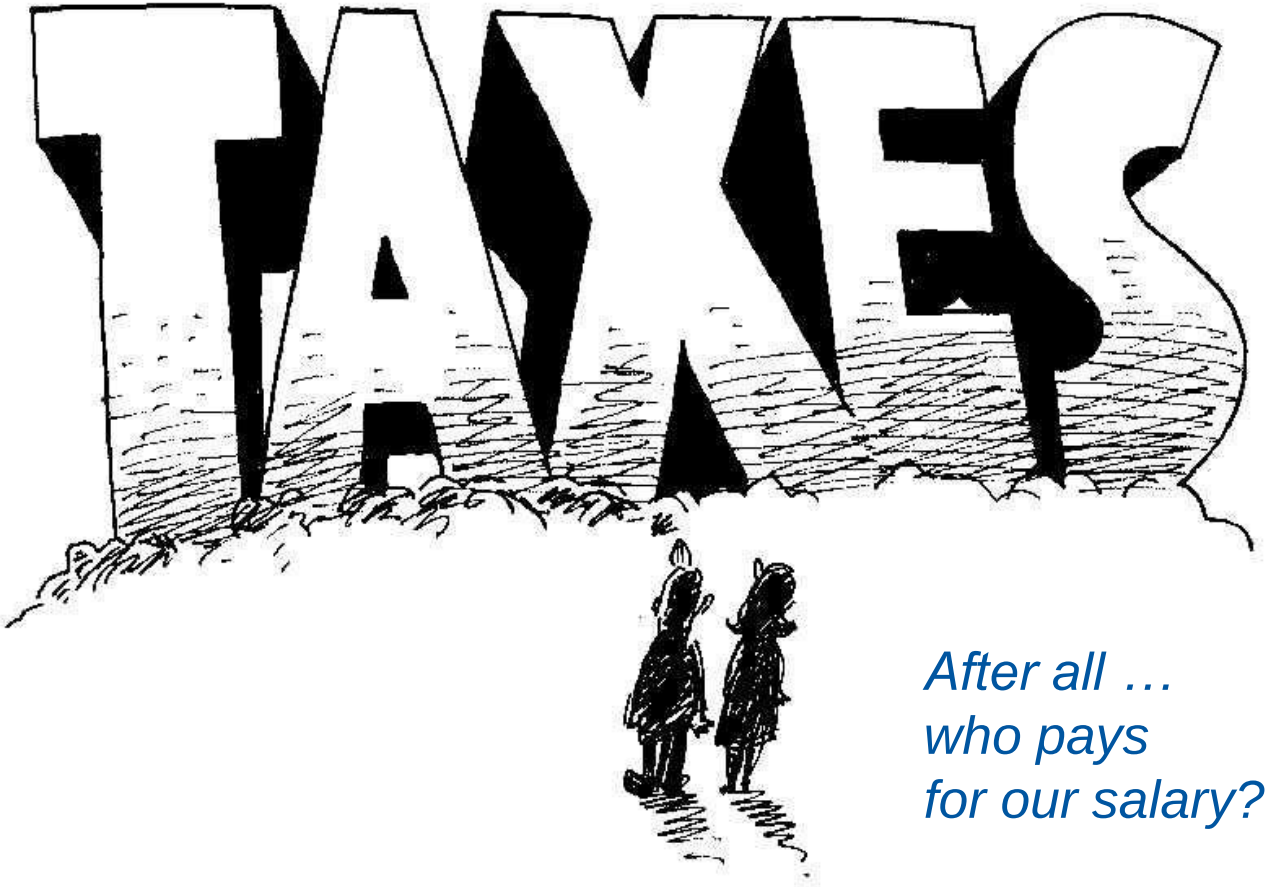
Education, **C**ommunication and **O**utreach at CERN

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

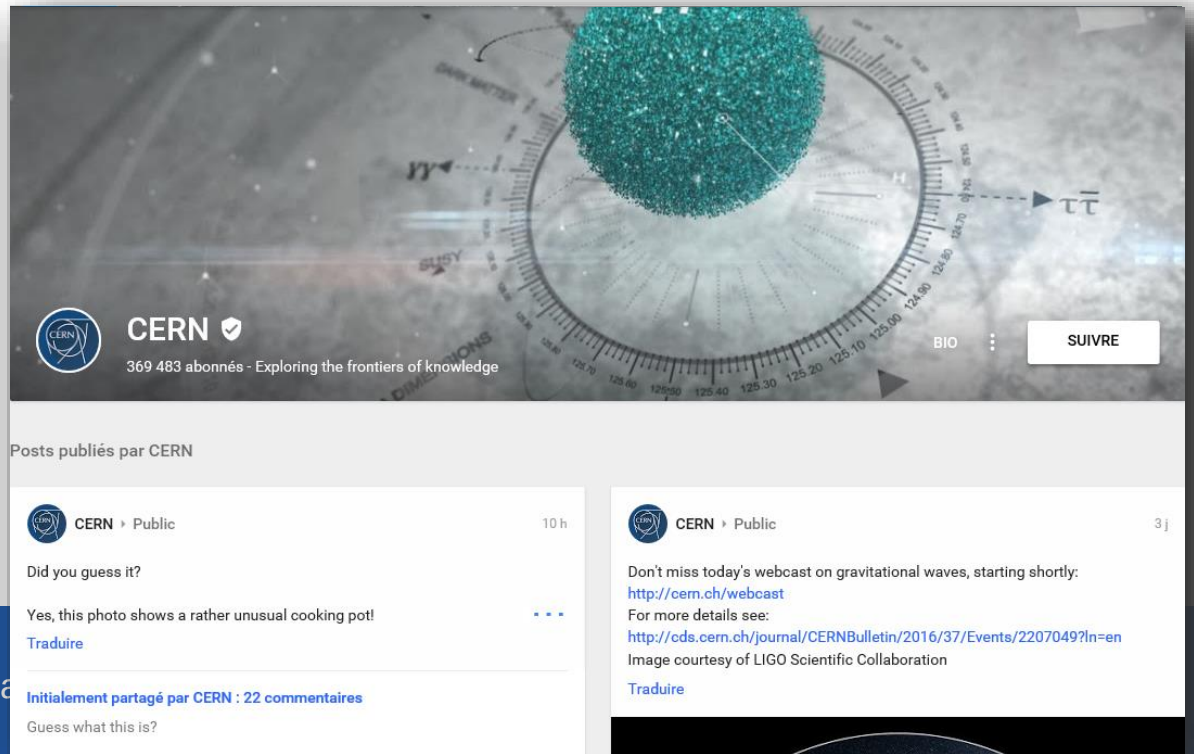
Scientific Community

Council and Member States

Communication

via social media

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



Communication

via media, TV, movies

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

+1000 journalists/year

Communication

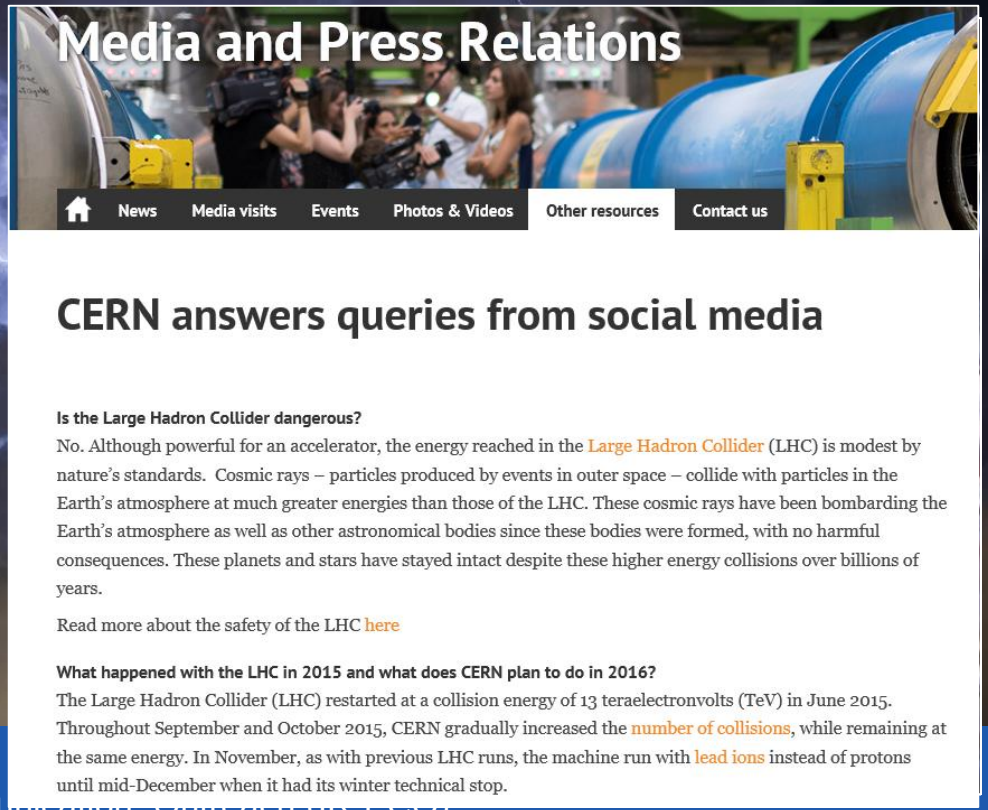
with decision makers

- Protocol VIP visits
- Stars…

Conspiracy theories

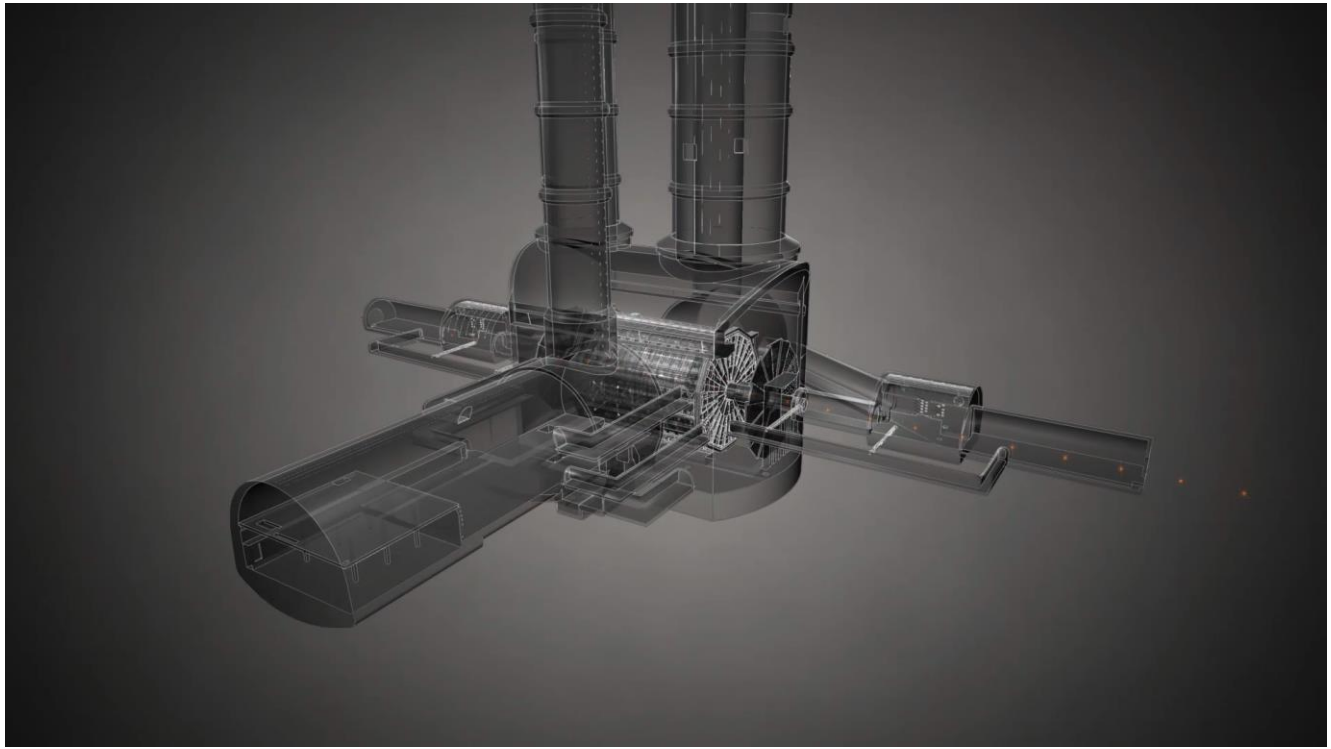
There is no such thing as bad publicity…

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



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

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

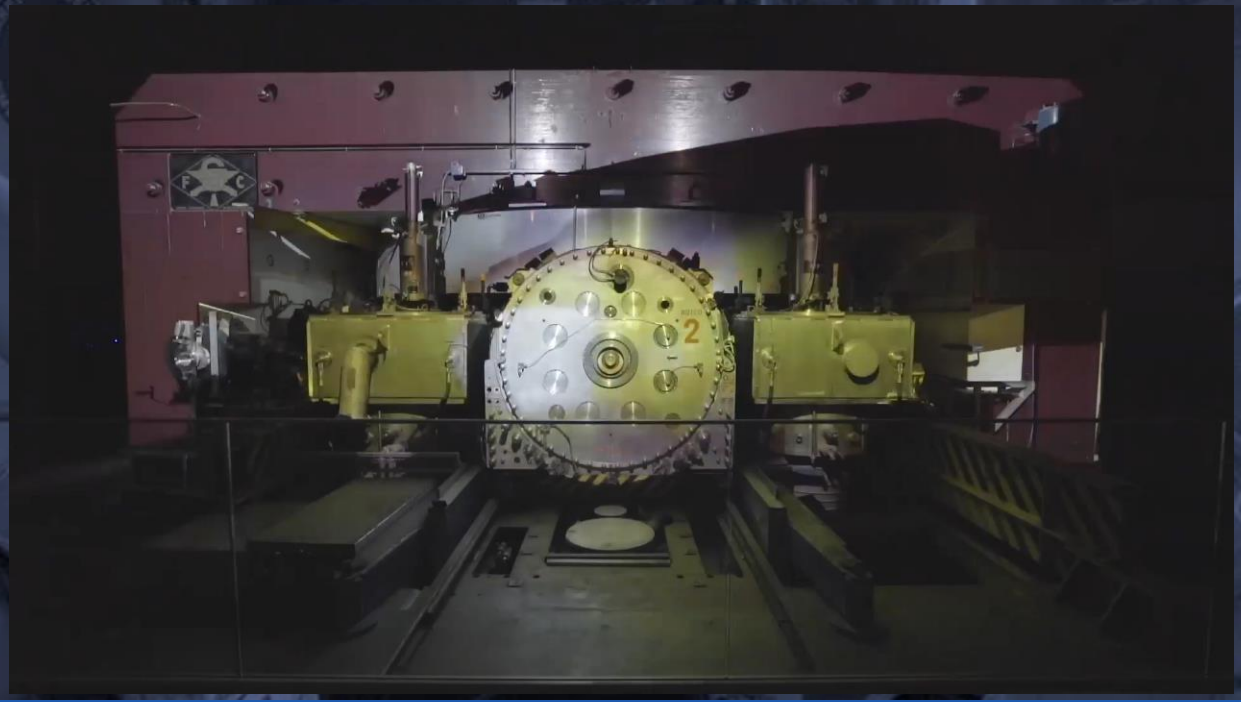
Huge demand

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

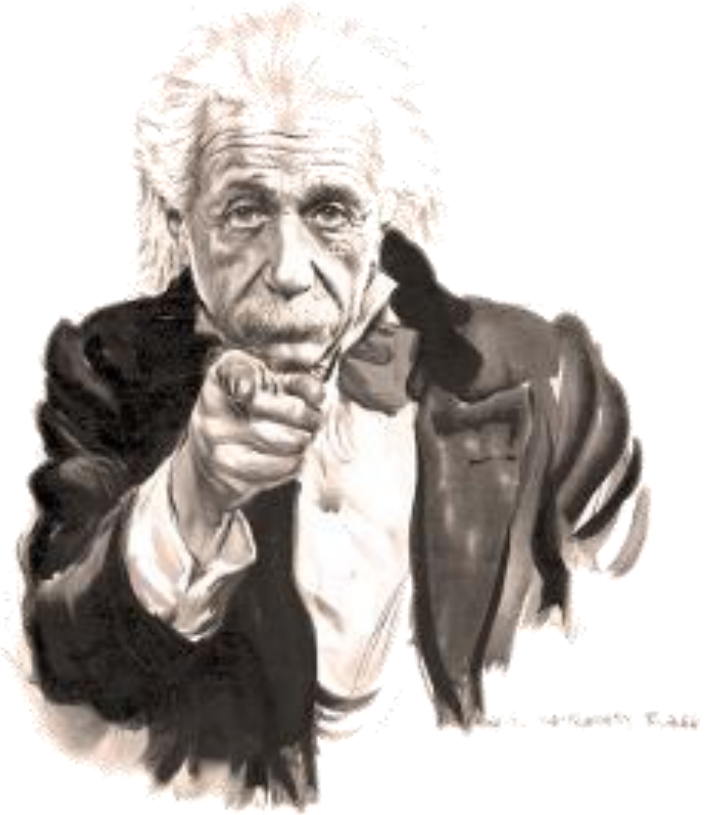
Volunteer guides

Staff, fellows, users : crucial !
We provide training

Example: Synchrocyclotron light show



We need you !



cern.ch/guides