



Education, Communication and Outreach at CERN

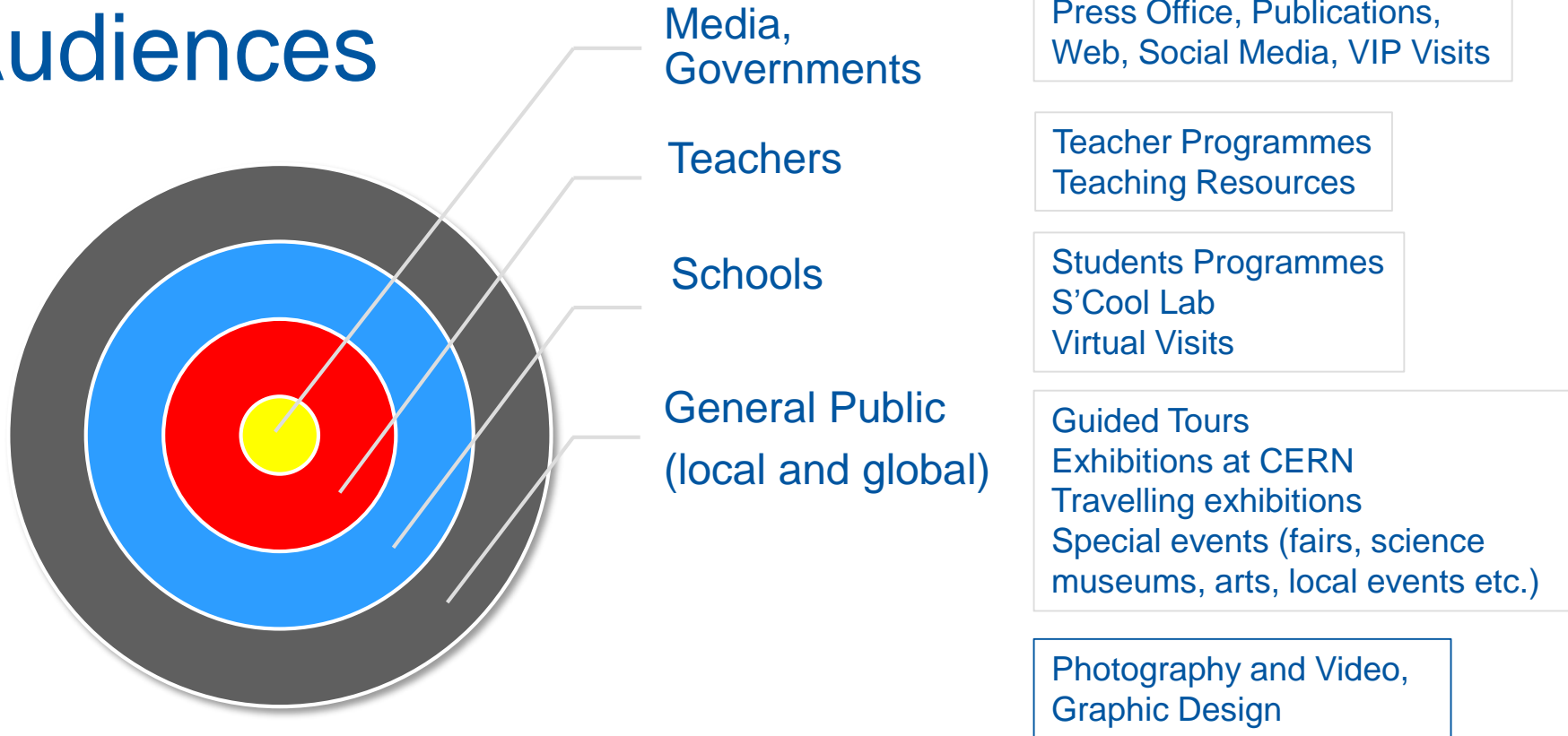
Ana Godinho
ECO Group Leader

Why ?

- **Awareness** about CERN and its activities
- **Commitment** to explain general public what we do and why
- **Support** for CERN from decision makers
- **Engagement** with the general public
- **Education** and inspiration for schools and teachers



Audiences



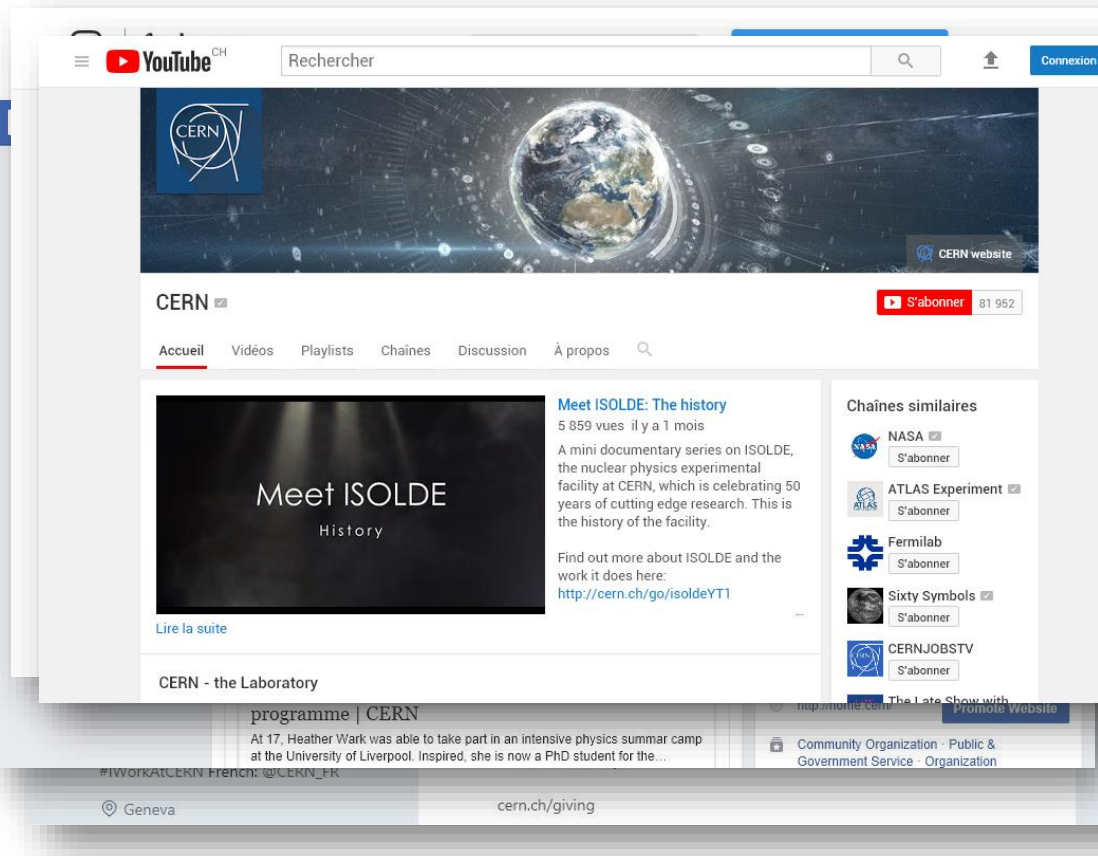
Communication with scientific community

- CERN community
- Scientific community
- Member States



Communication via social media

- Twitter 2.6million
- Facebook 666k
- Instagram 300k
- YouTube 90k



Communication via media, TV, movies

- Media (Print, Televisions, Radio, Online)
- Movies
- Documentaries
- TV Shows

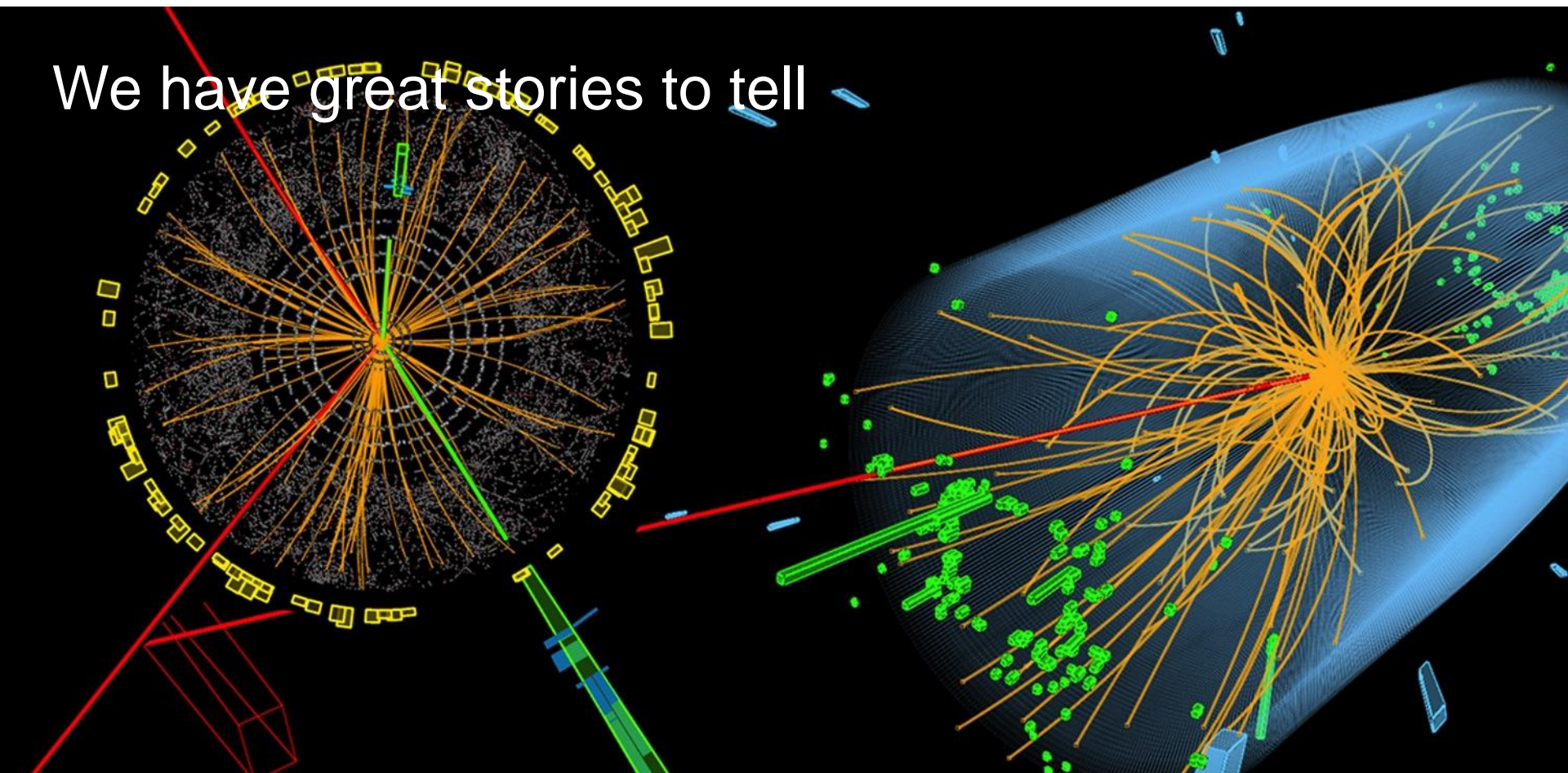


Communication with decision-makers and influencers

- Protocol
- VIP Visits
- Popular culture.



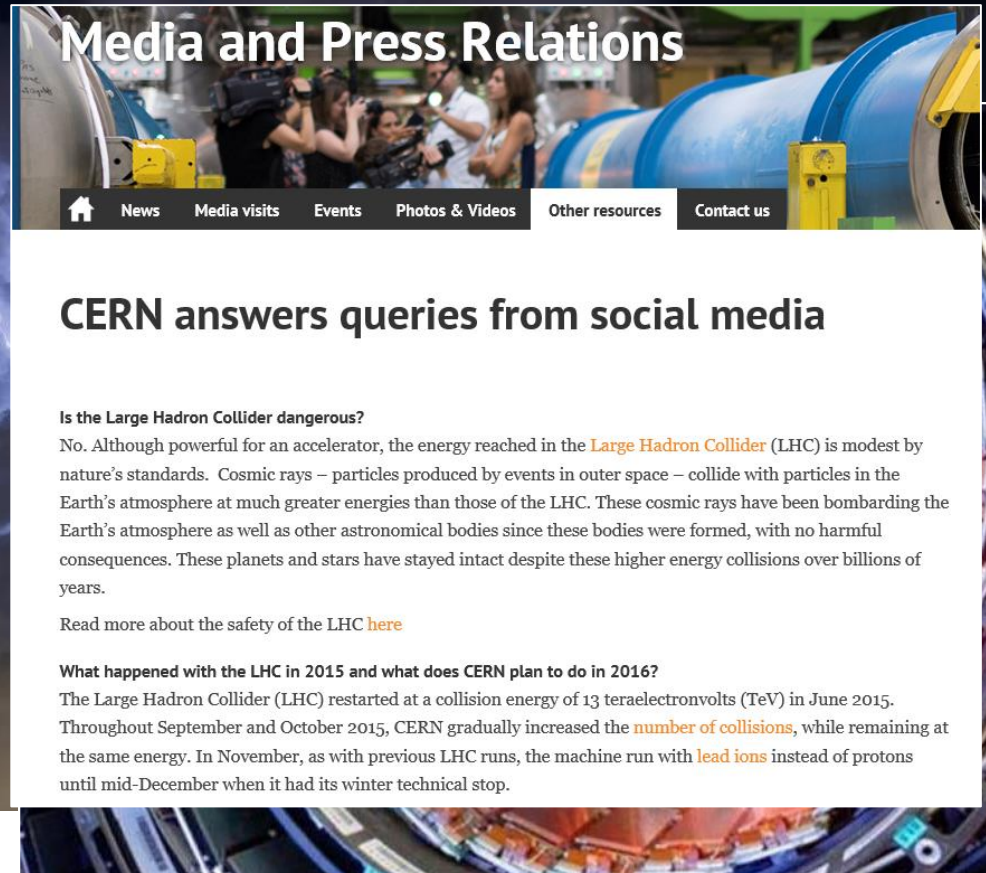
We have great stories to tell



Sometimes others have great stories about us too

We engage with those stories

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



Media and Press Relations

Home News Media visits Events Photos & Videos Other resources Contact us

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

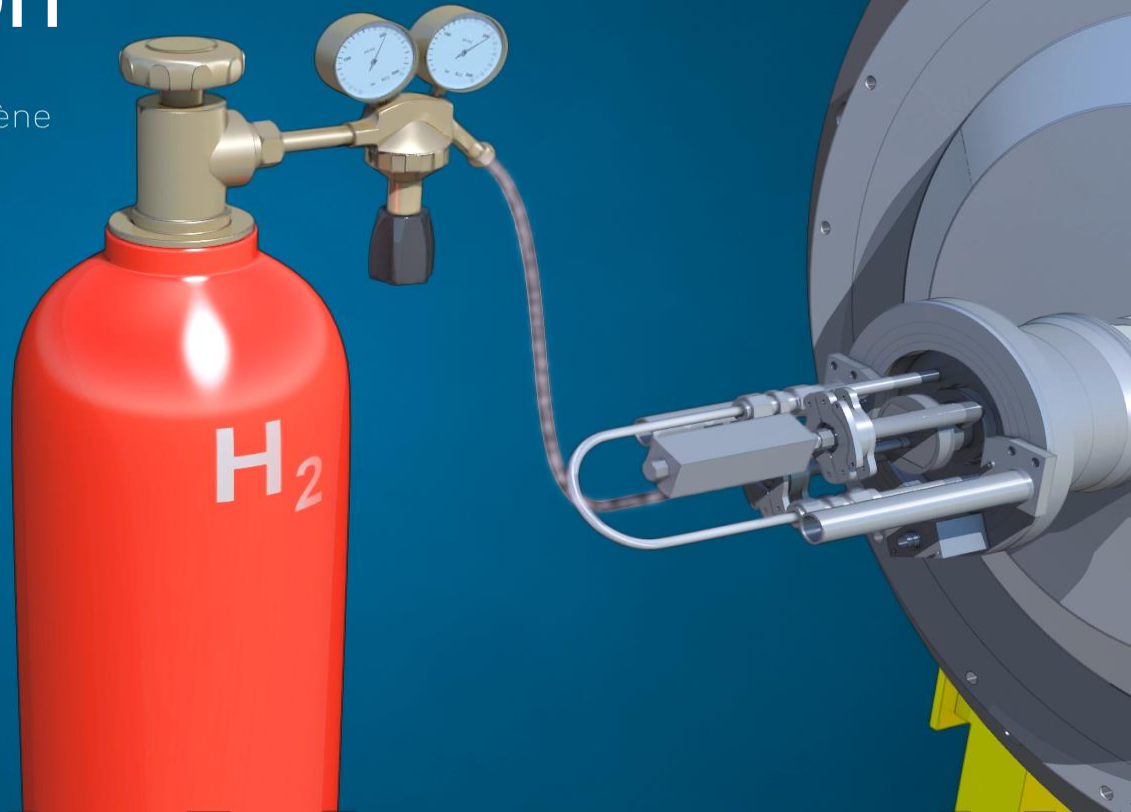
3D

VR

Interactivity

Movement capture

Hydrogen Bottle
Bouteille d'hydrogène



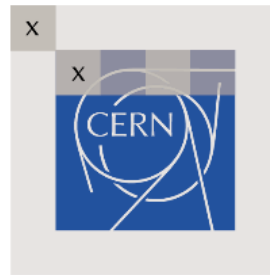
Graphic Design

- Logos
- Posters
- Letterheads
- Templates
- Schemas
- Etc...
- Check guidelines
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
7 200 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
136 000 visitors in 2017
2x 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>

