



AIDA 2020

Advanced European Infrastructures
for Detectors at Accelerators

AIDA-2020 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.



4 newsletter issues



483 newsletter subscribers



13,500+ website visitors



600,000 website hits



8/10 TA videos published



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





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](#)

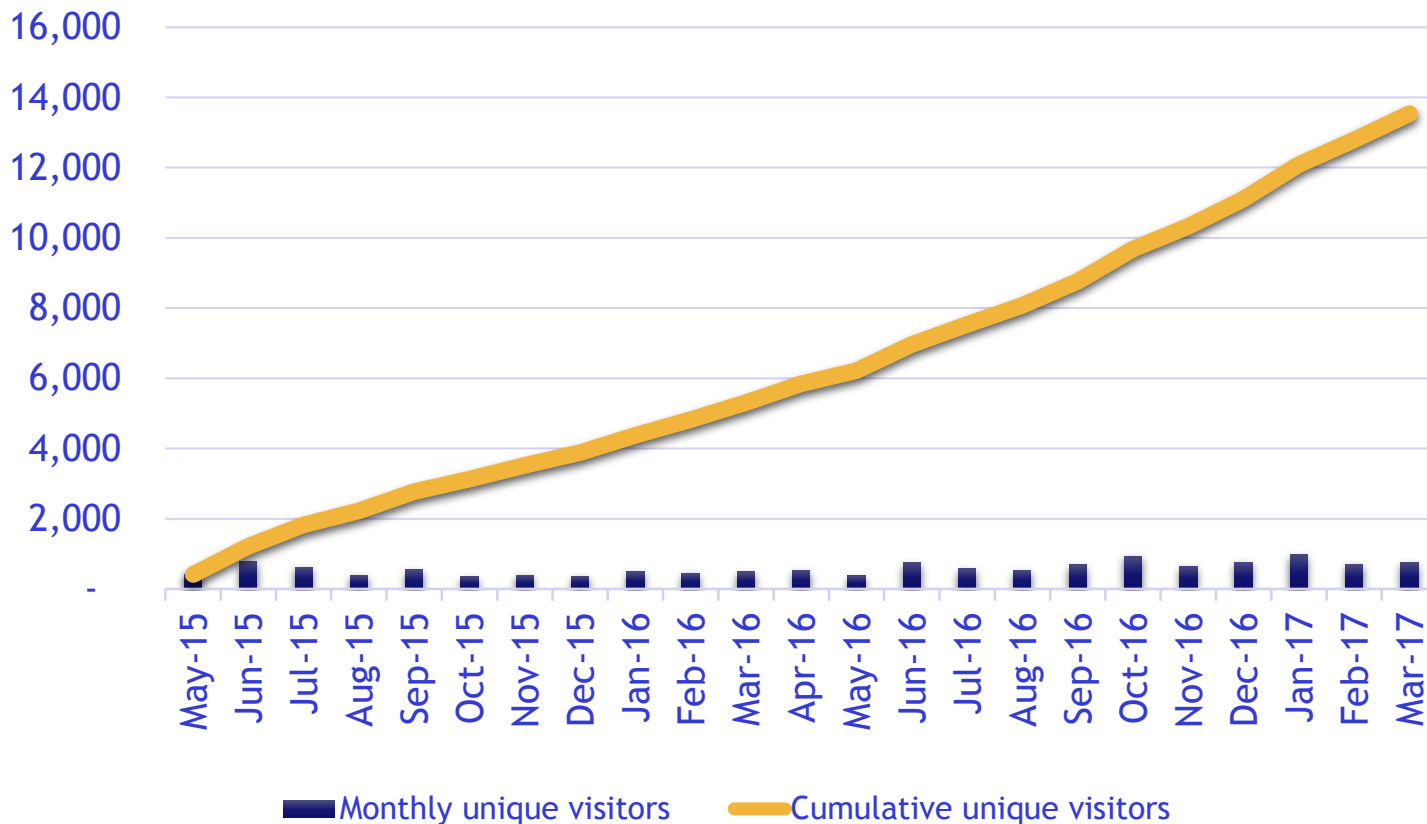
3 Feb 2017
GIF++ TA video
[Video on the GIF++ facility](#) offered by the AIDA-2020 Transnational Access program.

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

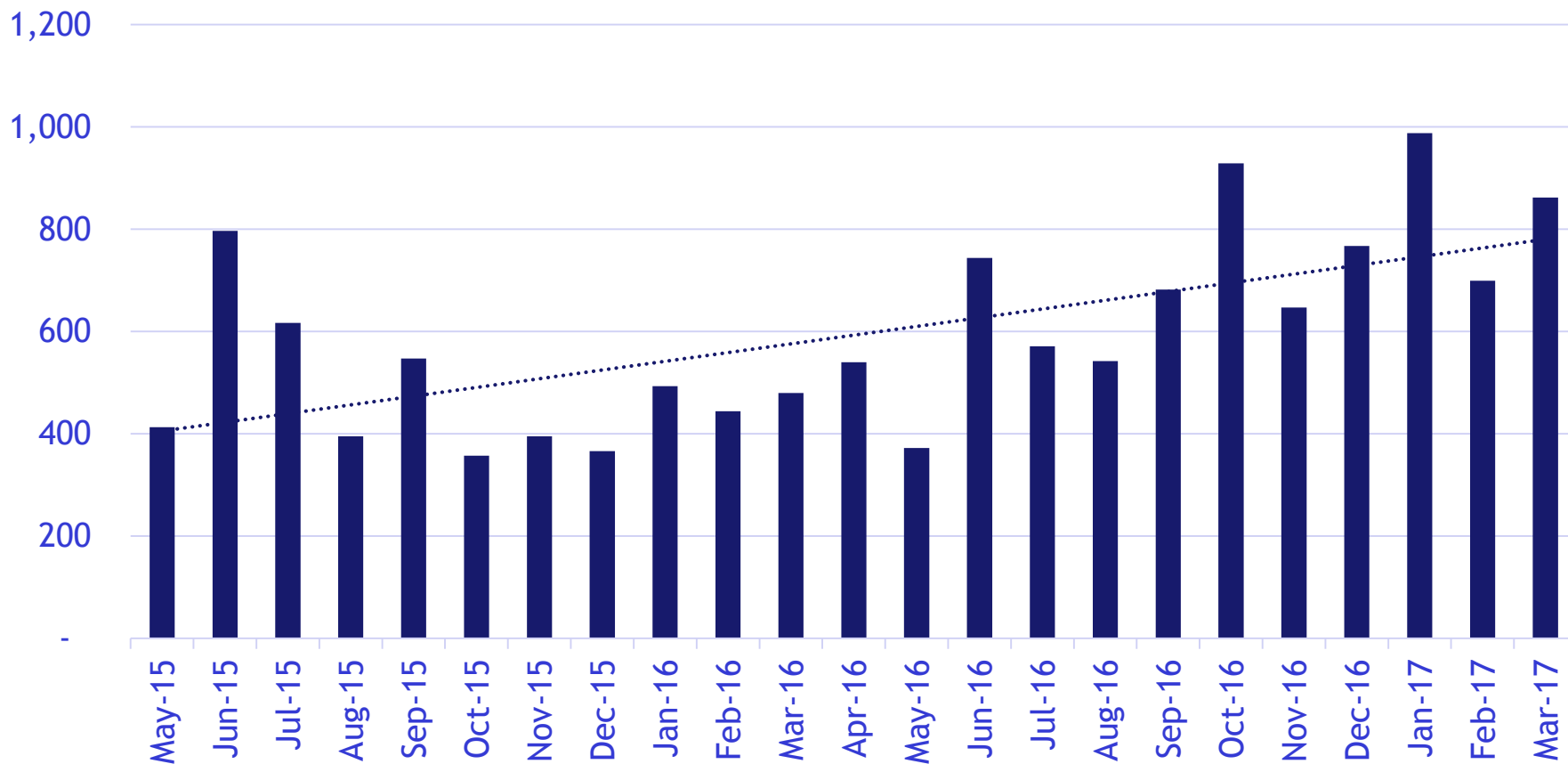
593/month

600k
website
hits

26k/month

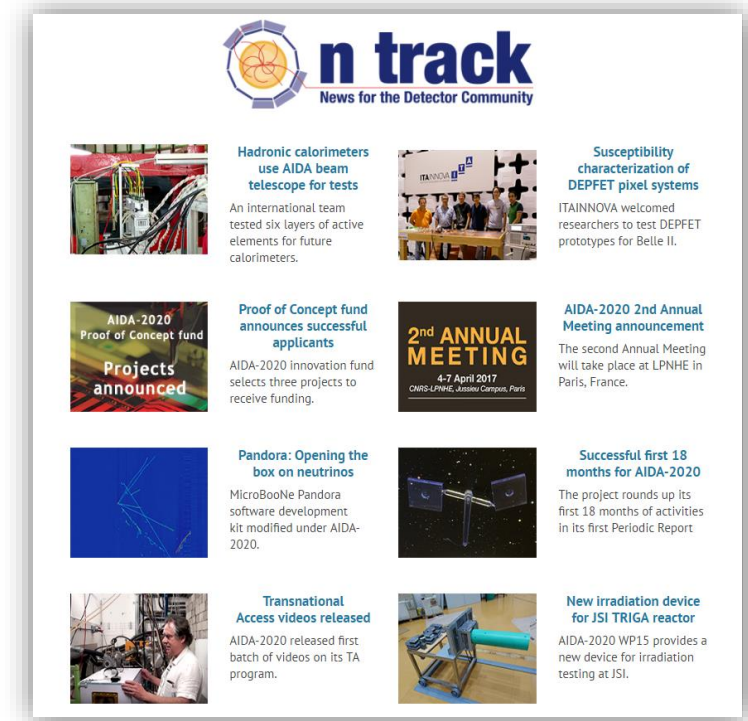


Unique visitors



Project newsletter “On Track:

- Initially bi-annually publication, aiming to increase frequency to quarterly (at least)
- Topics: AIDA-2020 news, events, announcements + highlights from the detector community
- 4 issues published to date
- 483 subscribers (+7 since P1)
- Updated layout/design of website and email since launch



n track
News for the Detector Community

Hadronic calorimeters use AIDA beam telescope for tests
An international team tested six layers of active elements for future calorimeters.

Susceptibility characterization of DEPFET pixel systems
ITAINNOVA welcomed researchers to test DEPFET prototypes for Belle II.

AIDA-2020 Proof of Concept fund Projects announced
AIDA-2020 innovation fund selects three projects to receive funding.

2nd ANNUAL MEETING
4-7 April 2017
CHRIS-LPNHE, Jussieu Campus, Paris

AIDA-2020 2nd Annual Meeting announcement
The second Annual Meeting will take place at LPNHE in Paris, France.

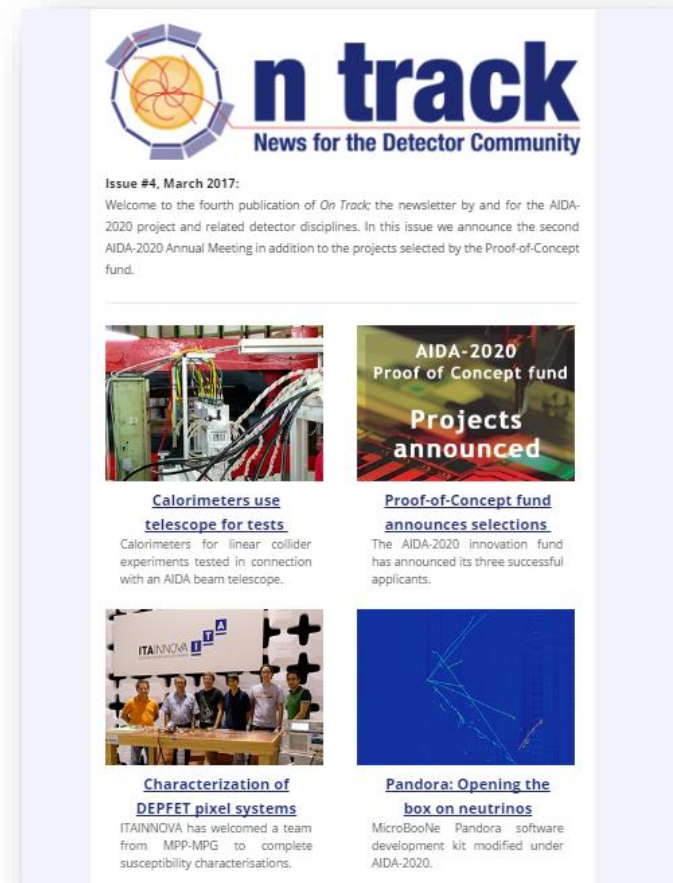
Pandora: Opening the box on neutrinos
MicroBooNe Pandora software development kit modified under AIDA-2020.

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 program.

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

- Editorial team of two - Jennifer Toes (CERN) & Barbara Warmbein (DESY)
- Editors source, research, write and publish stories about AIDA-2020 and related research
- Article pitches are always welcome!
 - AIDA-2020-newsletter-editor@cern.ch
- Article submissions accepted - JT & BW will provide editorial support





- 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 get feedback, assess use of videos



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



2nd Annual Meeting poster

AIDA 2020

2nd ANNUAL MEETING

4-7 April 2017
CNRS-LPNHE, Jussieu Campus, Paris

AIDA-2020 (Advanced European Infrastructures for Detectors at Accelerators) is co-funded by the European Commission within the Horizon 2020 Research Infrastructures call.

Organising committee:
Giovanni Calderini (CNRS)
Laurence Marquet (CNRS)
Felix Seifkow (DESY)
Paolo Giacomelli (INFN)
Daniela Bertolotto (UOXF)
Svet Stavrev (CERN)
Livia Lapadatescu (CERN)
Sabrina El Yacoubi (CERN)

In connection with
ACADEMIA MEETS INDUSTRY ON MEDICAL IMAGING
3-4 April 2017, LPNHE,
Jussieu Campus, Paris

<http://cern.ch/aida2020>

Academia meets Industry event poster

AIDA 2020

Advanced European Infrastructures for Detectors at Accelerators

ACADEMIA MEETS INDUSTRY

Medical imaging and image processing

3-4 April 2017
CNRS-LPNHE, Jussieu Campus, Paris

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.

The first Academia meets Industry hosted by CNRS-LPNHE at Université Pierre et Marie Curie in Paris will focus on **Medical Imaging and Image Processing**. This event aims at fostering synergies between detector R&D programmes of AIDA-2020 members and the industry, by creating awareness of strategic R&D topics in academia and of strategic industry needs for which industry-academia collaborations could be envisaged.

Organising committee:
Etiennette Aufray-Hillemanns (CERN)
David Brasse (CNRS)
Aurelie Pezous (CERN)
Giovanni Porcellana (CERN)

<http://cern.ch/aida2020>

Posters

- Around CERN
- At Trento workshop

Presentation slide

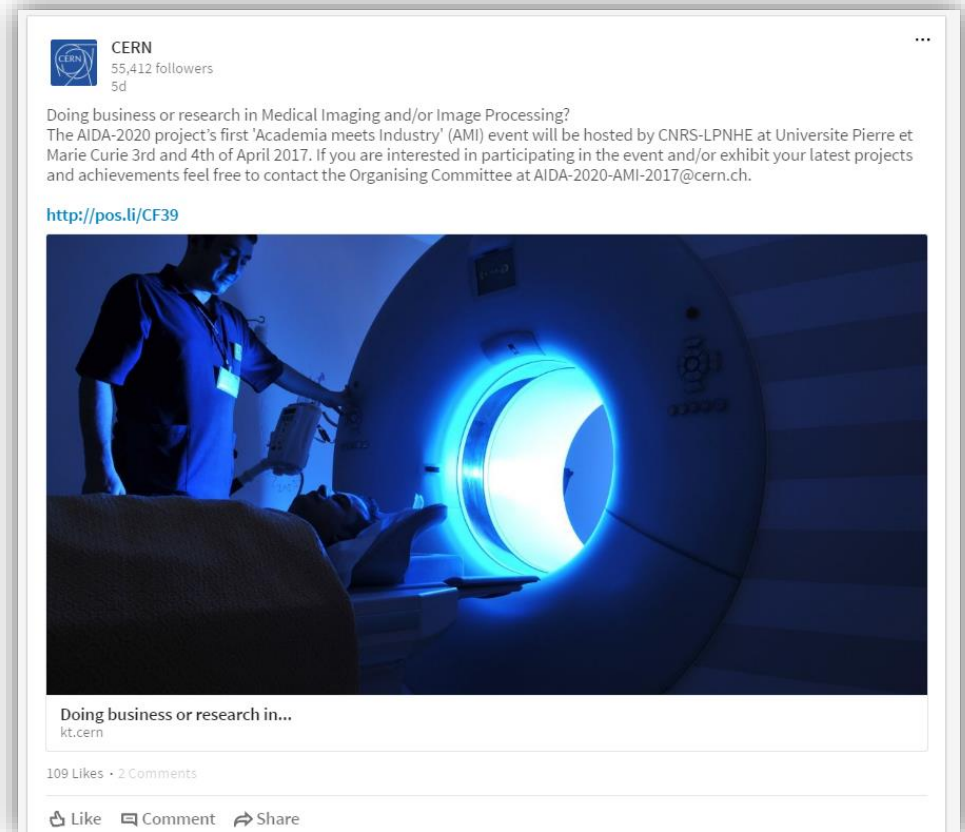
- At Trento workshop

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 proceedings

Current = 78 publications

- Incl. 17 journal (28%) & 12 conference papers (24%)

$$78 / 180 = \underline{43\%}$$

To be expected - many publications will come at the end of the project.

Progress

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%



- Publish final 2 TA videos + publicise elsewhere
- More articles in external outlets (ie. CERN Courier)
- Educational resources - to be defined in Y3
 - Please share your own resources with us -> [AIDA-2020-comms@cern.ch](mailto:comms@cern.ch)
- At least 4 issues of 'On Track' in 2017



Thank you for listening

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