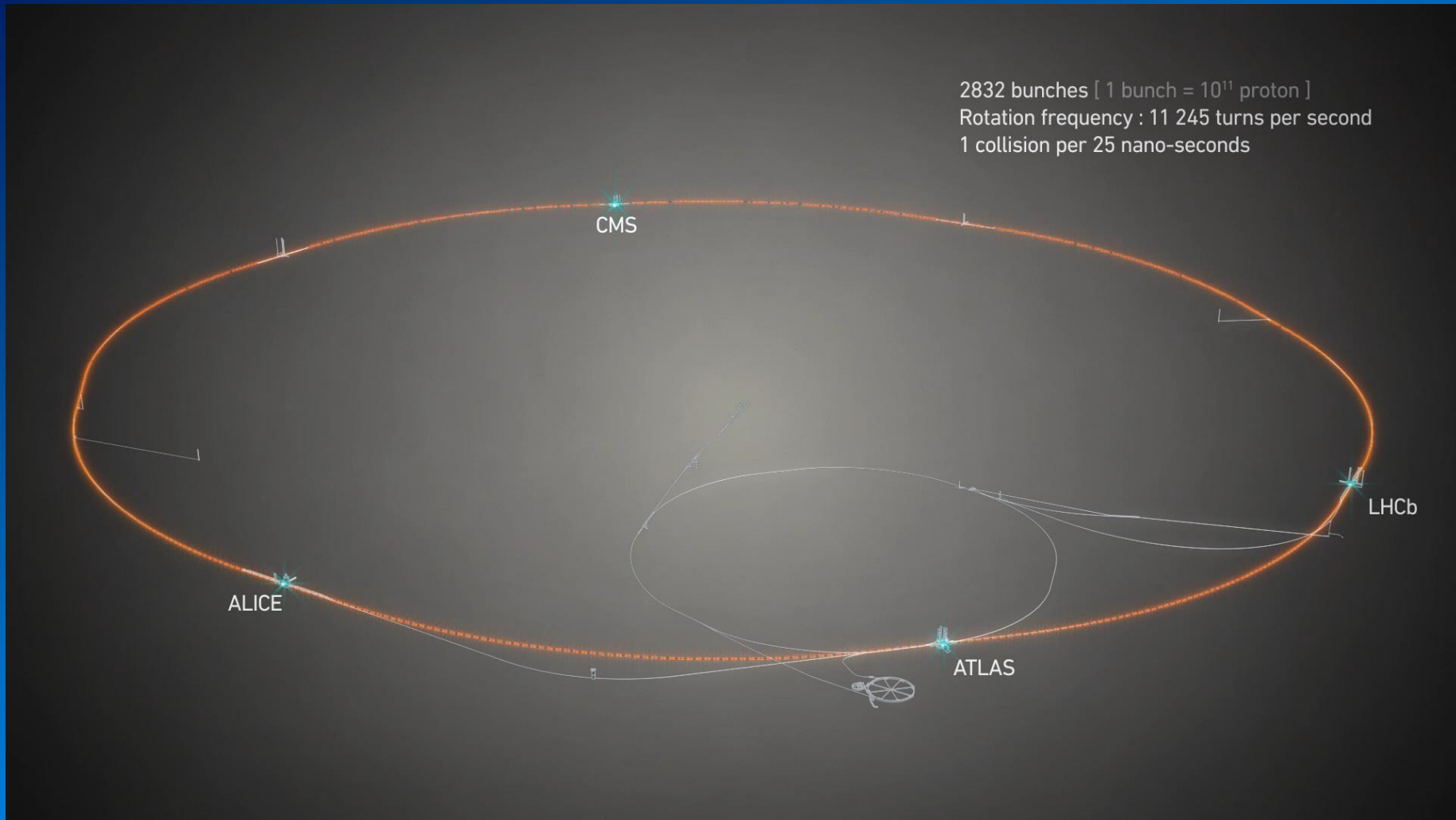
# CERN Control Centre

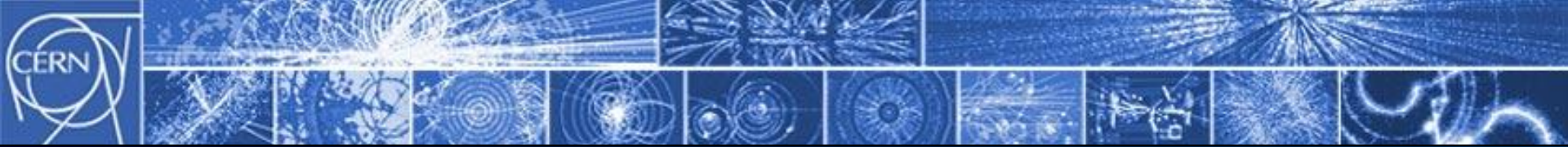






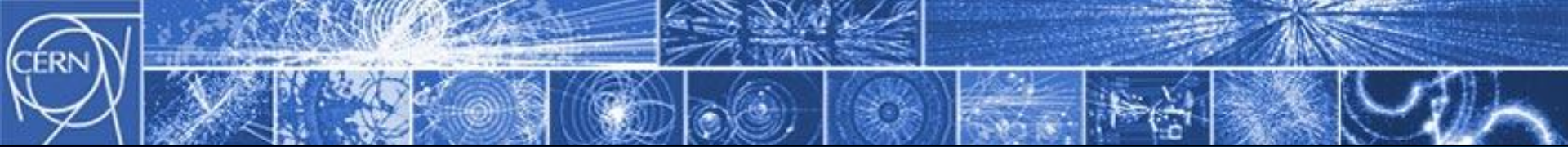
Very large “intelligent” windows - touch sensitive - show animations/videos



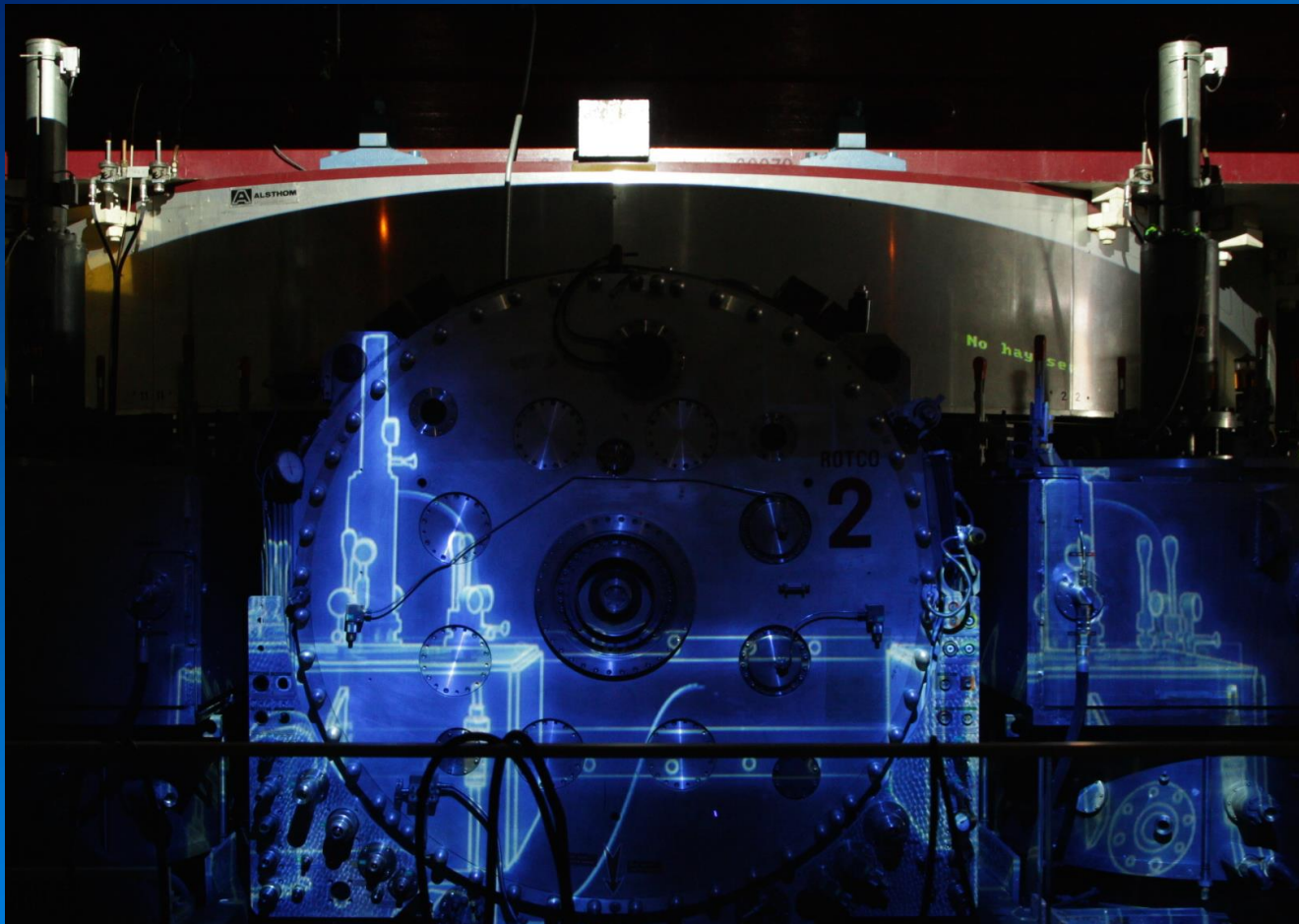


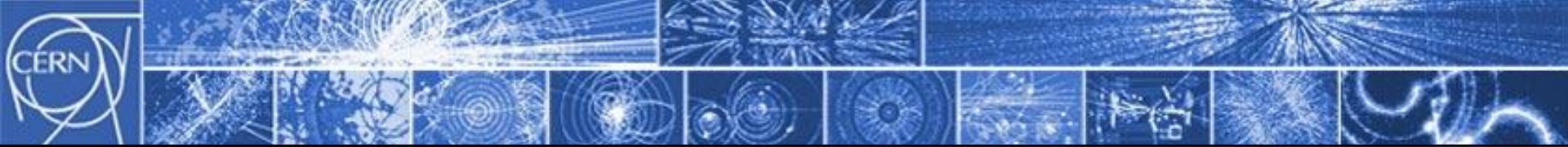
## Synchrocyclotron - the oldest CERN accelerator





## Synchrocyclotron - explaining physics with projection mapping





If you want to know more:

[education.web.cern.ch](http://education.web.cern.ch)  
[communications.web.cern.ch/](http://communications.web.cern.ch/)

Thank you for your attention.