



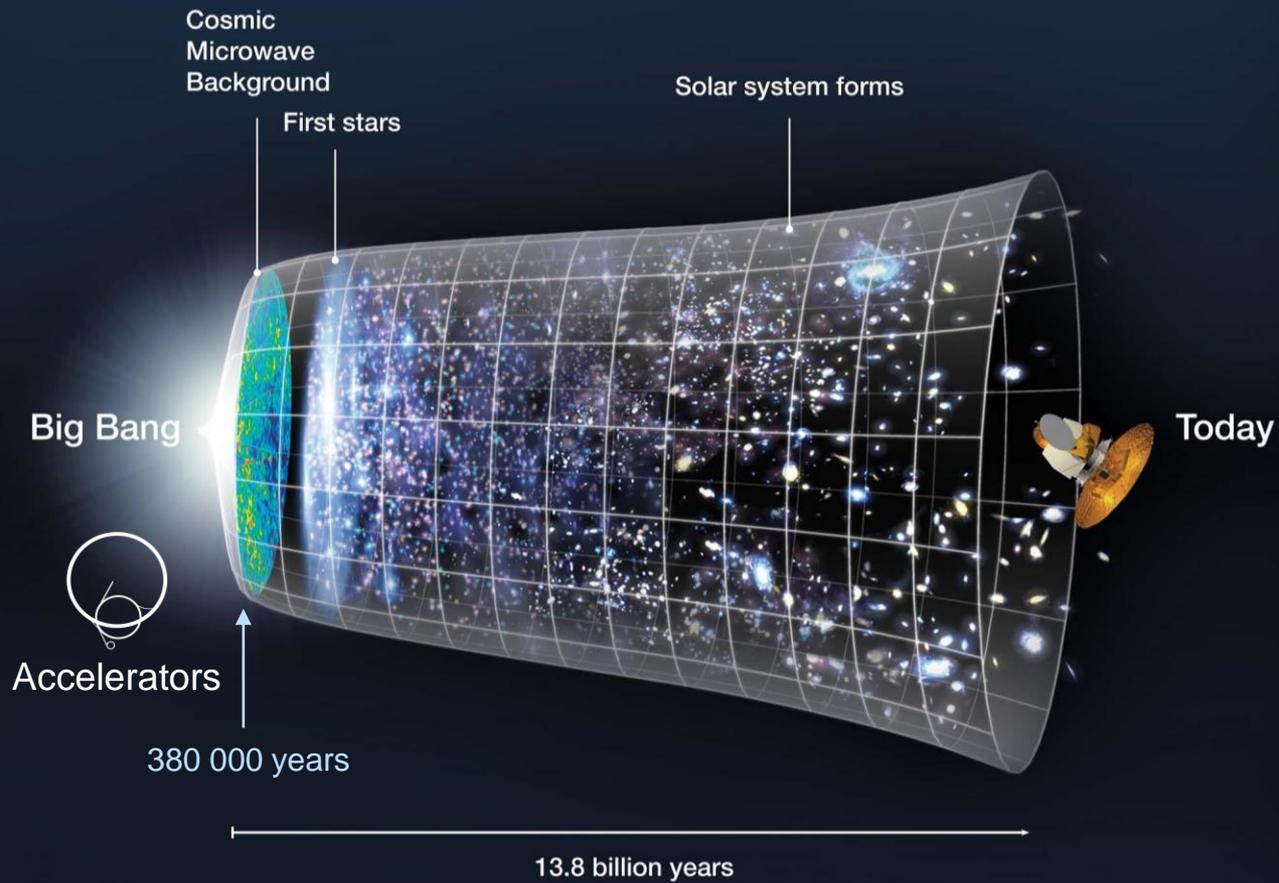


**Sustaining interest and engagement in particle physics.
How we do it at CERN**

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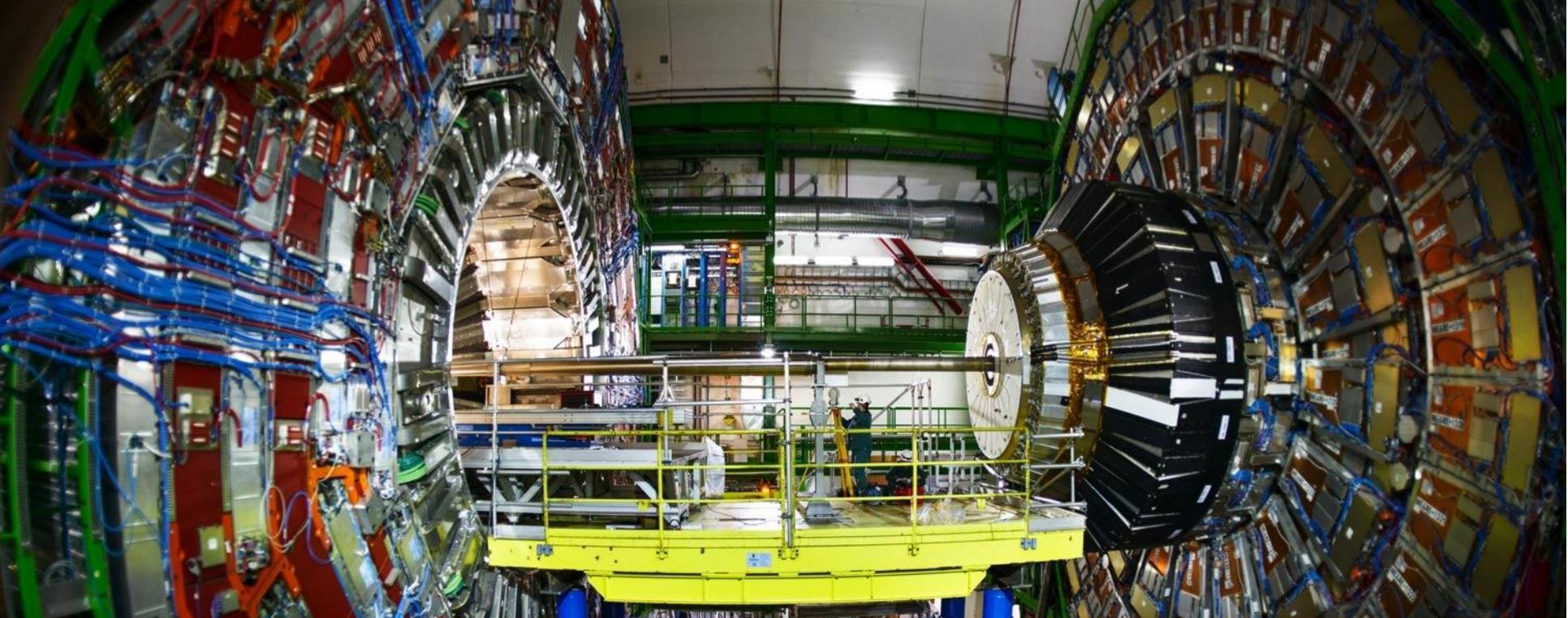


We have great stories to tell





...about accelerator technology...



...about detector technology...



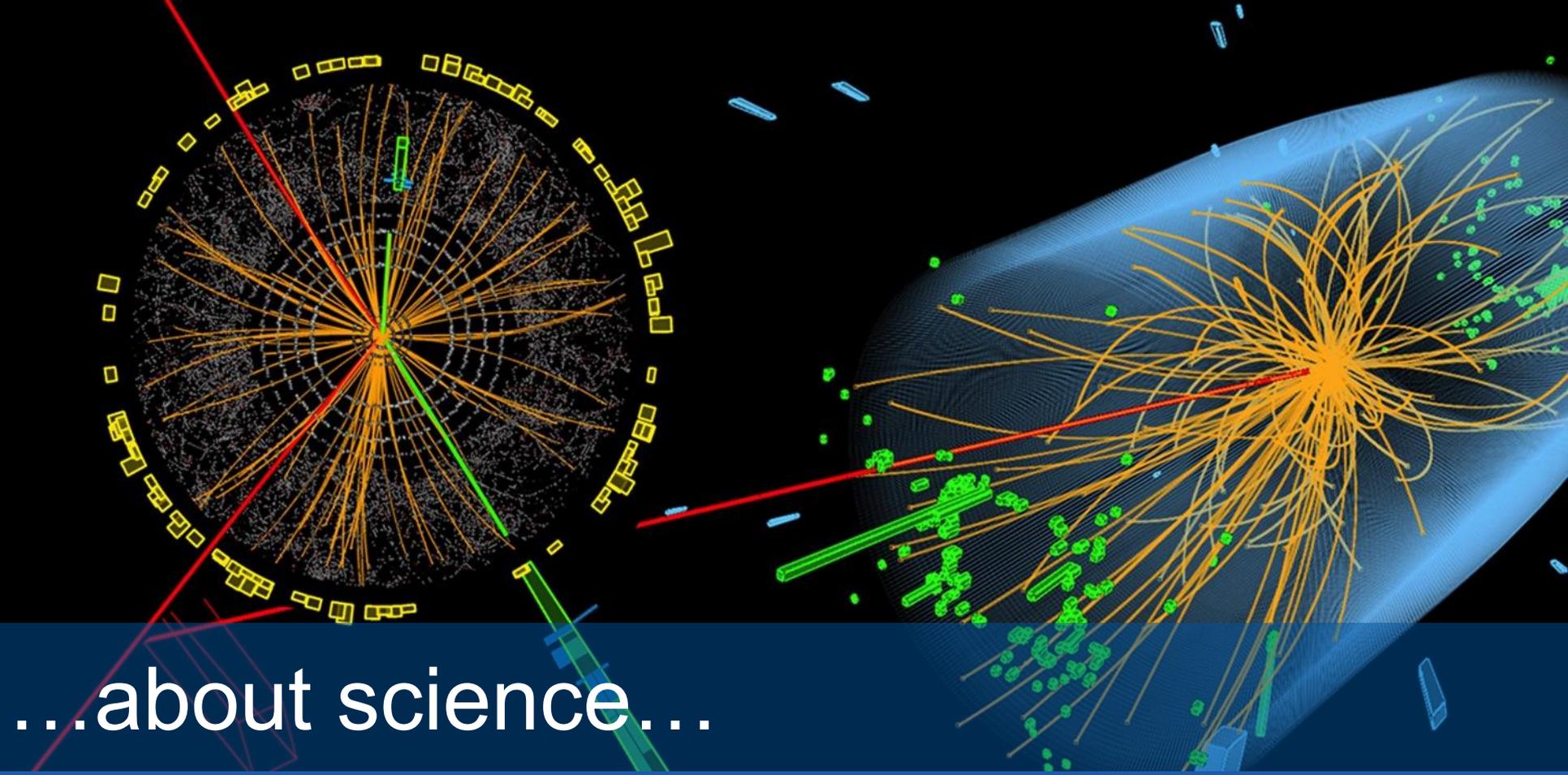
...about computing technology...

...about innovation...





...about peaceful collaboration...



...about science...

Why communicate?

- **Awareness** about CERN, its activities and impact on society
- **Support** for CERN from decision makers
- **Engagement** with the general public about what we do and why
- **Education** and inspiration for schools and teachers
- **Be a voice** for particle physics and fundamental research

Who do we communicate with?

- Decision makers (policy)
- Scientific community
- Media and opinion-makers
- Teachers and students
- Citizens
- Local community
- CERN Community
- Potential candidates
- Industry
- Alumni
- Donors

Who communicates at CERN?

- ECO group
- CERN Departments
- CERN Experiments
- CERN staff and users

Outreach – selected examples

- Guided tours
- Digital outreach - virtual visits and Facebook lives.
- CERN VR
- Music & Art festivals
- Local outreach events

CERN is open for guided tours 6 days a week

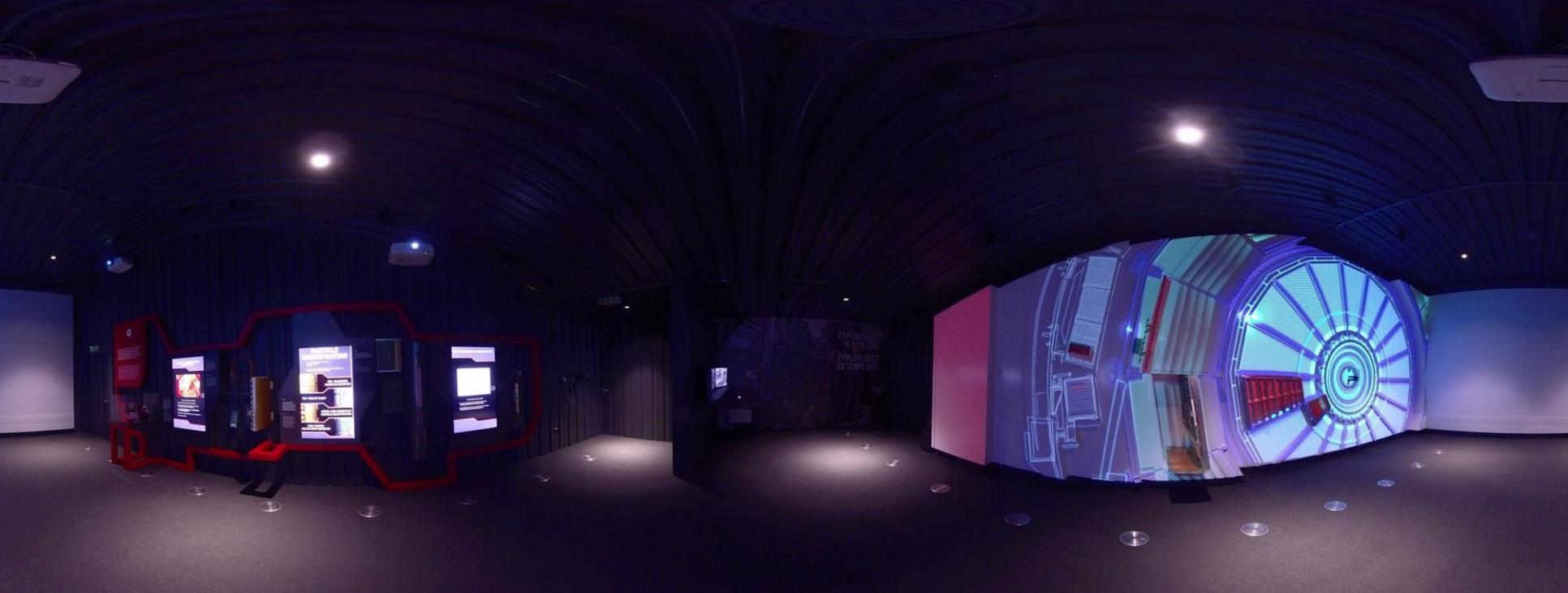
Guides are CERN staff, physicists and engineers
A unique opportunity to engage the public in particle physics and gain communication skills





Visit points on guided tours are a mix of real objects and multimedia installations





Many of the visit points are at the experiments
The new interactive exhibition at ALICE

Virtual visits to CERN experiments



Facebook lives

End of year technical stop (YETS)
First beam
First physics
From the Antimatter Decelerator (AD)
During Researchers' Night

 CERN was live.
2 March · 🌐

#WhatsUpLHC?

We're now live 100 metres underground in the CMS cavern at CERN. We will give you insights of CMS' "heart transplant", this week's complex operation ahead of the LHC restart this spring.

More information: <http://cern.ch/go/9Vxw> ... See more



127k Views

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943 shares



CERN Virtual Reality clips



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New audiences – music & arts festivals



New audiences – in the local community



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In short...

- We're transparent
- We try to understand our audiences
- We're well connected

- We make it engaging
- We harness the power of the geeks
- We reach out to new audiences

We will continue to have great stories to tell

Because there are still many unanswered questions
Good communication is more important than ever

