





Designing a Communications Strategy

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ARIES Workshop, 5-6 November 2018

~~We need a better site!~~

Do we really?

What is communication?

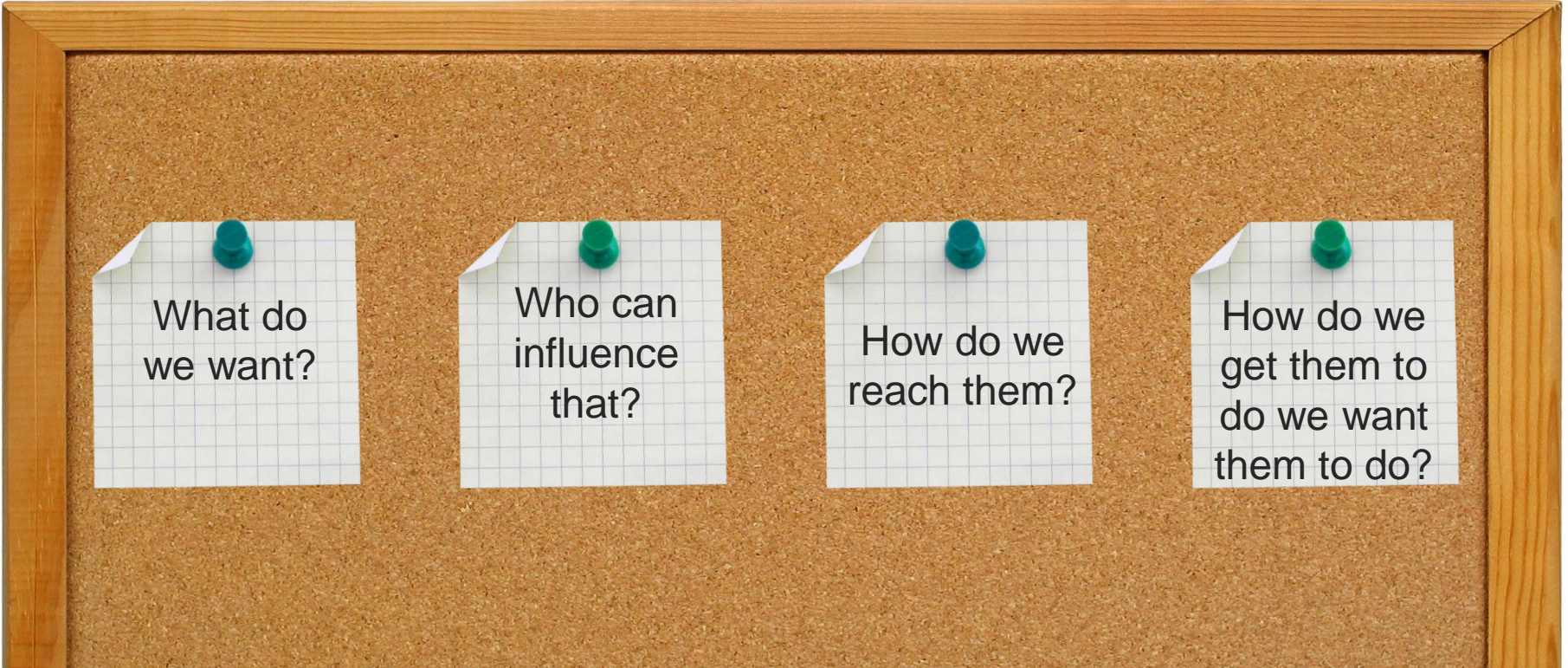
OED

Communication *n.* **1** a communicating or being communicated **b** information etc. communicated **c** letter, message, etc. **2** connection or means of access. **3** social dealings. **4** (in *pl.*) science and practice of transmitting information.

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Communications *n.* the act of managing the relationship of an organization with key stakeholders in order to allow the organization to carry out its mission unhindered.

Communications planning starts here...



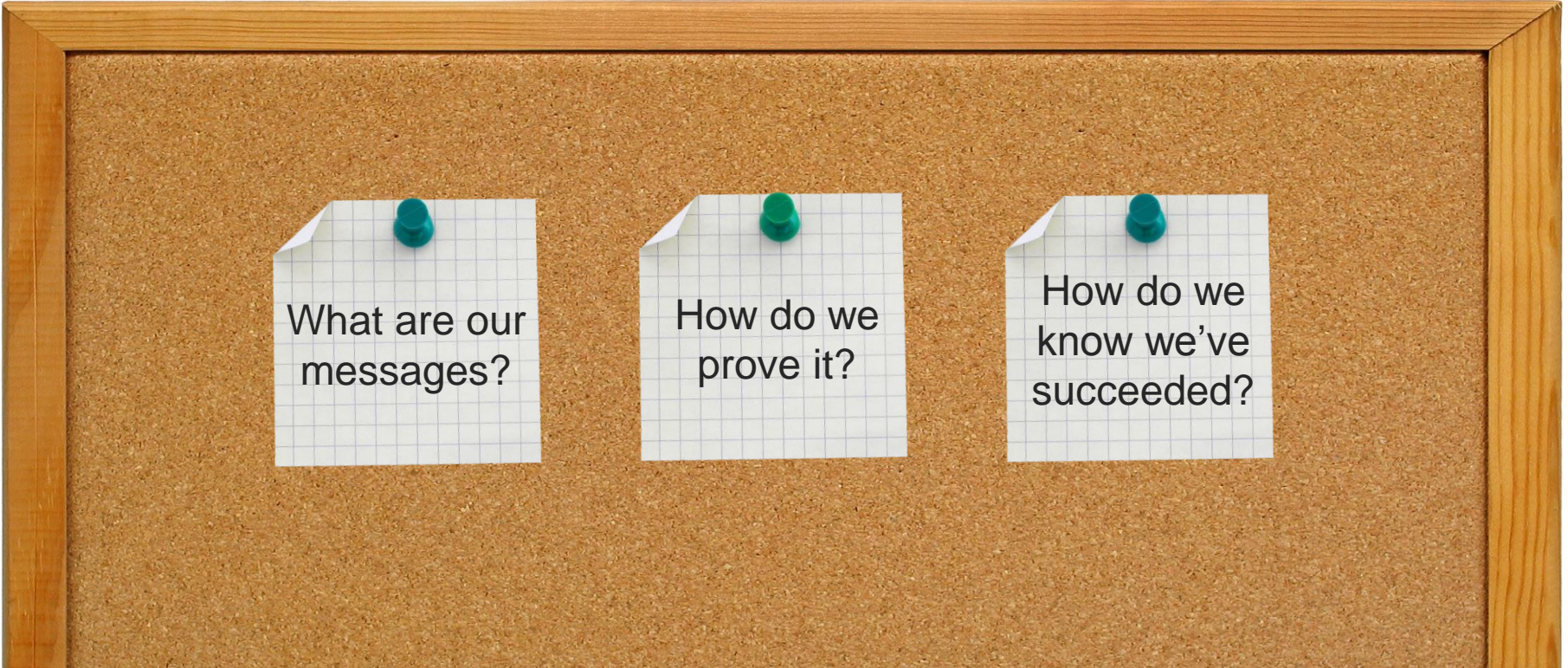
What do we want?

Who can influence that?

How do we reach them?

How do we get them to do we want them to do?

Communications planning starts here...



What are our messages?

How do we prove it?

How do we know we've succeeded?

Audiences



the press



users

- personnel
- funding agencies
- neighbours
- philanthropists
- schools
- politicians
- the public
- ...

Audiences - channels



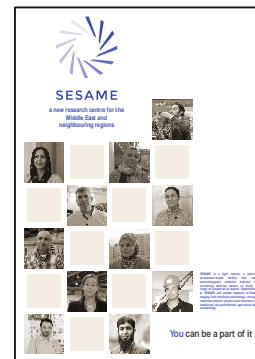
the press



press conference



users



brochure

Audiences – channels - outcomes



the press



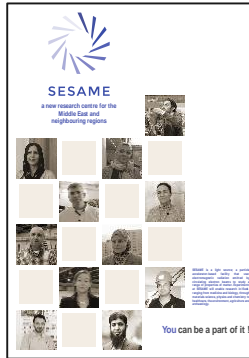
press conference



Tell positive stories about us



users



brochure



Submit great proposals, do great science

Messaging

CERN is the world's leading laboratory for fundamental particle physics

CERN brings people from around the world together

CERN trains the scientists and engineers of tomorrow

CERN advances the frontiers of technology



Messaging – proof points

CERN is the world's leading laboratory for fundamental particle physics

Nobel prizes, papers published and cited, user demand

CERN brings people from around the world together

Size of user community, increasing number of Member States

CERN trains the scientists and engineers of tomorrow

1000 higher degrees per year

CERN advances the frontiers of technology

Medical imaging, therapy, world wide web

Evaluate – LHC First Physics



- CERN homepage: 205,000 visitors from 185 countries. Average 10,000
- Press Office site: 154,000 visitors. Average 2,000

- From 90,000 to 120,000 followers
- LHC, CERN, TeV and experiment all trending

- 231 peak connections from LHC institutes
- Webcast was visited by 700,000 IP addresses

Evaluate – Higgs discovery



Higgs search
update 04.07.2012

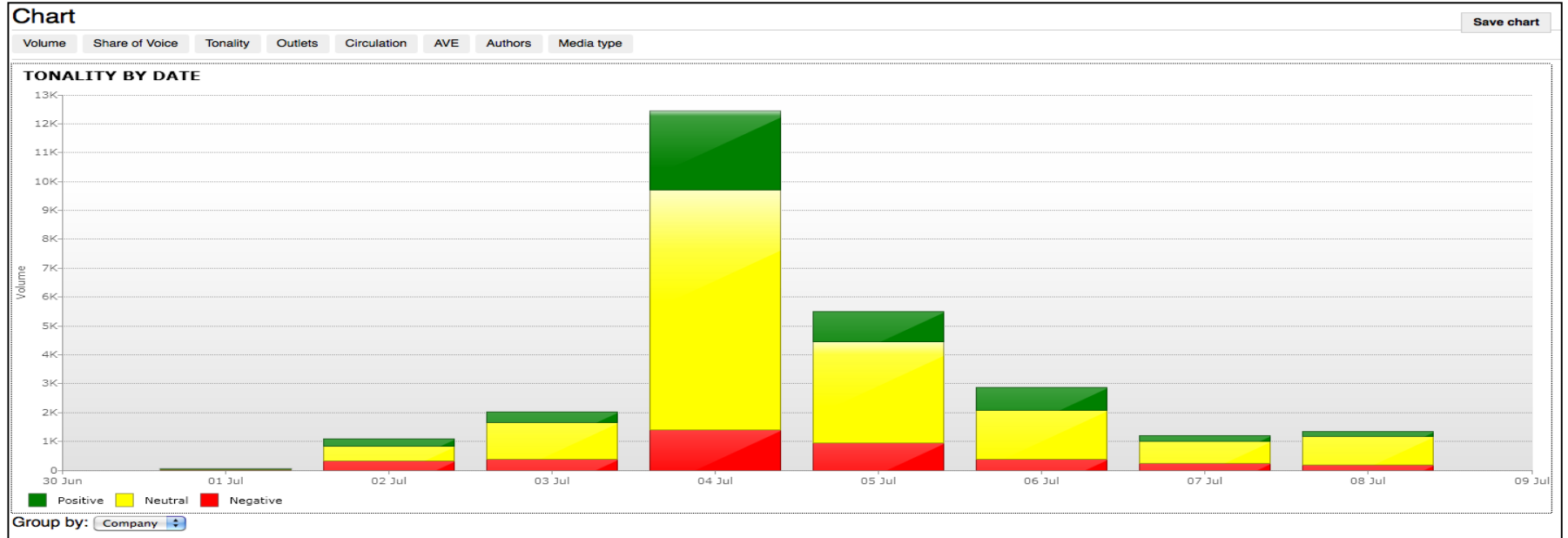


Higgs search
update 04.07.2012

Close to half a million IPs, live blog, chat room



Evaluate – Higgs discovery



Evaluate – Not only quantitatively



The European funding context



HORIZON EUROPE

Networks?



Conclusion...

Do we need
a brochure?

Do we need a
website?

Do we need a
network?

That's what we're here to work out...

