



LABORATÓRIO DE INSTRUMENTAÇÃO  
E FÍSICA EXPERIMENTAL DE PARTÍCULAS  
*partículas e tecnologia*

# Upgrading communications & outreach @ LIP

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IPPOG meeting, Lisboa, April 2017

# // a special year

2016 was a transition year, dominated by the celebration of the 30th anniversary of LIP

## Exhibition

### Particles: from the Higgs boson to dark matter

- An large project
- Presented in the 3 towns where LIP is present
- A partnership with a professional communications company
- Bridging corporate comm and science comm
- Bridging internal and external comms



# // the LIP-ECO office

Fostering and coordinating the ECO-related activities carried on at LIP

**Corporate communications**

**Education and Outreach**

**Advanced training**

# // the LIP-ECO office

Priorities

## **Corporate communications**

- Redefine goals, strategies and responsibilities
- More efficient communication of LIP's image, activity, impact
- LIP community, direct partners, academia are priorities

## **Education and Outreach**

## **Advanced training**

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- Pursue/consolidate the existing program and flagship initiatives
- Maintain partnerships — Ciência Viva, CERN, IPPOG
- Reinforce development of Instrumentation for education purposes

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### **Advanced training**

- Increase LIP's capability to attract the best graduate students
- Coordinate training offers for graduates and undergraduates
- Improve follow-up of students at LIP

# // communications

## **Write up LIP communication's strategy document**

- Defining LIP's communication strategy and the creation of the LIP brand
- Guideline for all communication actions and materials

## **Restructure LIP annual reports**

- A detailed report, for LIP's members, associates and advisory board
- A public report — accessible and attractive

## **Renewal of the LIP public web site**

Nearly ready...

## **Main communication tools restructured**

- The LIP Bulletin will be issued on a more regular basis
- e-mail internal newsletter: cLIP
- Presence in social media re-designed — more human resources now
- Interactive panel to be used in different settings developed at LIP-Minho
- Short videos: a small set of corporative videos will be created
- Support the organization and communication of LIP events

# // Celebrating the 31st anniversary

Open day @ at the “new LIP” in May

**Official inauguration**

**School visits**

**Talks**

**Demonstrations**

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