



# Education, Communication and Outreach at CERN

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*Visitors and Local Engagement*



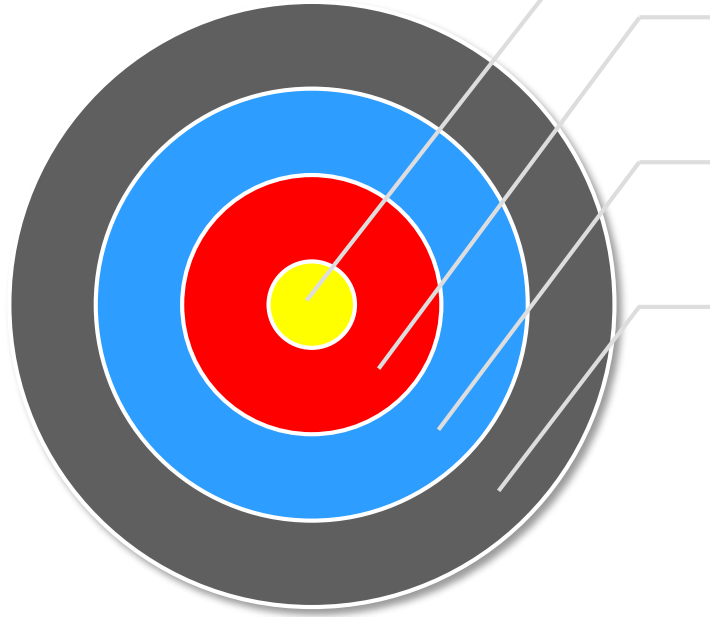
# Why ?

- **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



Media, VIP

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

Teachers

Teachers Programmes  
Teachers Resources

Schools

Students Programmes  
Students Lab  
Virtual Visits

General Public

Guided Tours  
Exhibitions at CERN

Travelling exhibitions  
Special events  
(fairs, science museums,  
arts, local events etc.)

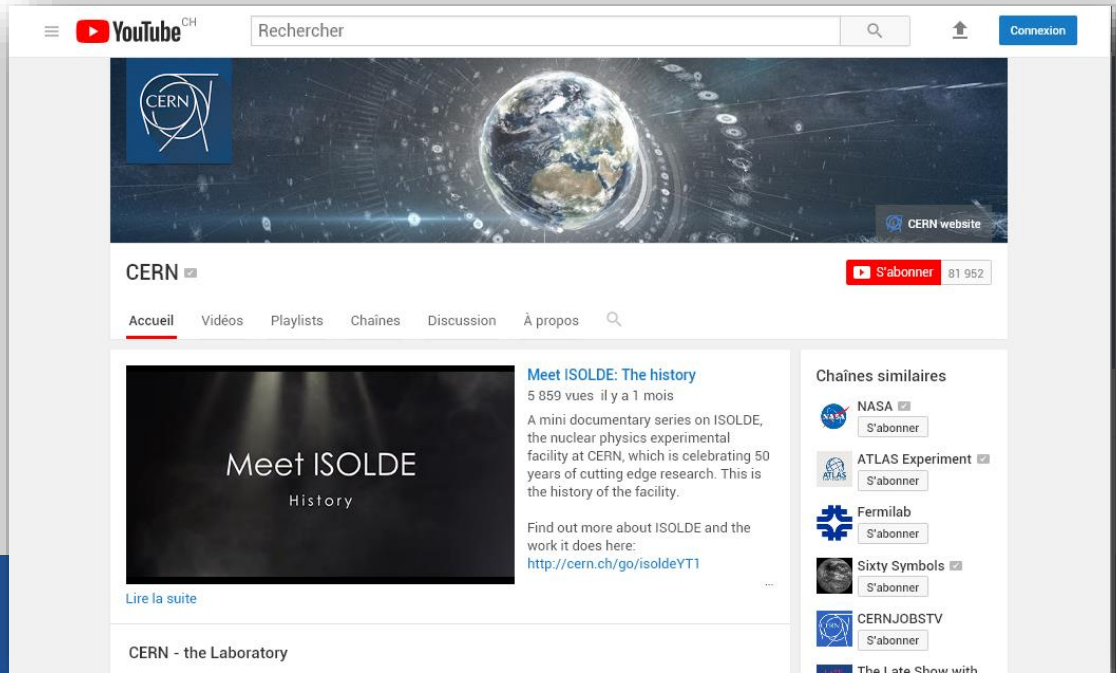
# Communication with scientific community

- CERN community
- Scientific community
- Member States



# Communication via social media

- Twitter 2510k
- Facebook 635k
- Instagram 234k
- YouTube 82k



The image shows a screenshot of the CERN YouTube channel page. At the top, there is a navigation bar with the YouTube logo, a search bar containing the word "Rechercher", and a "Connexion" button. Below the navigation bar is a large banner image featuring the CERN logo on the left and a globe surrounded by particle tracks on the right. Underneath the banner, the channel name "CERN" is displayed with a verified badge and a red "S'abonner" button showing 81,952 subscribers. A menu bar below the channel name includes "Accueil", "Vidéos", "Playlists", "Chaînes", "Discussion", and "À propos". The main content area features a video thumbnail titled "Meet ISOLDE History" with a dark background and white text. To the right of the video, there is a description for the video "Meet ISOLDE: The history" with 5,859 views from a month ago. The description mentions a mini documentary series on the ISOLDE facility at CERN, celebrating its 50th anniversary. Below the description is a link to the CERN website: <http://cern.ch/go/isoldeYT1>. On the right side of the page, there is a "Chaînes similaires" section listing other channels like NASA, ATLAS Experiment, Fermilab, Sixty Symbols, and CERNJOBSTV, each with a "S'abonner" button.

# Communication via media, TV, movies

- Newspapers
- Televisions, Radios
- Movies
- Documentaries
- TV Shows
- *+1000 journalists / y*





# 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)

<http://press.cern/backgrounders/cern-answers-queries-social-media>



## 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

VR

Interactivity

Movement capture

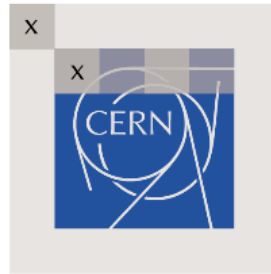


# Graphic Design

- Logos
- Posters
- Letterheads
- Templates
- Schemas
- Etc...
- Check guidelines  
[cern.ch/design-guidelines](http://cern.ch/design-guidelines)

## Clear space

Clear space is the area surrounding the logo that must be kept free of other graphic elements. The minimum required clear space is defined by the measurement "X" as shown. This measurement is equal to 1/4 of the width of the logo.



# Teachers and schools

- Teachers programmes  
1'000 teachers in 2017
- S'Cool LAB  
5'700 students in 2017
- Masterclasses  
10'000 students in 2017
- Students programmes  
1'600 students in 2017



# Exhibitions

- **Travelling**  
LHC Interactive Tunnel  
Accelerating Science  
500'000 visitors  
16 countries
- **Permanent**  
Microcosm  
Universe of Particle



# Guided Tours

- **Huge demand**  
135'000 visitors in 2017  
2.5 x more requests...  
50 countries  
30 languages
- **40% schools**  
70% come from > 600km
- **Volunteer guides**  
Staff, fellows, users...  
We provide training



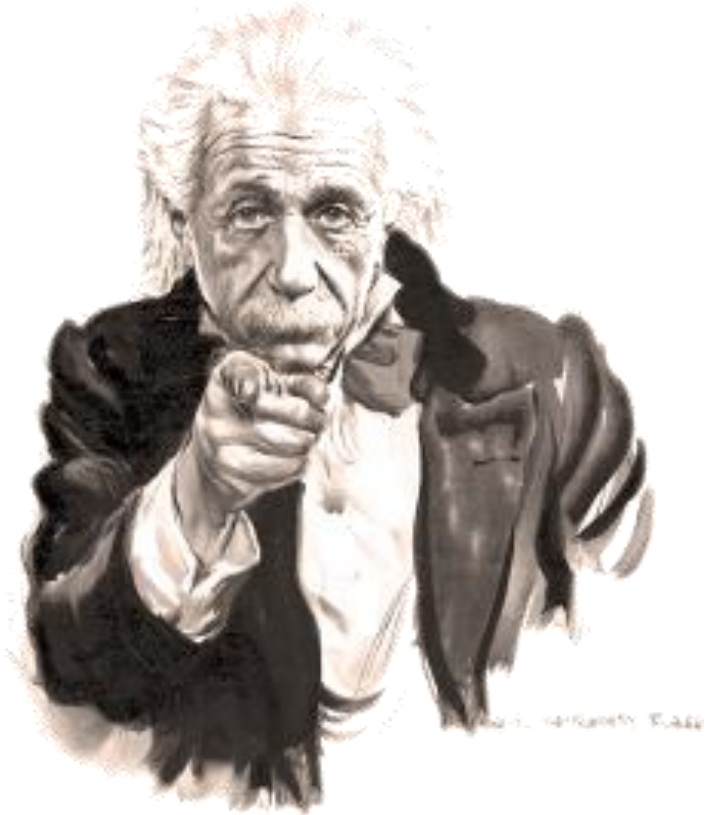
# Events

- Local events
  - Public conferences
  - Arts@CERN
  - Researchers Night
  - TEDxCERN
  - CineGlobe
  - Automnales
- Remote events
  - Science fairs
  - Member States celebrations





# We need you !



<http://cern.ch/guides>



[www.cern.ch](http://www.cern.ch)