



AIDA 2020

Advanced European Infrastructures
for Detectors at Accelerators

WP2 Parallel Session: Communication

Jennifer Toes, CERN

AIDA-2020 2nd Annual Meeting, 3-7th April 2017



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



Task 2.2 Objectives:

- Plan and implement project communication strategy
- Establish & integrate communication commitment into all WPs
- Ensure the flow of information within the project (internal)
- Report the results of the project to a wider audience (external)
- Create engagement materials for industry and public
- Establish links with new detector communities within/beyond HEP



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 – 8/10 videos published
Industrial forums	Represent AIDA-2020 at industrial fairs	CERN KTT (TTN)	Ongoing





4 newsletter issues



483 newsletter subscribers



13,500+ website visitors



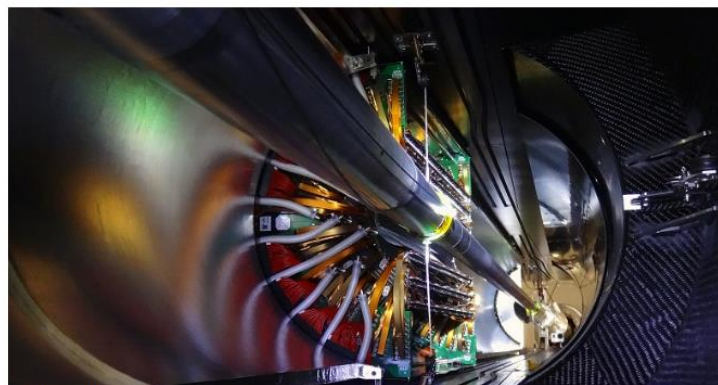
600,000 website hits



8/10 TA videos published



Welcome to the AIDA-2020 website!



CMS Pixel Detector, Image credit: CMS

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.

Who is involved?

NEWSLETTER



HIGHLIGHTS

10 Feb 2017
2nd Annual Meeting
[Registration open here](#)

10 Feb 2017
Academia meets Industry event
[Registration open here](#)

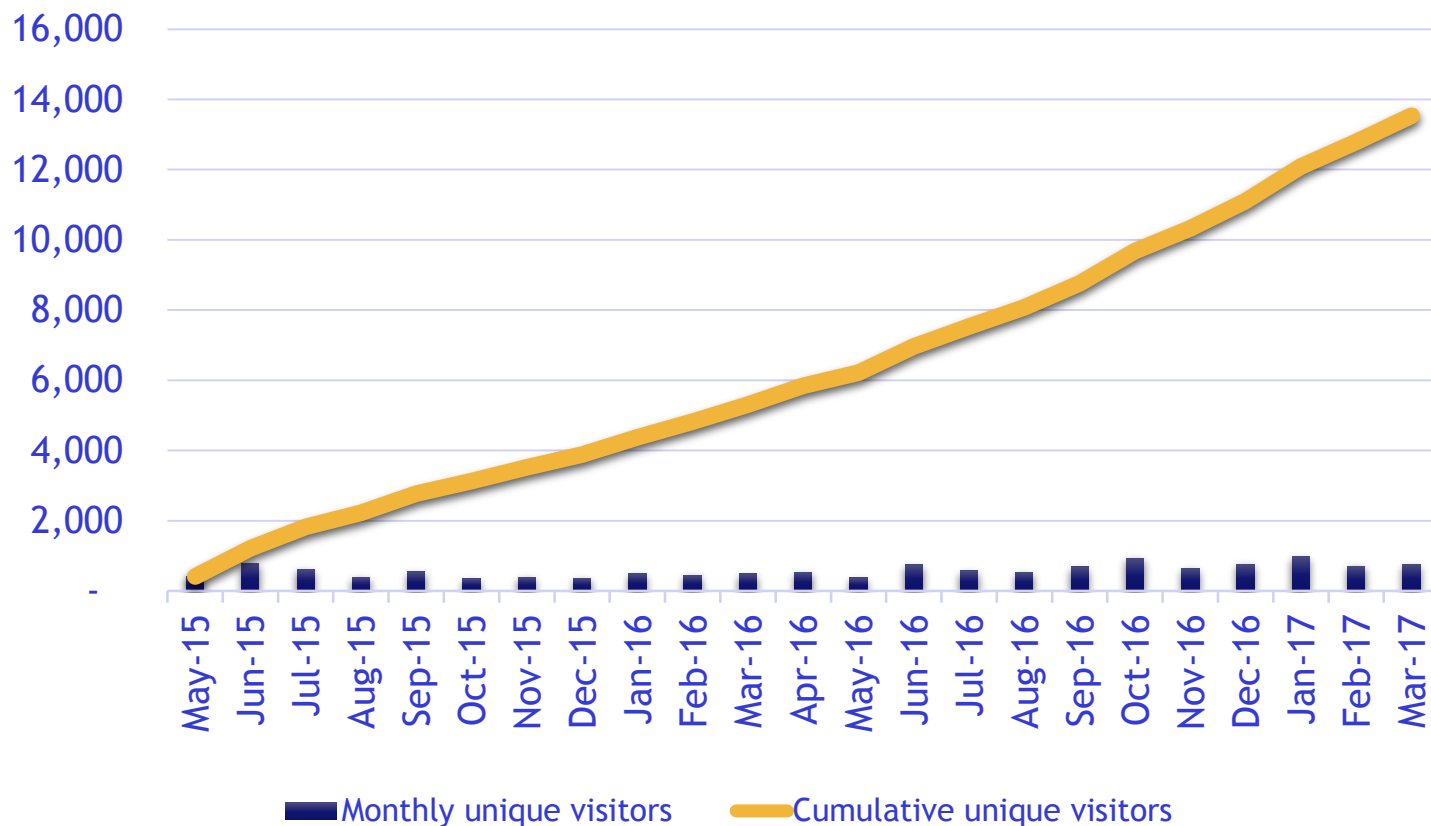
3 Feb 2017
GIF++ TA video
Video on the GIF++ facility offered by the AIDA-2020 Transnational Access program.

2 Feb 2017
IRRAD TA video
Video on the IRRAD facility offered by the AIDA-2020 Transnational Access program.

13 Jan 2017
AIDA-2020 1st periodic report available



Unique visitors (May 2015-March 2017)



13.5k
unique
visitors

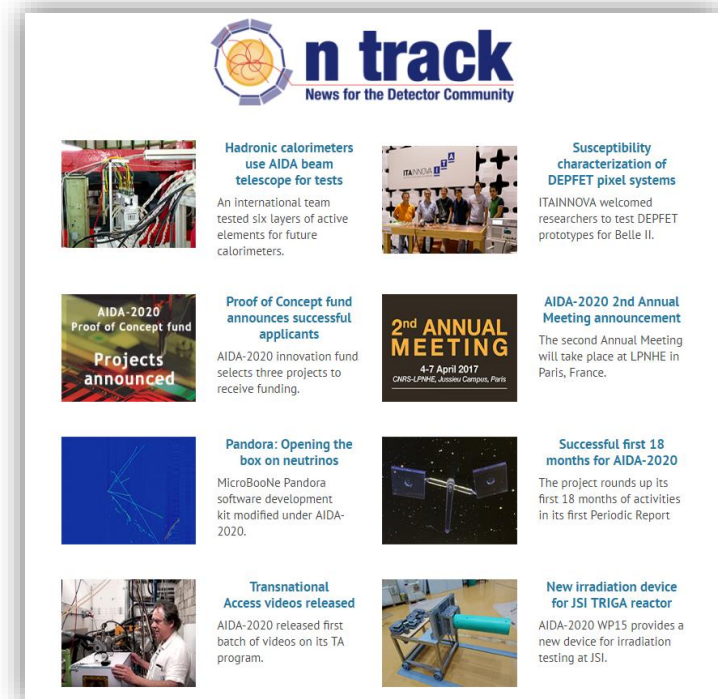
593/month

600k
website
hits

26k/month

Project newsletter “On Track:

- Initially bi-annual, aim to increase to quarterly
- Topics: news, events, announcements
- 4 issues to date
- 483 subscribers (+7 since P1)
- Updated website and email design
- Editorial team of two - Jennifer Toes (CERN) & Barbara Warmbein (DESY)
- Article pitches & submissions always welcome:
 - AIDA-2020-newsletter-editor@cern.ch





- Informational video series for the 10 facilities available via the TA programme
- 8 out of 10 videos completed & published
- 2 out of 10 videos are in final approval stage
 - Once published, series can be further publicised.
- Dedicated AIDA-2020 YouTube channel set up
- Future -> To measure impact (use, usefulness to users etc)



Screenshot of the IRRAD facility
video (ft. Federico Ravotti)



Posters

- Around CERN
- At Trento workshop

Presentation slide

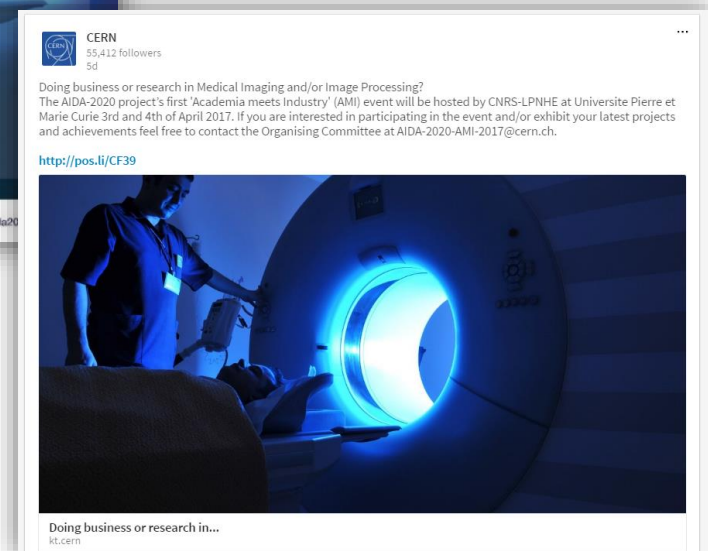
- At Trento workshop

Websites

- AIDA-2020 & On Track
- CERN KT
- Université Paris Diderot
- Scintacor

Social media

- CERN LinkedIn account (to 55k followers)
- Personal LinkedIn accounts (of KT staff)



Target = 180 publications (over duration)

- Incl. 60 journal + 50 conference papers

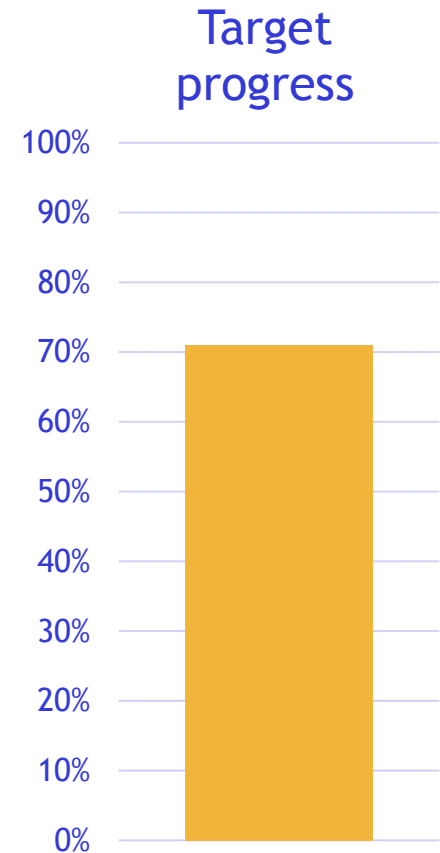
Current = 128 publications

- Incl. 15 journal (25%) & 16 conference papers (32%)

$$128/180 = \underline{71\%}$$

Overall, in good shape.

But: need more journal/conference papers to meet target.



- Create & publish educational resources, some ideas:
 - Lecture slides
 - Worksheets
 - Lesson plans
 - Flyers
 - Posters
- Publish final 2 TA videos, publicise series
- At least 4 On Track issues in 2017
- More articles in external channels

Thank you for listening

[Contact: Jennifer.Toes@cern.ch](mailto:Jennifer.Toes@cern.ch)