



# EPS-HEP2017

## Venice, 5-12 July 2017

The banner features the EPS logo (a globe with 'EPS' and 'EUROPEAN PHYSICAL SOCIETY' text) and the HEP2017 logo (a stylized lion head). A navigation menu includes: Home - Scientific programme - Registration - Practical Information - Events - Committees. The main text reads: **EPS Conference on High Energy Physics** and **Venice, Italy 5-12 July 2017**. A red button contains the text: **Please reserve your hotel room(s) ASAP!** The background shows a night view of Venice with fireworks.

<http://eps-hep2017.eu>

The European Physical Society Conference on High Energy Physics (EPS-HEP), one of the major international conferences that review the field, takes place every other year since 1971, organized by the High Energy and Particle Physics Division of the European Physical Society.

Latest conferences were held in [Vienna, Stockholm, Grenoble, Krakow, Manchester, Lisbon and Aachen.](#)



# *EPS HEP2017*

## *Communication Plan*

**Francesca Scianitti, Antonella Varaschin, Francesca Mazzotta**  
**INFN Communications Office**

*EPS HEP 2017 Organization and Programme*

*Newsletter/Web and Social/Press Office*

*Local Press Office*

*On site and from outside contributions*



# *EPS-HEP2017*

## *Organization*

EPS HEP is a scientific event, which foresees the presentation of relevant results and/or upgrades from High Energy and Particle Physics experiments and collaborations

Where: 5-12 July- Venice, Italy - Palazzo del Cinema and Palazzo del Casinò, Lido island.

Organized by: INFN and by the Department of Physics and Astronomy of the University of Padova

Communication is in charge of the INFN Communications Office

A team of scientific secretaries, one from each session, will help in collecting information for communication



# Context

## *The conference programme*

1. Astroparticle Physics
2. Cosmology, Dark Energy, Gravitational Waves
3. Dark Matter
4. Neutrino Physics
5. Heavy Ion Physics
6. Flavour Physics and Fundamental Symmetries
7. Higgs and New Physics
8. QCD and Hadronic Physics
9. Top and Electroweak Physics
10. Detector R&D and Data Handling
11. Accelerators for HEP
12. Quantum Field and String Theory
13. Outreach, Education and Diversity

*<http://eps-hep2017.eu/topics.html>*



# Communication Tools

- Newsletter: daily highlights and report
- Website and Social: new, photos, videos interviews and stories
- Press office: news and press releases
- Public event: conference-show with Fabiola Gianotti and two other scientists, live streaming (in Italian only (☹️) Conference-show with Fabiola Gianotti and Antonio Masiero (INFN Executive Board) + 1 TBD and a contribution from the actress Sonia Bergamasco with readings during the event. Moderator: Silvia Rosa Brusin, TV journalist for the TG Leonardo RAI programme.



# Newsletter

- A light daily NL with highlights on the opening day, briefly reporting about the day before
- Single page, to be sent early in the morning
- Downloadable from the conference webpage.

## Daily Newsletter – Tuesday, 28 July

*We are on day six of EPS-HEP conference. The program is culminating and we will, as usual, guide you through the highlights.*

### Astroparticle Physics / Cosmology / Gravitation

Tomer Volansky will review theories of Dark Matter, including proposals that suggest that Dark Matter may be a strongly interacting particle in the hidden sector. Jocelyn Monroe will give us an overview of Dark Matter direct detection with underground searches, containing the efforts that seek a directional detection. Ken Ganga from the Planck satellite collaboration will talk about the cosmic microwave background.

### Detector and accelerator R&D

The first afternoon session will be devoted to future accelerators and detectors, with a talk about “Detector R&D for the HL-LHC upgrade” by Didier Contardo, and overview of the status of circular collider projects by Weiren Chou and linear colliders by Andrei Serji.

### QCD and Hadronic Physics

The strong interaction affects all reactions studied at the Large Hadron Collider and needs to be understood to high precision experimentally as well as theoretically. This is essential to perform precise measurements of particle properties and their interactions within the Standard Model as well as within models going beyond it. The plenary talk by Alessandro Tricoli covers an overview of processes that test the current understanding of the strong interactions and in particular of jets, which are the most common objects produced in high

energy collisions. The production of jets in association with other particles such as gauge bosons will also be discussed.

### Heavy Ions

RHIC and LHC refined the understanding of two key manifestations of the hot and dense state of matter known as the quark-gluon plasma: the parton energy loss phenomenon and quarkonium suppression. In addition, particle correlations are observed from the largest to the smallest systems, including new results from p-Pb collisions and the recent 13 TeV pp high-multiplicity collisions, revealing collective phenomena, at least down to the scales of p-Pb collisions.

### Social Events

Before dinner, there will be a guided tour of “Austria’s most visited sight”, the Schönbrunn Palace, starting at 18:15. Tickets are sold out!  
The Conference Gala Dinner at Orangerie Schönbrunn starts at 19:30.

### “Everything must run smoothly”

As the EPS HEP 2015 nears its final few days, we talked to the EPS HEP team who put together a fantastic experience about how and why such events matter.  
Excerpts:

*Brigitte De Monte, outreach project leader, conference organisation, Institute of High Energy Physics of the Austrian Academy of Sciences*



# Social and Web

<https://twitter.com/HEPPboardEPS>  
<https://www.facebook.com/epshepp>  
**#EPSHEP2017 #PhysicsInVenice**

Now:

Warming up posts

present conference topics  
deadlines/organization reminders

End of May/Beginning of June:

Implement posts scheduling

During the conference (5-12July):

Meetings reminders

Short video interviews to scientists to be posted daily.







# Press office

- First conference launch 1 month before (5/6 June)/second launch 10 days before (27/28 June). Distributed to EPPCN/Interaction in advance.
- Press briefing with highly relevant scientists at the beginning of the conference (problem: where?)
- News for the web and press releases about results announcements to be shared with other press offices

## Local Communications Office

INFN - Antonella Varaschin, Francesca Scianitti, Francesca Mazzotta

CERN – one/two persons

OEAW, Austria – Natascha Hoermann

KEK, Japan – Saeko Okada

STFC – one person?





# *Possible support on site and/or remotely*

- Contributing with a press officer on site during the conference (if possible)
- Advising the Local communications office about communications needs
- Distributing press releases/information regarding the Conference.
- Supporting through Social Media channels.
- Identifying key people to talk to the media before and during the conference
- Provide a media impact report during and after the conference