



AIDA 2020

Advanced European Infrastructures
for Detectors at Accelerators

WP2 Parallel Session: Communication

Jennifer Toes
Communication Officer, CERN

AIDA-2020 1st Annual Meeting, 13th-17th June 2016



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 654168.



Product	When	Responsible	Status
Logo ✓	February 2015	CERN	Completed
Website ✓	March 2015	CERN	Completed
Newsletter ✓	Reuse LC platform, then in Q4 or 2 nd year Q1 start own newsletter	CERN + DESY	Completed – Launched May 2016
LHC Experiments media channels ✓	After start of the project	Coordinator and Deputy Coordinators	Ongoing
Social media ✓	When triggered by article, newsletter, big AIDA-2020 event	DESY	Ongoing – Reuse existing channels as needed
Educational resources	In Y2/Y3	With the help of the communication working group, tbd	Ongoing – future goal to be achieved in Y2/Y3.
TA videos ✓	Expected for the 1st annual meeting	CERN with in-kind contribution from INFN	Ongoing – 6/10 videos filmed
Industrial forums	Represent AIDA-2020 at industrial fairs	CERN KTT (TTN)	Ongoing



The screenshot shows the AIDA-2020 website homepage. At the top left is the AIDA 2020 logo. To its right is the text "Advanced European Infrastructures for Detectors at Accelerators". Below this is a navigation menu with tabs for Home, Project, Activities, Transnational Access, Events, Documents, AIDA, Newsletter, and Contact. The main content area features a large image of the CMS Pixel Detector with the caption "CMS Pixel Detector, Image credit: CMS". Below the image is the heading "What is AIDA-2020?" followed by a paragraph: "The AIDA-2020 project brings together the leading European research infrastructures in the field of detector development and testing and a number of institutes, universities and technological centers, thus assembling the necessary expertise for the ambitious programme of work." To the right of the main content are two sections: "HIGHLIGHTS" and "AIDA-2020 MEETINGS".

Home Project Activities Transnational Access Events Documents AIDA Newsletter Contact

Welcome to the AIDA-2020 website!

What is AIDA-2020?

The AIDA-2020 project brings together the leading European research infrastructures in the field of detector development and testing and a number of institutes, universities and technological centers, thus assembling the necessary expertise for the ambitious programme of work.

HIGHLIGHTS

- 5 Apr 2016
Registration open for the AIDA-2020 1st Annual Meeting
- 1 Apr 2016
Postdoc in Experimental Neutrino Physics at CIEMAT, Madrid
- 22 Jan 2016
Vacancy announcement:
11 PhD positions on Neutrino, Dark Matter and/or BSM physics, funded by MSCA ITN, Elusives

Archive >> »

AIDA-2020 MEETINGS

- 9 Jun 2016
CERN internal AIDA-2020 coordination meeting #2 554-1-019
- 13 Jun 2016
AIDA-2020 First annual meeting
- 15 Jun 2016
Welcome to AIDA-2020

Launched with logo last year, new tabs added accordingly.

Updated regularly with project results, highlights, events.

Improvements?



n track

News for the Detector Community

About

On Track is the bi-annual newsletter produced as part of the AIDA-2020 project. It aims to provide announcements, news and results from AIDA-2020, in addition to relevant news and highlights from the wider detector community. On Track is produced by a collaboration between CERN and DESY.

Our Team

Editors:
Jennifer Toes (CERN)
Barbara Warmbein (DESY)

Editorial Board:
Paolo Giacomelli (INFN)
Felix Sefkow (DESY)
Laurent Serin (CNRS)

Get Involved

Want to contribute to On Track? Do you have questions or comments for us? If so, please email AIDA-2020-newsletter-editor@cern.ch and we will do our best to get back to you as soon as possible.

News



Clear the stage for AIDA-2020
Felix Sefkow welcomes readers to the first issue of On Track.



AIDA-2020: first year in review
Laurent Serin on the key achievements of the first year of AIDA-2020.



Timepix3 headed for synchrotrons
New Timepix3 chip could reduce data collection times.



Annual Meeting announcement
First annual meeting to be held at DESY in Hamburg, Germany, from 13 to 17 June.



Probing future detectors
Beam telescope to be assembled at DESY and to start taking data this autumn.



In-built cooling for silicon detectors
How 3D printing could get to the heart of the ILC detectors.



Simulations for detector designs
WP7 uses TCAD simulations to model breakdown behaviour of sensors.



Transnational access videos
WP2 producing a video series on facilities available under the TA programme.




Electromagnetic noise control tests
Tests at ITAINNOVA to improve electromagnetic noise sensitivity.



Subscribe to On Track!


Website




n track

News for the Detector Community

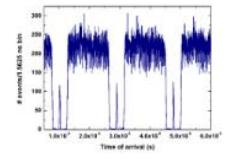
Welcome to the first issue of On Track, a biannual newsletter (currently published twice per year) produced by and for the AIDA-2020 project and the wider detector community. You are receiving this newsletter because you are subscribed to other publications relevant to the detector community.




Director's note: Clear the stage for AIDA-2020
Felix Sefkow welcomes readers to the first issue of On Track and looks ahead to the future of the project.



AIDA-2020: First Year in Review
Laurent Serin, highlights the key achievements of the first year of AIDA-2020.



Timepix3 headed for synchrotron research
New chip could revolutionize time resolved experiments by reducing data collection times.



Probing Future Detectors
Beam telescope for pixel detectors to be assembled at DESY and ready to take data by autumn.

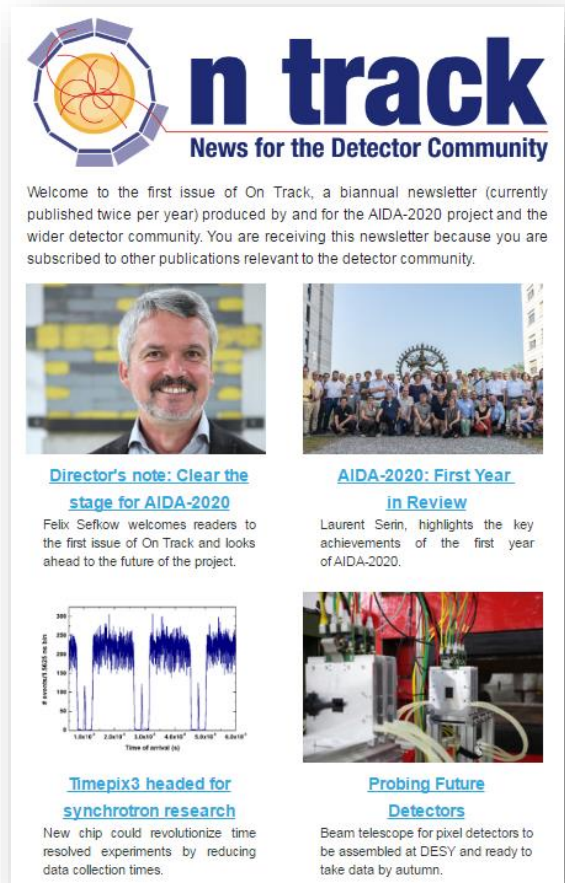
Email

Content: AIDA2020 news and results, announcements, highlights from the detector community.

Bi-annual, with plans to increase to quarterly.

Webpage hosted on AIDA2020 website.

HTML newsletter created with MailChimp.

A preview of the "On Track" newsletter. The header features the AIDA logo and the title "n track" in a large, bold, blue font, with the subtitle "News for the Detector Community" below it. The main content area includes a welcome message, four article teasers with images, and a graph. The teasers are: "Director's note: Clear the stage for AIDA-2020" (with a photo of Felix Seifow), "AIDA-2020: First Year in Review" (with a group photo), "Timepix3 headed for synchrotron research" (with a graph of detector performance), and "Probing Future Detectors" (with a photo of a beam telescope).

Welcome to the first issue of On Track, a biannual newsletter (currently published twice per year) produced by and for the AIDA-2020 project and the wider detector community. You are receiving this newsletter because you are subscribed to other publications relevant to the detector community.

Director's note: Clear the stage for AIDA-2020
Felix Seifow welcomes readers to the first issue of On Track and looks ahead to the future of the project.

AIDA-2020: First Year in Review
Laurent Serin, highlights the key achievements of the first year of AIDA-2020.

Timepix3 headed for synchrotron research
New chip could revolutionize time resolved experiments by reducing data collection times.

Probing Future Detectors
Beam telescope for pixel detectors to be assembled at DESY and ready to take data by autumn.



Current status:

- 6 filmed & in post-production
- 2 more trips planned for final 4 videos (CERN & UoB)
- To watch ITAINNOVA video:

http://server11.infn.it/video/multimedia/AIDA-2020/Main_Page.html

Feedback?



No outreach so far – to discuss plan going forward

Types of outreach to consider:

- Science festivals / fairs
- Public talks / lectures
- Policy briefings
- Educational materials for schools / universities

Education materials promised as part of
Communication Plan for Y2/3.