

Summary

Motivation

In the context of H2020 [ARIES](#), the Consortium organized an exclusive, invitation-only workshop for the accelerator communication community to share best practices and discuss the future of outreach for accelerators.

The workshop aimed to engage the participants in defining how to increase the impact of outreach activities for particle physics' and light sources' accelerators.

More specifically, the ARIES ACO Workshop aimed to promote a discussion about resources and best practices, the needs of the accelerator communication community, and provide the basis for common communication activities.

Organization

A limited number of Communication Officers of accelerator infrastructures and Physics centres from all over Europe took part in the workshop and in the discussion about strategic elements for accelerator communication and outreach.

Sarah Davies (PCST) was the Keynote Speaker, providing a short talk about Science Communication and Communication Networks. James Gillies (CERN) followed with a precise talk about communication strategy, thus setting the context for the workshop.

The participants had the opportunity to present a communication challenge they had faced in the past and their institution's respective response, allowing the organization team to extract challenges and best practices for the accelerator community.

Conclusion

Goals, audiences, messages and resources were the focus of the discussion. Participants discussed the particulars of a common strategy, the diversity of audiences, the careful choice of channel, and the importance of engaging your neighbours and policy-makers. Participants considered the different goals of different infrastructures and the common goals/messages that should guide interventions/contributions that concern the whole community.

Subsequently, participants had the opportunity to discuss specific steps that the community could undertake to promote accelerator communication, considering limitations such as resources and different short-term agendas. Participants agreed on:

- A specific category for accelerator communication in [Accelerating News](#)
- A track in [IPAC 2020](#) for accelerator communication, education and engagement
- Use a side-event (or the challenges/diversity session) to place communication in the agenda at IPAC 2019