



Éducation, Communication et Sensibilisation au CERN

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Visites et relations locales



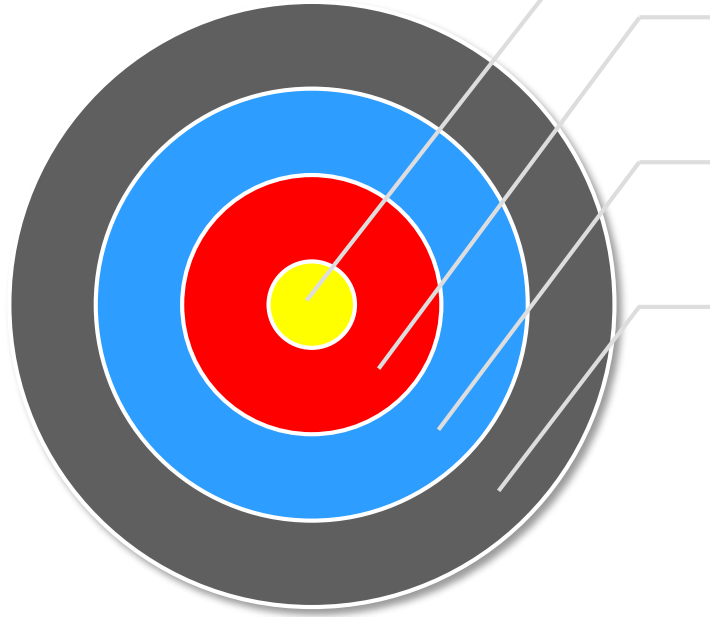
Pourquoi ?

- **Conscientisation** à propos du CERN et de ses activités
- **Soutien** pour les décideurs du CERN
- **Investir** auprès du grand public
- **Education** et inspiration pour les écoles et les enseignants
- **S'engager** pour expliquer au grand public ce que nous faisons et pourquoi nous le faisons



*En fin de compte...
Qui paye nos salaires?*

Publics



Media, VIP

Press Office, Publications,
Web, Social Media, Audiovisuel,
Identité graphique. Visites VIP.

Enseignants

Programmes pour enseignants
Ressources pour enseignants

Ecoles

Programmes pour étudiants
Labo pour les étudiants
Visites virtuelles

Grand public

Visites guidées
Expositions au CERN

Expositions itinérantes
Evénements spéciaux
(foires, musées des sciences,
arts, événements locaux etc.)

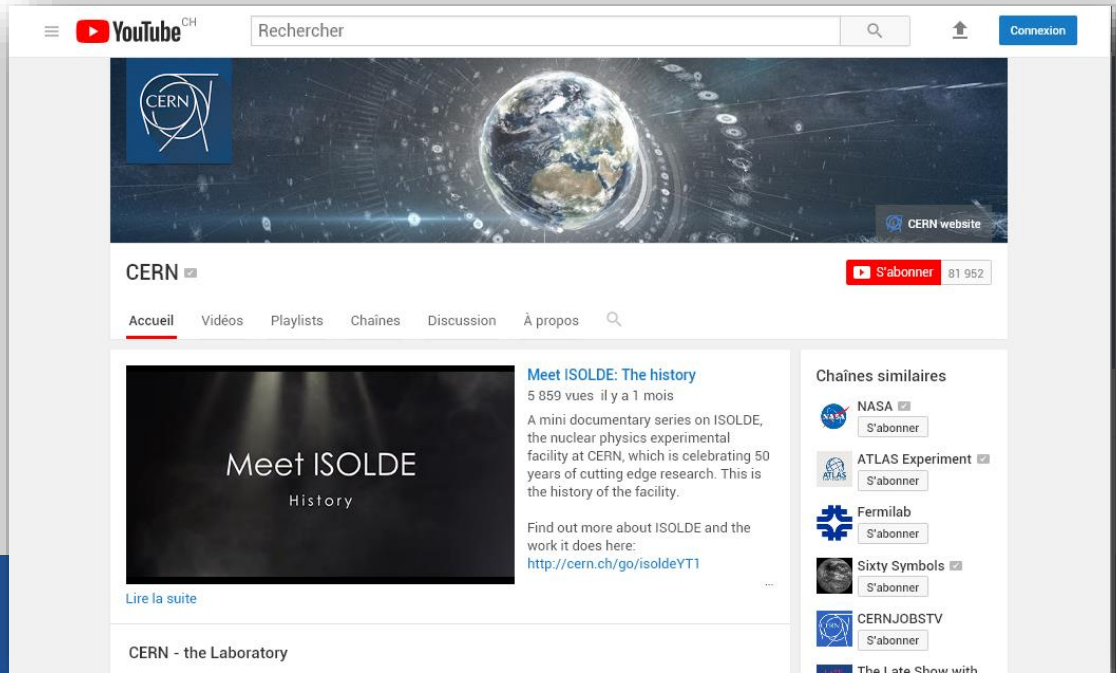
Communication pour les scientifiques

- Communauté du CERN
- Communauté scientifique
- Etats membres



Communication via les médias sociaux

- 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, along with a red "S'abonner" button and a subscriber count of "81 952". 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", which includes the view count "5 859 vues il y a 1 mois" and a link to the CERN website. On the right side of the page, there is a section titled "Chaînes similaires" (Similar channels) listing other channels like NASA, ATLAS Experiment, Fermilab, and CERNJOBSTV, each with its own "S'abonner" button.

Communication via médias classiques

- Journaux
- Télévision, Radio
- Films
- Documentaires
- Emissions TV
- *+1000 journalistes/an*



Communication avec les influenceurs

- Protocole
- Visites VIP
- Stars...



Théories du complot

Il n'y a pas de mauvaise publicité...

(tant que vous arrivez à convaincre le grand public que ce n'est pas vrai...)

<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.

Production AV

Audio

Vidéo

Photos

3D

Interactivité

Capture de mouvement



Identité graphique

- Logos
- Posters
- Papier à en-tête
- Modèles
- Schémas
- Etc...
- Vérifiez les règles
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.



Enseignants et écoles

- Programmes profs
1'000 profs en 2017
- S'Cool LAB
5'700 étudiants in 2017
- Masterclasses
10'000 étudiants in 2017
- Programmes étudiants
1'600 étudiants en 2017



Expositions

- **Itinérantes**
Tunnel Interactif LHC
Accélérateur de science
500'000 visiteurs
16 pays
- **Permanent**
Microcosm
Univers de particules



Visites guidées

- **Demande énorme**
135'000 visiteurs en 2017
2.5 x plus de demande...
50 pays
30 langues
- **40% écoles**
70% viennent de > 600km
- **Guides volontaires**
Titulaires, boursiers...
Nous vous formons

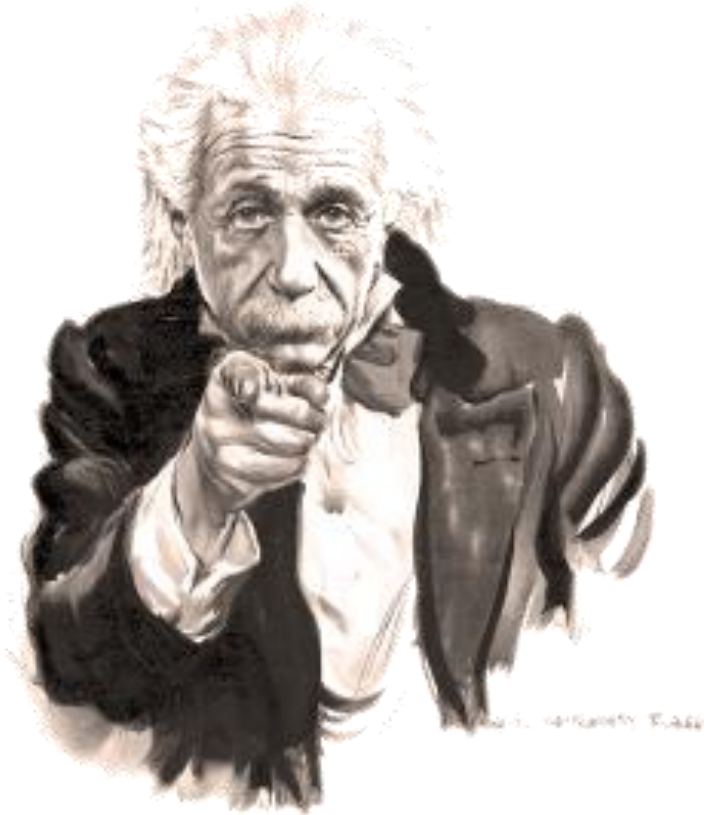


Evénements

- **Locaux**
 - Conférences
 - Arts@CERN
 - Nuit des chercheurs
 - TEDxCERN
 - CineGlobe
 - Automnales
- **Distants**
 - Fêtes de la science
 - Dans les Etats membres



Nous avons besoin de vous !



<http://cern.ch/guides>



www.cern.ch