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 Virtual Reality clips
New audiences – music & arts festivals
New audiences – in the local community
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