

Education, Communication and Outreach at CERN

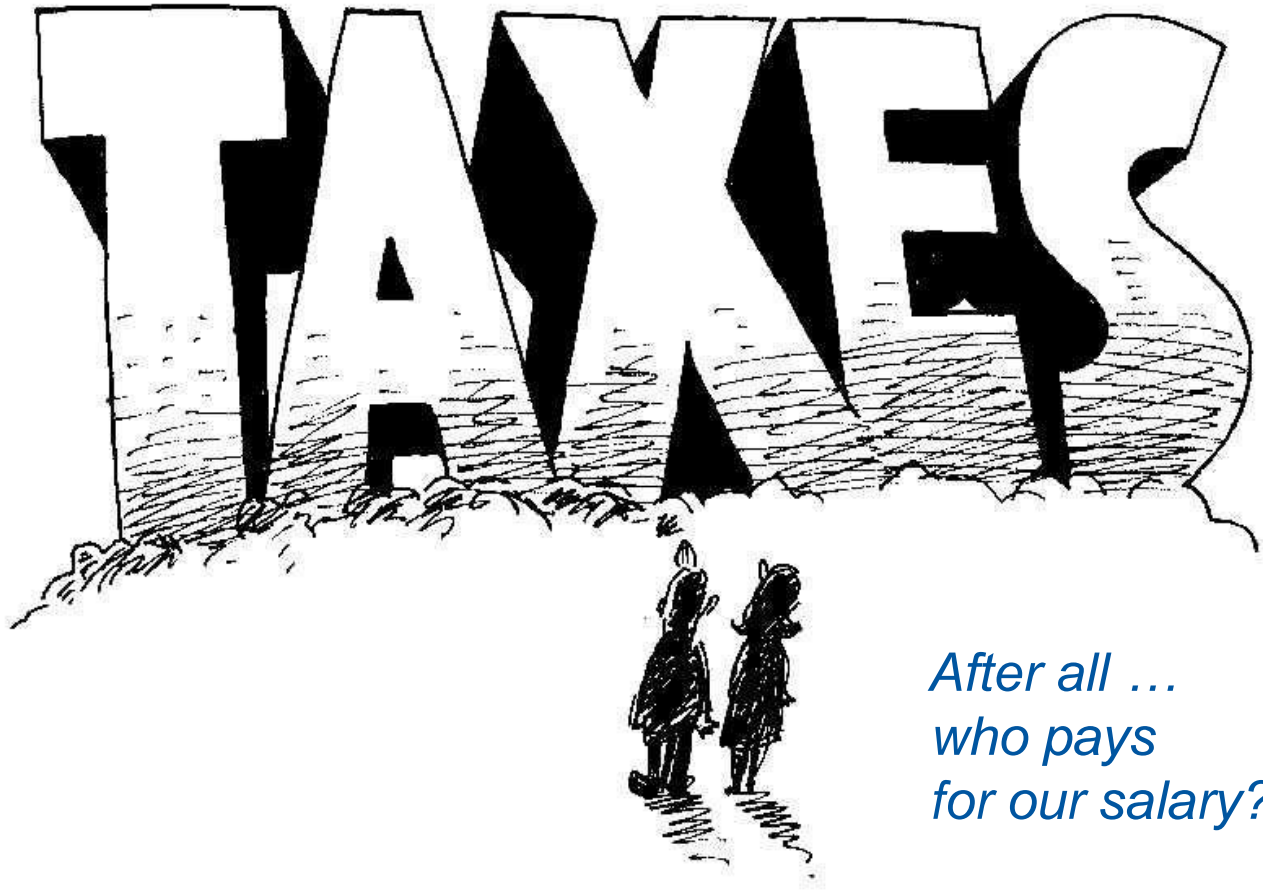
Rolf Landua – IR/ECO



Why ?

- **Awareness** about CERN and its activities
- **Support** for CERN decision makers
- **Engagement** with the general public
- **Education** and inspiration for schools and teachers
- **Commitment** to explain general public what we do and why





*After all ...
who pays
for our salary?*



Audiences & Activities

Media, VIP

Press Office, Publications,
Web, Social Media, Audiovisual,
Graphic Design. VIP Visits

Teachers

Teachers Programmes
Teachers Resources

Schools

Students Lab
Virtual Visits

General
Public

Guided Tours
Exhibitions at CERN
Travelling exhibitions
Special events (fairs, Arts, local events)



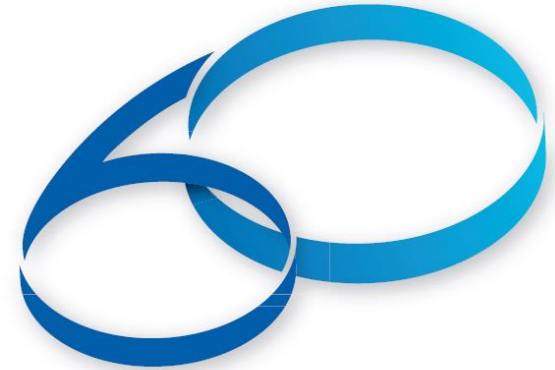
Communication

via publications

CERN Community

Scientific Community

Council and Member States



Annual Report **2014**



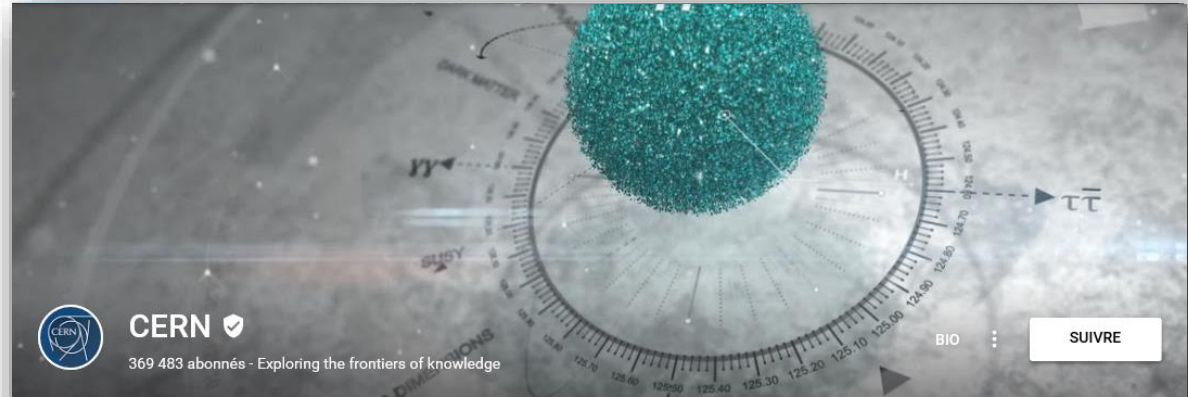
Rolf Landua

Education, Communication, Outreach (IR-ECO)

Communication

via social media

- Facebook *544k*
- YouTube *68k*
- Twitter *1520k*
- Google+ *369k*



Posts publiés par CERN



CERN · Public

10 h

Did you guess it?

Yes, this photo shows a rather unusual cooking pot!

[Traduire](#)

Initialement partagé par CERN : 22 commentaires

Guess what this is?



CERN · Public

3 j

Don't miss today's webcast on gravitational waves, starting shortly:

<http://cern.ch/webcast>

For more details see:

<http://cds.cern.ch/journal/CERNBulletin/2016/37/Events/2207049?ln=en>

Image courtesy of LIGO Scientific Collaboration

[Traduire](#)



Rolf Landua

Educa

Communication

via media, TV, movies

- Newspapers
- Televisions, Radios
- Movies
- Documentaries
- TV Shows

+1000 journalists/year



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Education, Communication

Communication

with decision makers

- Protocol VIP visits
- Stars...



Conspiracy theories

There is no such thing
as bad publicity...

(as long as you
convince the general public that
it's not true)



CERN answers queries from social media

Is the Large Hadron Collider dangerous?

No. Although powerful for an accelerator, the energy reached in the [Large Hadron Collider \(LHC\)](#) is modest by nature's standards. Cosmic rays – particles produced by events in outer space – collide with particles in the Earth's atmosphere at much greater energies than those of the LHC. These cosmic rays have been bombarding the Earth's atmosphere as well as other astronomical bodies since these bodies were formed, with no harmful consequences. These planets and stars have stayed intact despite these higher energy collisions over billions of years.

Read more about the safety of the LHC [here](#)

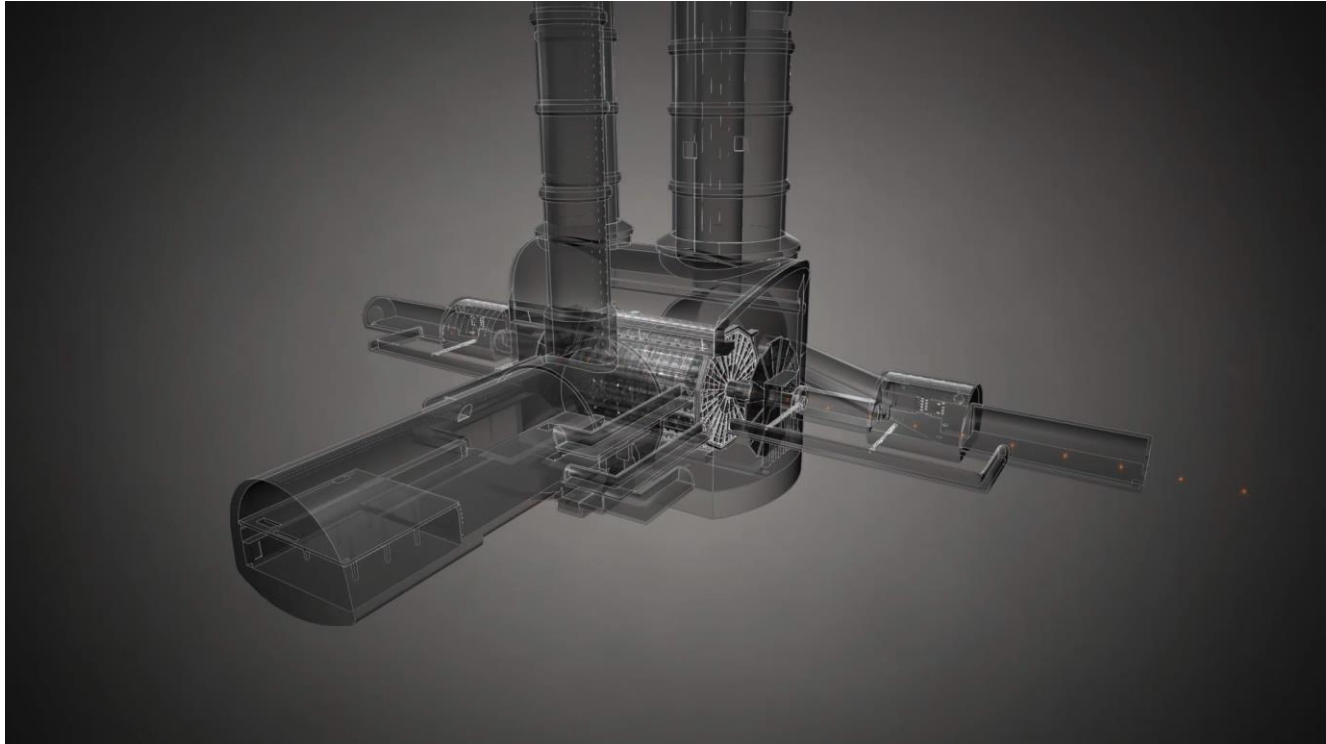
What happened with the LHC in 2015 and what does CERN plan to do in 2016?

The Large Hadron Collider (LHC) restarted at a collision energy of 13 teraelectronvolts (TeV) in June 2015. Throughout September and October 2015, CERN gradually increased the [number of collisions](#), while remaining at the same energy. In November, as with previous LHC runs, the machine run with [lead ions](#) instead of protons until mid-December when it had its winter technical stop.



Media production

Audio
Video
Photos
3D
Interactivity



Graphic Design - CERN 'brand'

- Logos
- Posters
- Letterheads
- Templates
- Guidelines !

cern.ch/design-guidelines



CERN
CORPORATE
IDENTITY



Teachers and schools

Teachers programmes

1'000 teachers in 2016

S'Cool LAB

5800 students in 2016

Masterclasses

13'000 pupils in 2016

Beamline4Schools

190 school team proposals



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Education, Communication, Outreach (IR-ECO)

Exhibitions

Permanent exhibitions

Universe of Particles
Microcosm

Traveling exhibitions

Accelerating Science
LHC Interactive Tunnel
(500'000 visitors, 16 countries)



Events

Local events

Automnales (Nov 2017)
Public conferences (Globe)
Arts@CERN
CineGlobe festival
Open Days (next: 2019)

Remote events

Science fairs
Events in member states



Guided Tours

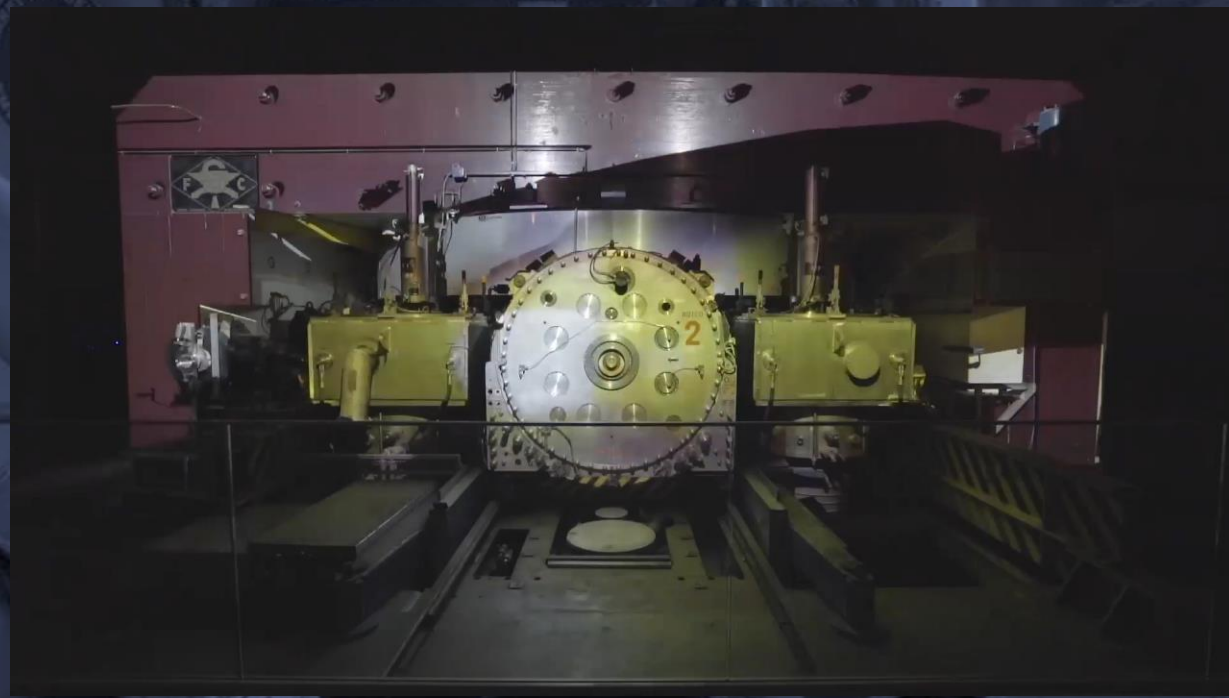
Huge demand

120'000 visitors in 2016
2.5 x more requests...
50 countries
30 languages
40% schools
70% come from > 600km

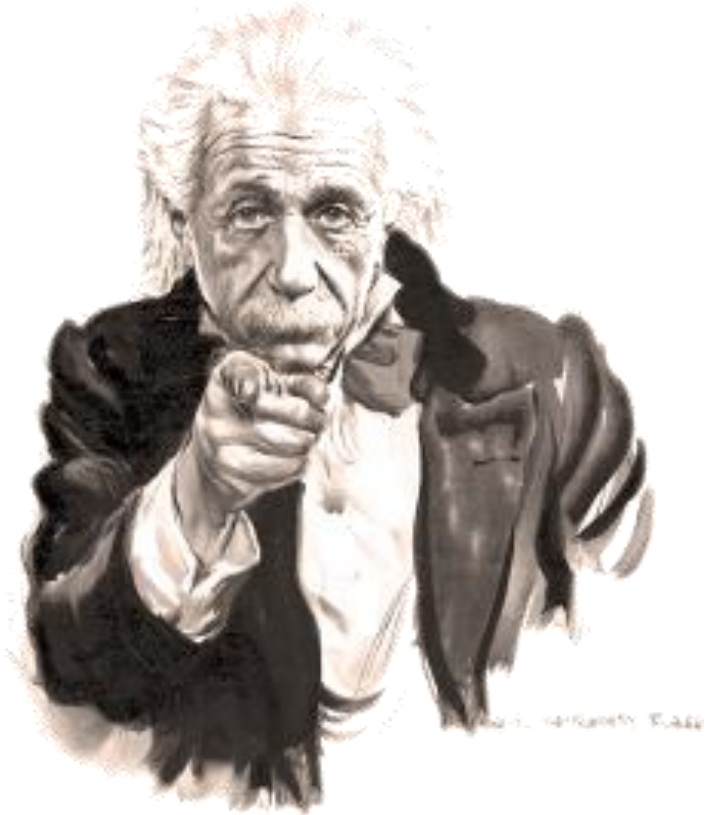
Volunteer guides

Staff, fellows, users : crucial !
We provide training

Example: Synchrocyclotron light show



We need you !



cern.ch/guides



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