

## Advanced European Infrastructures for Detectors at Accelerators

# WP2 Parallel Session: Communication

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AIDA-2020 2<sup>nd</sup> Annual Meeting, 3-7<sup>th</sup> April 2017





## Task 2.2 - Communication, Dissemination & Outreach

### 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



## **Communication strategy**

Product	When	Responsible	Status
Logo	February 2015	CERN	Completed
Website	March 2015	CERN	Completed
Newsletter	Reuse LC platform, then in Q4 or 2 <sup>nd</sup> 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 April 2017



## Highlights



4 newsletter issues



483 newsletter subscribers



13,500+ website visitors



600,000 website hits



8/10 TA videos published



## Website



Advanced European Infrastructures for Detectors at Accelerators

Home

Project

Activities

Transnational Access

Events

cuments

DA New

Contact

### 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



Subscribe

### HIGHLIGHTS

### 10 Feb 2017 2nd Annual Meeting

Registration open here

### 10 Feb 2017 Academia meets Industry

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



## Website stats

## Unique visitors (May 2015-March 2017)



13.5k unique visitors

593/month

600k website hits

26k/month



### Newsletter

### 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





#### Hadronic calorimeters use AIDA beam telescope for tests

An international team tested six layers of active elements for future



Susceptibility characterization of DEPFET pixel systems

ITAINNOVA welcomed researchers to test DEPFET prototypes for Belle II.



Proof of Concept fund announces successful applicants

AIDA-2020 innovation fund selects three projects to receive funding.



#### AIDA-2020 2nd Annual Meeting announcement

The second Annual Meeting will take place at LPNHE in



Pandora: Opening the box on neutrinos

MicroBooNe Pandora software development kit modified under AIDA-



#### Successful first 18 months for AIDA-2020

The project rounds up its first 18 months of activities in its first Periodic Report



Transnational Access videos released

AIDA-2020 released first batch of videos on its TA



New irradiation device for JSI TRIGA reactor

AIDA-2020 WP15 provides a new device for irradiation testing at JSI.



## Transnational Access videos

- 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)



## Academia Meets Industry event advertising

### **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)





## **Publications**

### <u>Target</u> = 180 publications (over duration)

• Incl. 60 journal + 50 conference papers

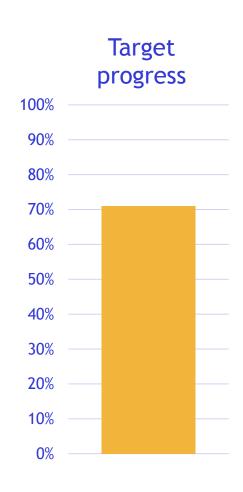
### **Current** = 128 publications

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

$$128/180 = 71\%$$

Overall, in good shape.

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





## Future goals

- 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

4 April 2017



## Thank you for listening

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