



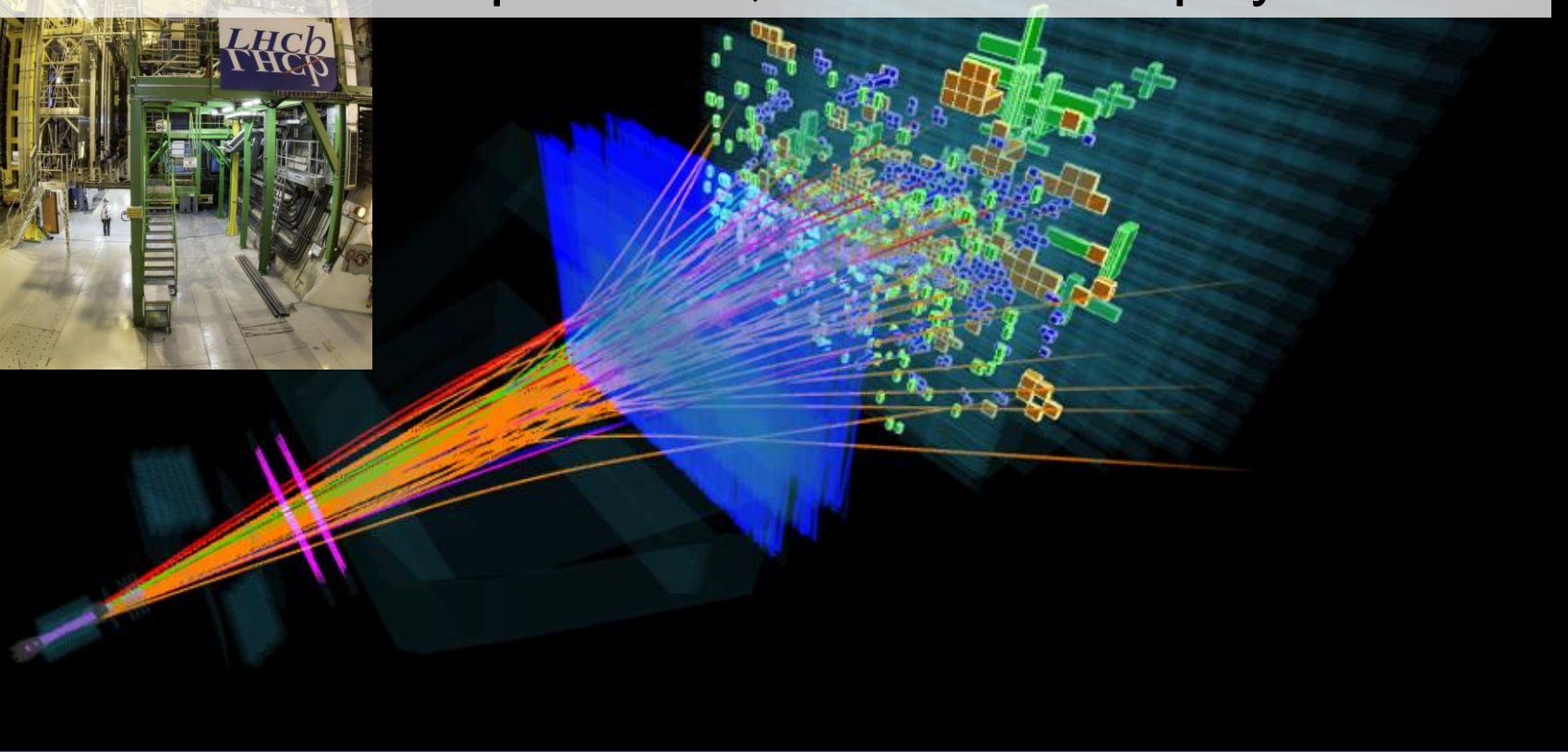
# New Associate Members States



# End 2016 and early 2017: antimatter!



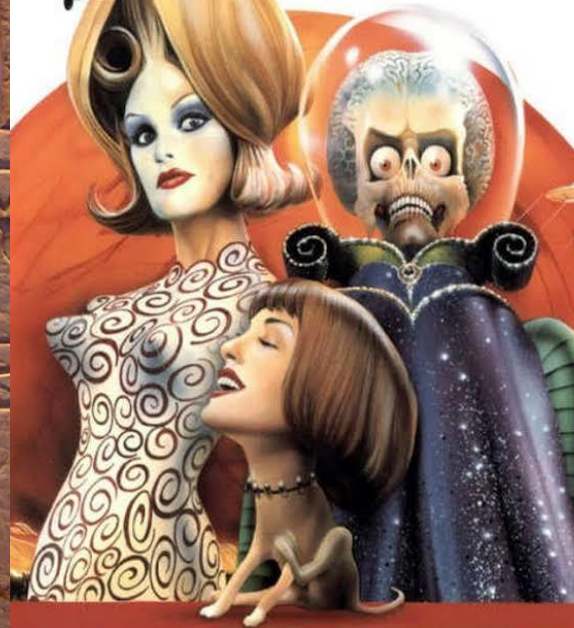
# LHCb stories! 5 new particles, hints of new physics?...



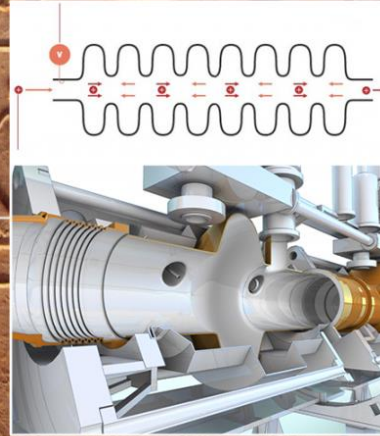
# Mars attacks!

JACK NICHOLSON   GLENN CLOSE   ANNETTE BENING   PIERCE BROSNAN   DANNY DEVITO

**MARS ATTACKS!**  
NICE PLANET. WE'LL TAKE IT!



Radiofrequency cavity



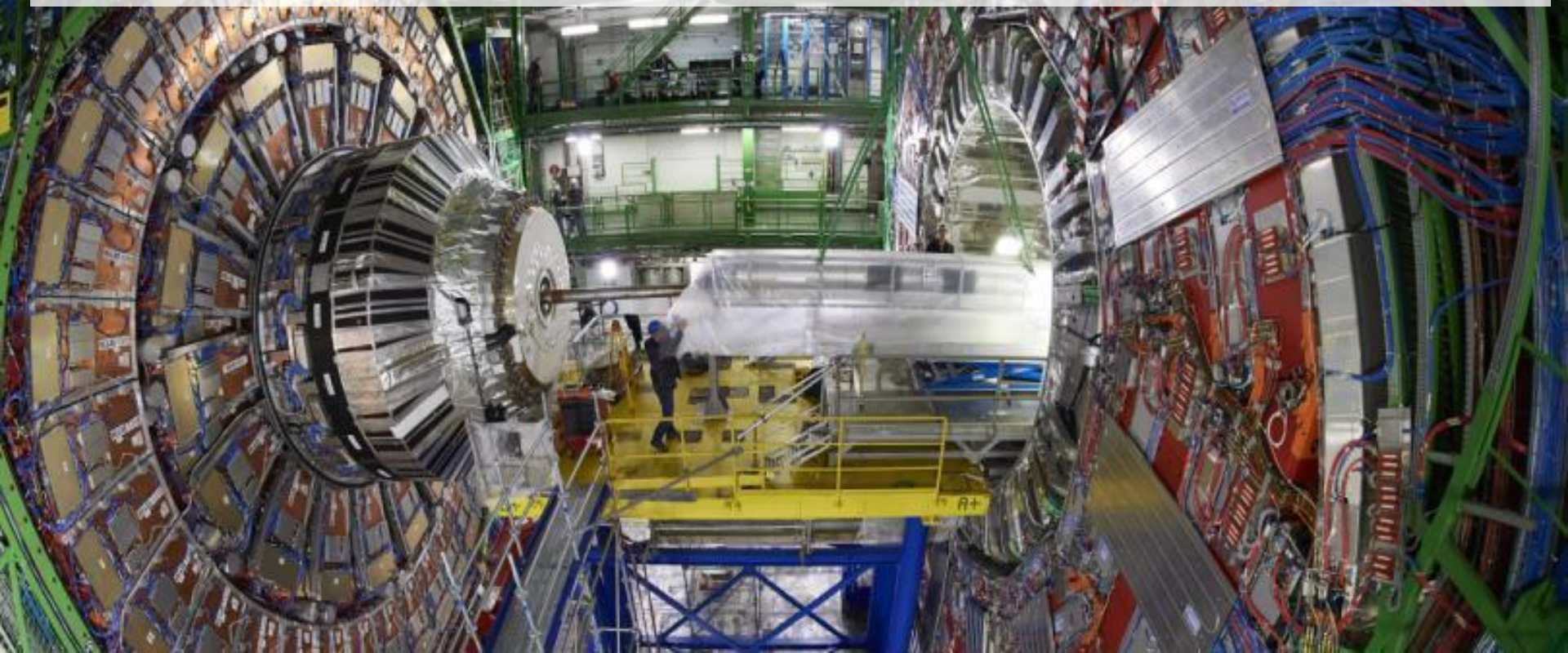
LHC restarting now!



# We test new things

- . 360 photos
- . Facebook lives
- . Welcomed French-speaking youtubeur
- . Short campaigns on specific topics
  
- . We are also preparing a complete update of CERN's website

# LHC technical stop – ‘CMS heart transplant’

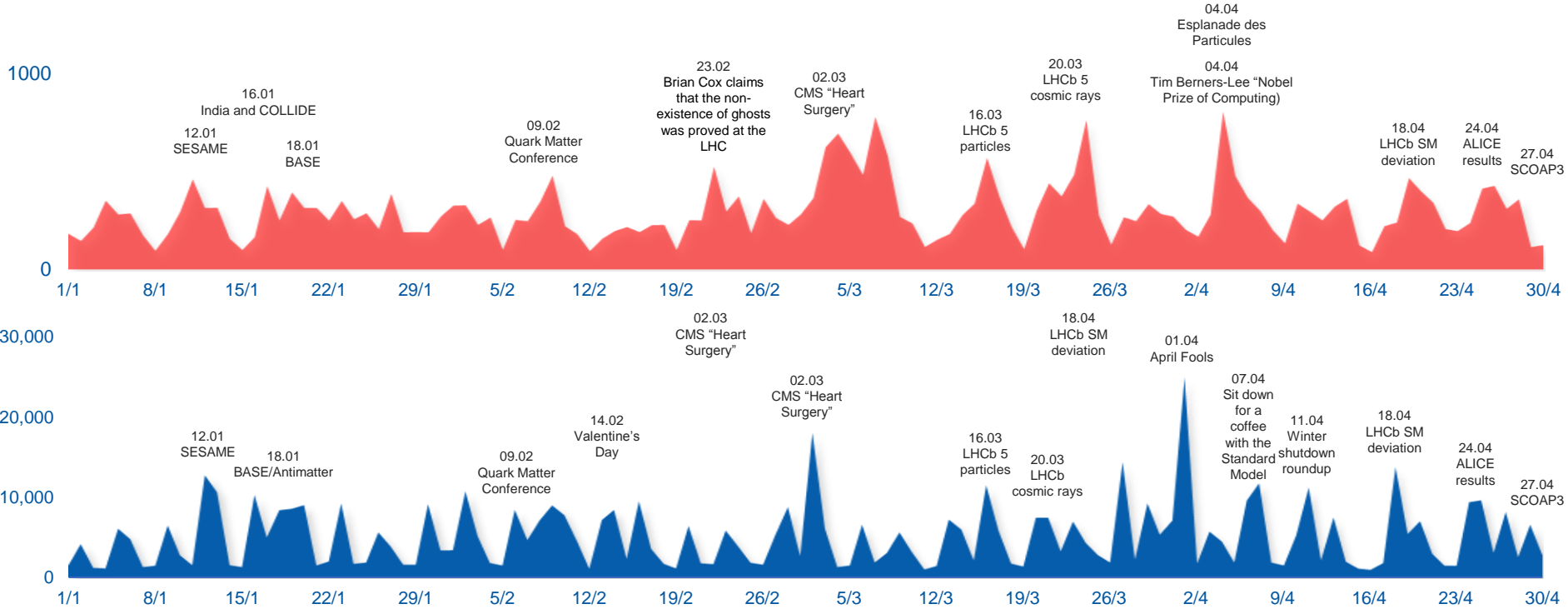




1 January – 30 April 2017

# Global Media Coverage

Number of times CERN and related keywords are mentioned in the news and on social media

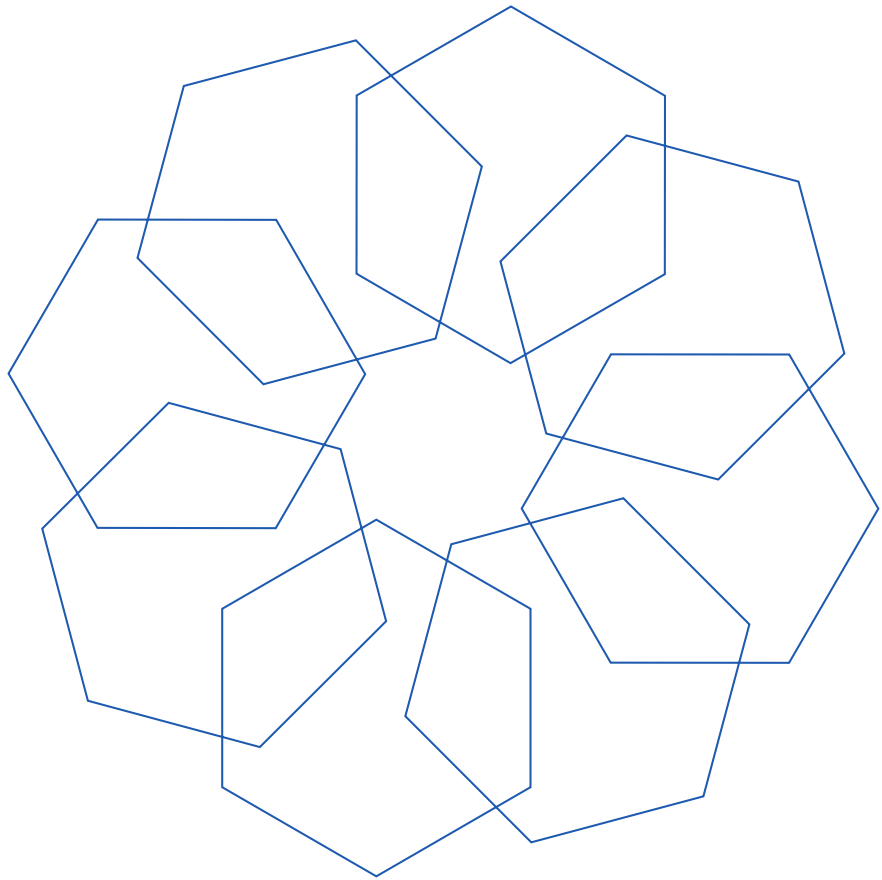


# Next: Linac 4 – High-Luminosity LHC...

- . Inauguration of Linac 4 next Tuesday
- . Press briefing about HL-LHC at ECSJ2017 Copenhagen in June

## In our agenda :

- . Working group reports and next steps:
  - Governance ¶
  - Social Media ¶
- . IPPOG latest news
- . CERN's communication plan: how do use this as a tool collectively?
- . EPS HEP and other upcoming conferences
- . Long term / strategy: CERN accelerators – Astroparticle Physics Roadmap
- . Knowledge Transfer activities @CERN



## CERN's Communications Strategy

### **A rough timeline:**

- > End 2018: LHC run 2
- > 2019-2020: LHC long shutdown 2
- > Around 2020: European Strategy update

### **> Discussion – 3 groups:**

- . How can we practically use this tool altogether?
- . What kind of actions in MS?
- . How can EPPCN as a group help?



# EUROPEAN PHYSICAL SOCIETY CONFERENCE ON HIGH ENERGY PHYSICS

5-12 July 2017 – Lido di Venezia, Italy



- AAAS 2017 – Boston February 2017 (LHC session – done!)
- Quark Matter 2017 – Chicago February 2017 (done!)
- Moriond – March 2017 (done!)
- PARI 2017 – sessions with CERN involvement on social media and crisis communication
- EPS-HEP2017 – Venice July 2017 (new results?)
- World Conference of Science journalists – San Francisco Oct 2017 (anyone having a say?)
- ESOF 2018 – Toulouse July 2018 (should we organize something there - DISCUSSION)





World  
Conference  
of Science  
Journalists 2019  
In Lausanne?

# ESOF 2018: “Sharing science: towards new horizons”.

. Call for proposals for the Scientific Programme open until Friday 2 June 2017

. Themes:

1. Sustainable cities, sustainable living
2. Global change: challenges and opportunities
3. Science policy and transformation of research practice
4. Frontier research and exploring extremes
5. Health in our societies
6. Understanding divided societies
7. New trends and technologies in transport
8. The use/mis-use of research and scientific advice
9. Sharing knowledge
10. A digital world

# ESOF 2018: “Sharing science: towards new horizons”.

## . **Same 3 Groups: What could EPPCN propose as a group propose an action for ESOF 2018?**

- . Please think about:
  - a theme / an audience / a key message?
  - a format – Session? Event?
  - Who to involve? People? Organizations?



## Working groups?

- . Social Media / CERN Web
- . How to strengthen EPPCN / Governance
  
- . Campaigns and coordination (+ evaluation)
- . Report / message to Council
- . Visibility of EPPCN
- . Future Colliders / strategy
- . ESOF 2018 / (and other conferences)
- . Knowledge transfer?
- . Evaluation of our activities
  
- . What else?

