Communication at CERN

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2008: DSU-CO

The CERN Communication Group

- DSU-CO
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  - Assistant: Sophie Tesauri

- DSU-CO-CC
  - SL: Christine Sutton

- DSU-CO-PO
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CC = Corporate Communication

Activities:
• Publications
• Internal Communication
• Web sites
• Media relations
• CERN image (graphic chart)
• Multimedia production
• Networks: EPPCN, InterAction, LOG
PO = Public Outreach

Activities:
• Exhibitions - on and off site
• Events
• Visits
• Networks: EPPOG, EIROforum
E&O
2009: DG-CO, PH-ED and Multimedia

Why?
• Combine Public Outreach with Education - two sides of the same coin
• 10 September 2008 - corporate communication a bigger task
• Unite CERN's two Multimedia and A/V teams in a single unit to exploit synergy
Positioning CERN and basic science: where we are today

10 September:
- 5000 press cuttings
- 2500 TV broadcasts
- 1 billion viewers
- 0.4% of global web traffic
What people think of us

- They don’t understand what we do
- They think that what we do is good
- They want there to be utility in what we do

Our core messages must highlight basic research as a driver of innovation
Priorities for the future:
Corporate communication

Strategic communication plan 2009-2013
• LHC re-start and first collisions
• Protocols for announcements
• Local communication
• Internal communication
• Conditions of use for CERN image and blogs
• Brand management
• Web 2

Public Outreach

• Provide a quality visit experience for schools and the public
DG-CO

Recognizes that corporate communication is a management function directly linked to the top level of management. It comprises:

• Elements that need to react fast – media relations, internal communication, web
• Elements that are of strategic importance – CERN Courier, graphic chart, annual report