PROMOTING PARTICLE PHYSICS WORLDWIDE
CERN Convention

Article II. Purpose
2. The Organization shall [...] confine its activities to the following: [...] 

b. the organization and sponsoring of international co-operation in nuclear research, including co-operation outside the Laboratories; this co-operation may include in particular: [...] 

ii. [...] the dissemination of information, and the provision of advanced training [...]
Instill Curiosity

and motivate the Public to have Interest in Fundamental Research!
• Communicate on the Scientific Strategy of the Organization
  • full exploitation of the LHC with high-luminosity phase
  • diverse scientific programme
    (Booster, PS, SPS, ELENA, HIE-ISOLDE, neutrino platform, physics beyond colliders)
  • prepare for post-LHC (CLIC, FCC) and R&D programmes (AWAKE)

“CERN’s scientific programme must be compelling, unique, diverse, and integrated into the global landscape of particle physics. One of the Laboratory’s primary goals is to provide a diverse range of excellent physics opportunities and to put its unique facilities to optimum use, maximising the scientific return.”
(Fabiola Gianotti, CERN Bulletin)

One side of the Medal – Communication
CERN Communication Objectives and Ideas

• Current Objectives of CERN Communication
  - help ensure the long term future of CERN and its ambitious future projects
  - secure current member states and attract new ones
  - position CERN clearly within the global particle physics landscape
  - be a non-politicised advocate for science
  - build further links with industry

• Further Ideas for CERN Communication
  - CERN should develop and disseminate content about impact on everyday life
  - economic impact of the people it trains and businesses it supports
  - CERN should concentrate its communications on LHC Run II and the HL-LHC upgrade

... and now we have PROOF:

CERN’s dissemination of science results works well
(including collaboration with networks)

CERN is first and foremost a fundamental research facility

Our challenge:
Find stories!
Find storytellers! (and help tell the stories)
Find outlets!
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.

Audiovisual Production Service

Audiovisual Productions Service
audiovisual-requests@cern.ch
Location: 310R-035
Postbox: 192009

Catalog navigation
- Knowledge, Scientific Information, Text and Media
- CERN Official Communication
- Audiovisual Production Service
- CERN Core Website and Social Media Services
- CERN Graphic Design Guidelines Service
- CERN Writing Guidelines Service
- Special Event Coordination
Visiting CERN • Local Engagement

Various activities for locals, regionals, and internationals at the CERN site.

Thanks for your support!
Global Constituency Engagement

Creation of
- immersive exhibitions
- interactive visits points
Accelerating Science
We are all 14 000 000 000 years old!
“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
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

International Teacher Programme “HST” in English | 3 weeks
focus on collaboration

Teacher Programmes
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
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
- particles & magnetic fields
- particle traps

Basics & Applications
- HALL effect
- electrons & magnetic fields
- RUTHERFORD experiment
- PLANCK's constant

Applications
- FRANCK-HERTZ experiment
- PET
- X-ray machines

Particle Detection
- cloud chambers
- scintillation detectors
- pixel detectors (MEDIPIX)
- ionisation chambers

... and many more to come
My Mum asked me
“What is your team doing in the competition?”
To which I replied,
“Oh, just proving Einstein’s Special Theory of Relativity”
Achintya Singh, member of 2016 winning team

“The fact that we won has yet to sink in. This is simply the most brilliant way to connect school kids with real-life, world class scientists.”
Tek Kan Chung, member of 2016 winning team
New Initiatives

• Several new initiatives are being launched

• High School Students Internship Programme

• S’Cool LAB Summer Camp

• ...
two “big” outreach events coming up these years

OpenDays in 2019 during LS2 (September)

one new event format in 2017

stay tuned!