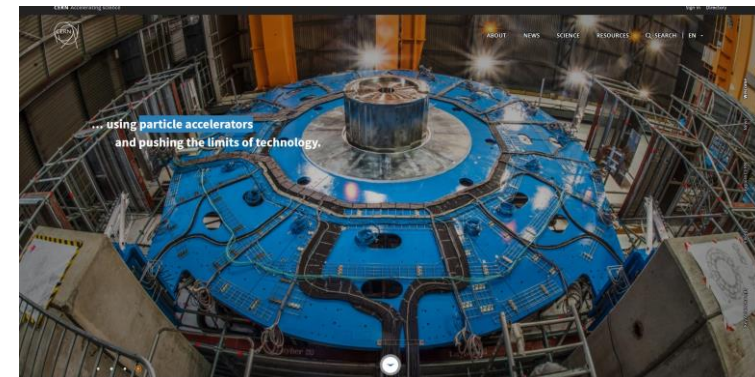
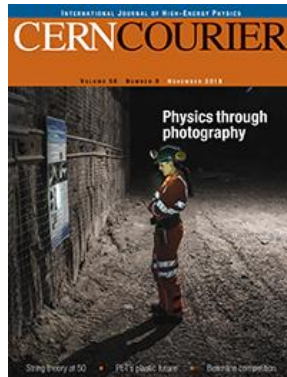




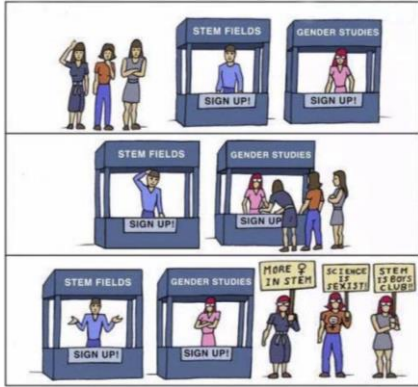
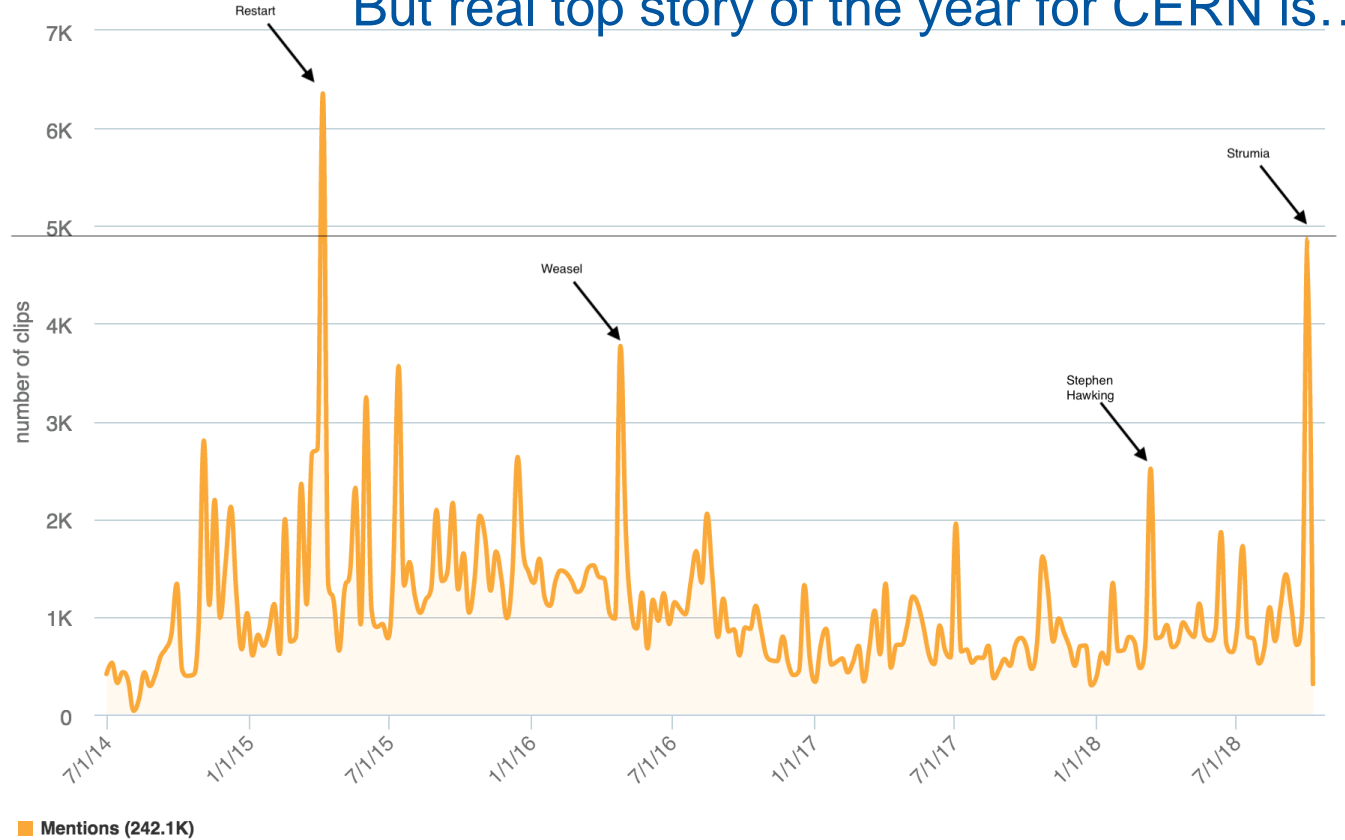
2018...

- . Successful 'Launch' of HL-LHC
- . LHC & antimatter results
- . Launch of the European Strategy...



But real top story of the year for CERN is...

Total Mentions



2019 is coming!

. LHC Long Shutdown: opportunity for media visits - National Media visits will be back

. March 2019: 30th anniversary of the web

. WCSJ2019 in July in Lausanne

. Open Days – 14 & 15 September 2019



1989 2019
T H I R T Y
Y E A R S O F
W W W

. European Strategy: after inputs, next is Granada symposium

. And in addition to that, Science Gateway may officially start

. Serbia likely to become next CERN full Member State



CERN Open Days 2019

Ana Godinho (IR-ECO)

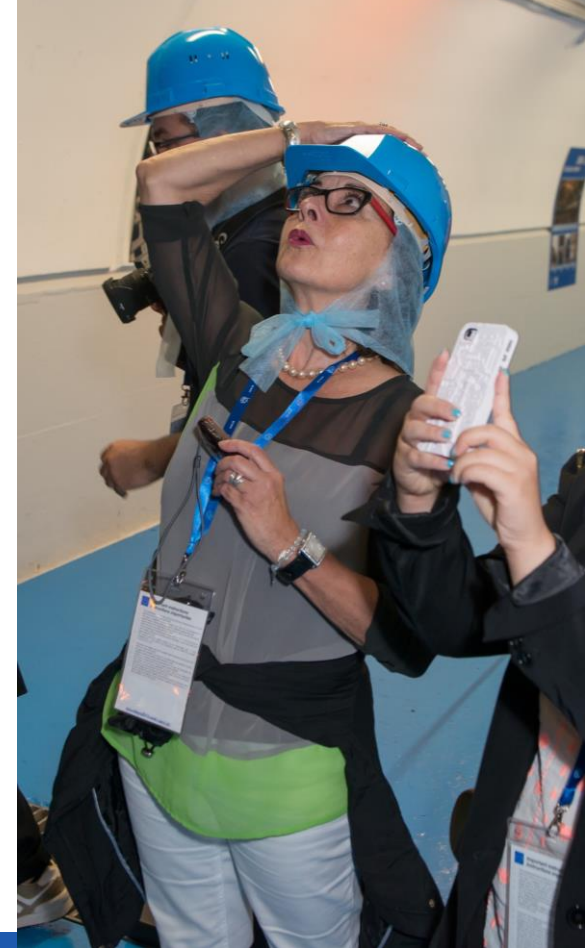
Goals of the Open Days

- Increase understanding of CERN as one of the **world's leading particle physics laboratories**
- Increase engagement in the work at CERN - **how we work and why**
- Communicate CERN's **values of openness, diversity and peaceful collaboration,**
- **Situate CERN globally** with Member States, and particle physics laboratories across the world



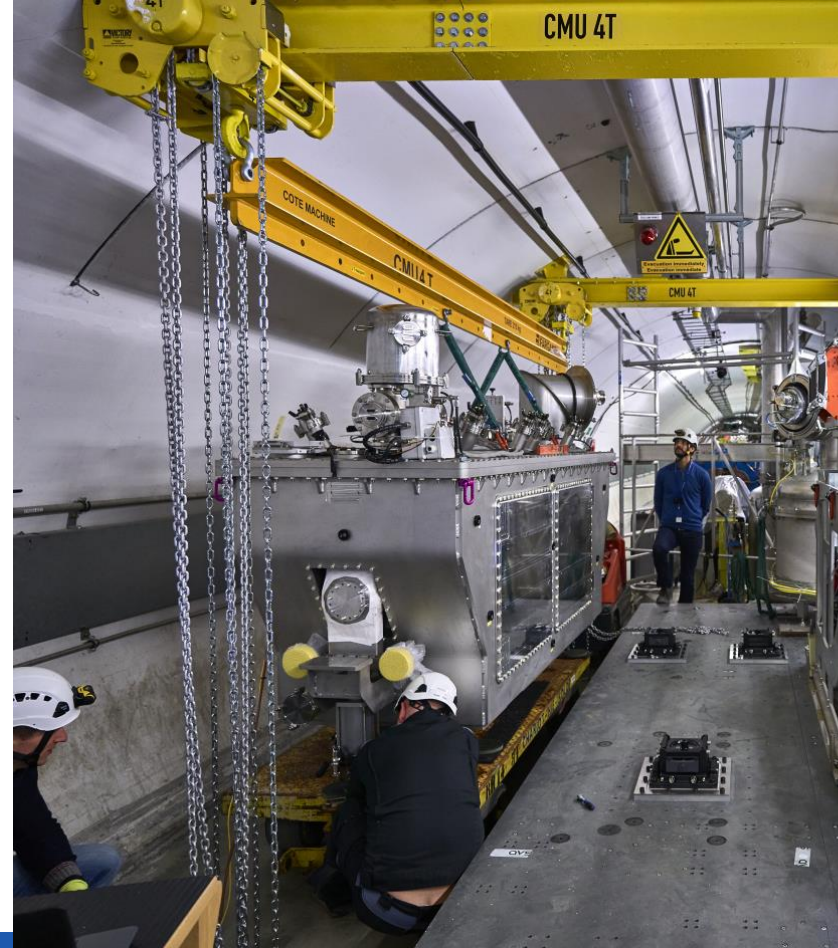
When and how?

- 14 and 15 September 2019
- Will follow model of 2013 Open Days:
 - Underground visits and campus visits
 - Events: “out-of-the-box” talks, debates, film screenings, performances
 - Activities: hands-on physics experiments and demonstrations
 - Showcase contributions of MS and partner laboratories to CERN research
- Opening times: 9h30 – 17h30
- Budget: 2MCHF



Theme is the future of particle physics research:

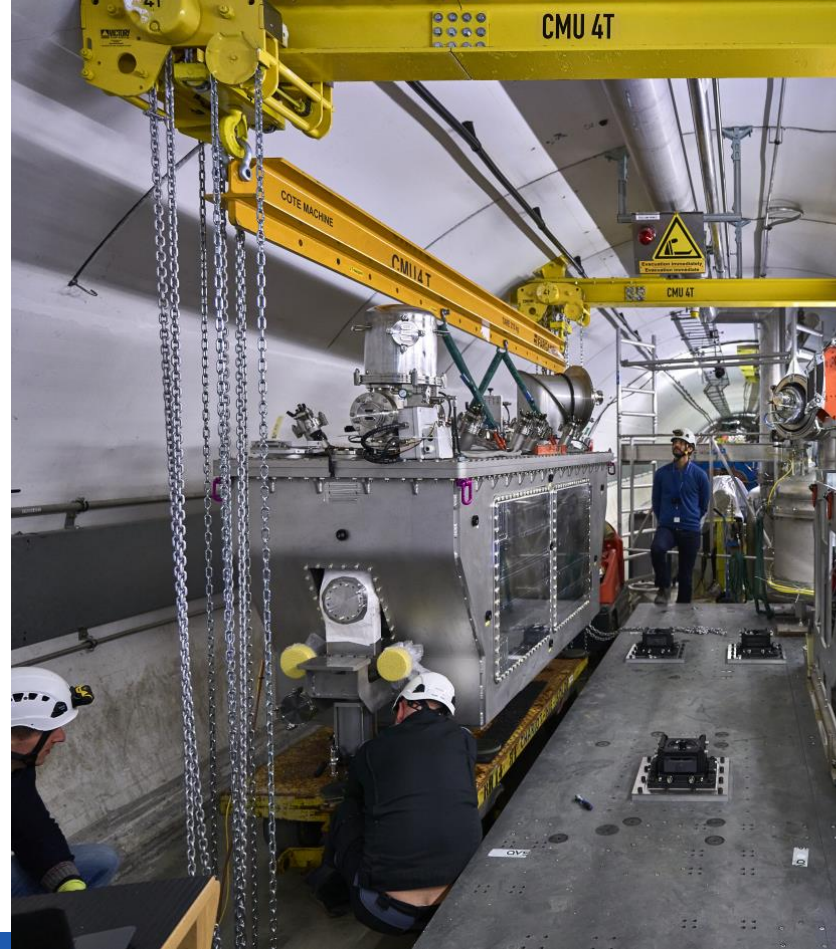
- Excellent performance of the LHC. Higgs as a door to new physics
- Community is preparing for the future
 - HL-LHC is happening already. Projects for future colliders...and physics beyond colliders
- CERN as an extraordinary human endeavour



Theme is the future of particle physics research:

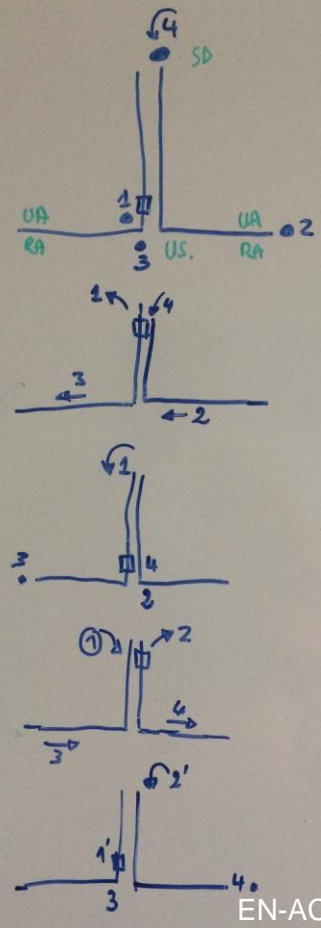
- Excellent performance of the... as a door to new physics
- Community... for the future
- H...ing already. Projects for... and physics beyond
- CERN as an extraordinary human endeavour

“Explore the future with us”



Ticketing – first principles

- Ticketing for underground visits only
- Advanced and on-site bookings
 - Limit advanced bookings (<50%)
 - Gives access to “fast lane”
 - Communicate possibility of on-site tickets
 - On-site is first-come, first-served
 - Provide accurate information on estimated waiting time via **Open Days App**
 - Provide full identity before admission (possibly using MRZ scanners)
 - Book for a time slot, not exact entry time
- Reserve tickets for specific groups (guests, sponsors, alumni)



EN-ACE

From now until end of 2018

- Collaboration with Host States on security, safety, mobility and logistics
- Full list of surface visits w/ site managers
- Full list of underground visits w/ site managers
- *Save the Date* on CERN communications channels
- Branding



More about our top story of the year...

The timing...

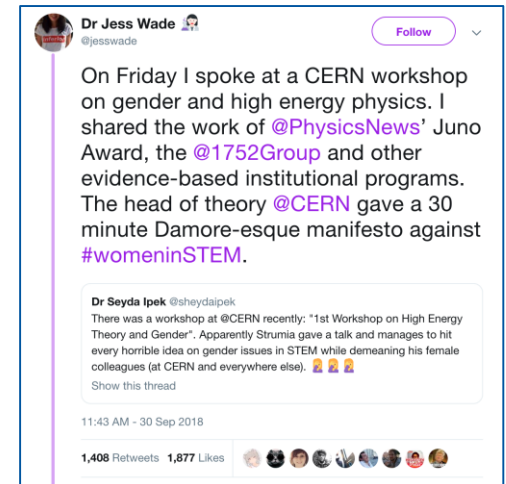
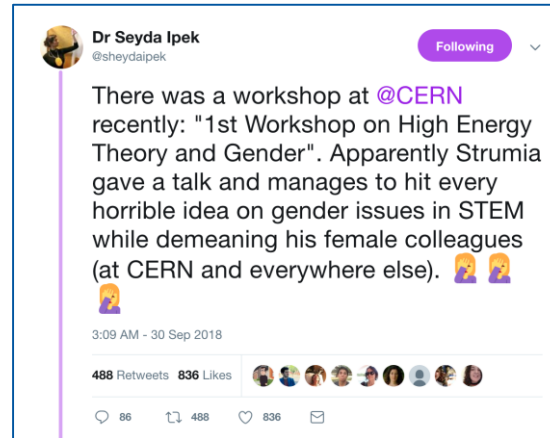
- . Friday 2pm: Strumia's talk starts – in the frame of the 1st Workshop on High Energy Theory & Gender
- . Saturday evening: we first here about the talk from a private Twitter group we have in place, involving physicists very active on social media. It becomes an online huge discussion. Nothing public yet.

. Sunday morning:

- First exchanges with management on this around 10am

- First tweets from participants of the workshop (one early morning / not really visible, followed by @JessWade – over 15k followers

- Early afternoon: it becomes a story On Twitter – we 'start' monitoring – we start writing a statement



Twitter...

Total Mentions

1.3K
mentions

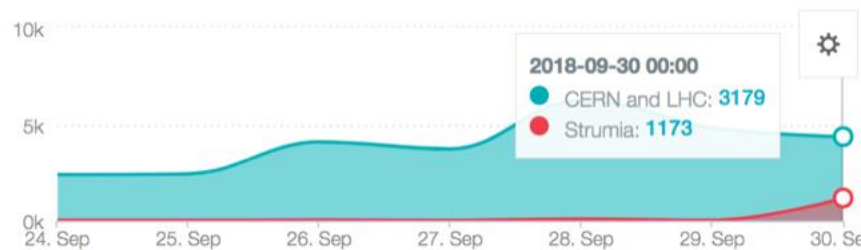


Engagement ? **677**

Brand Activity ? **0**

Total Mentions

28.8K
mentions

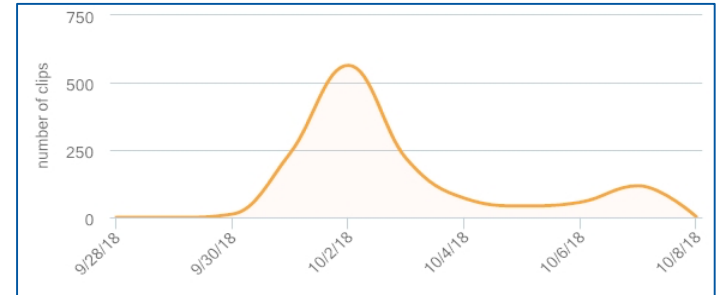
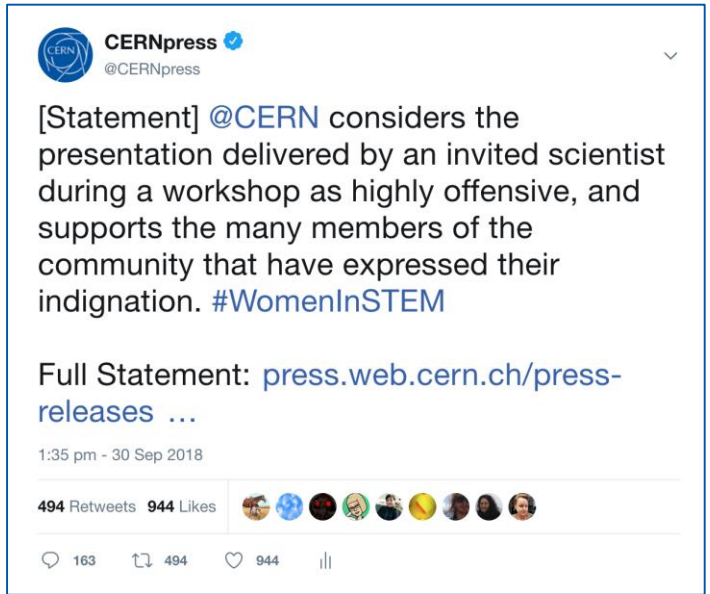


● CERN and LHC (92%) **26.6K**

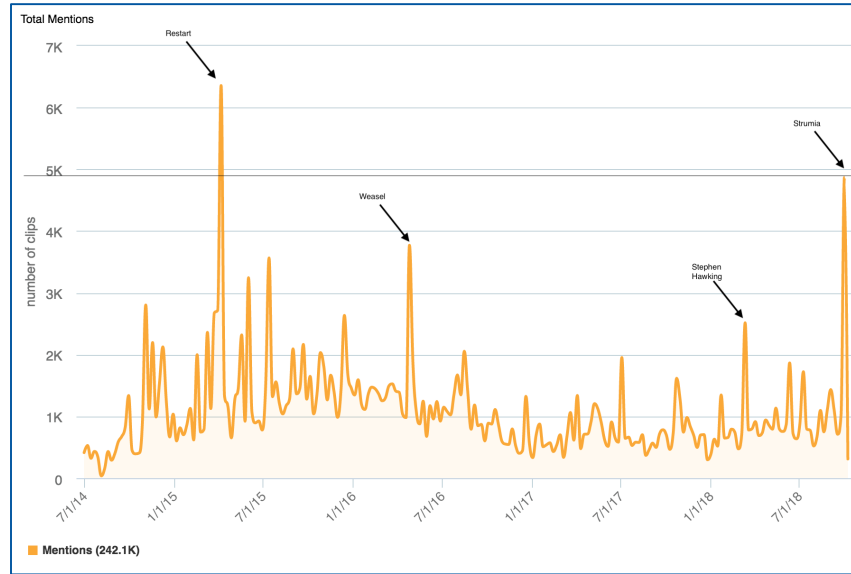
● Strumia (5%) **1.4K**

The timing...

- . Sunday late afternoon: first statement with @CERNPress – decision to move to ‘crisis mode’
- . Sunday evening: first call from the BBC
- . First articles appear on Monday noon
- . Second statement on Monday late afternoon + Statements of Pisa, INFN, ERC...
- . Tuesday was Nobel Prize for Physics... ‘Strumia’ replaced ‘Higgs’
- . Other statements during the week (LIGO, University California...)
- . Particles for Justice statement end of the week



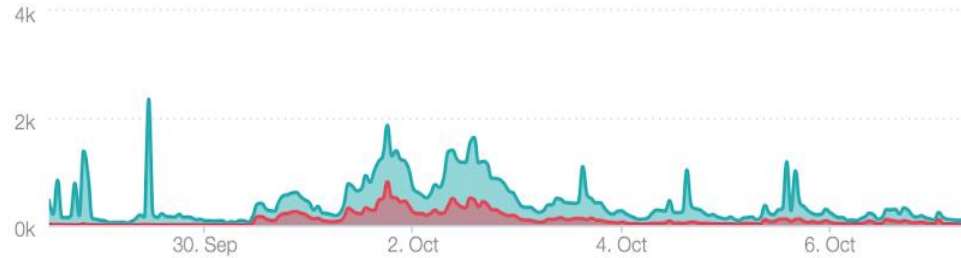
Top story
of the year...



...at least CERN
recognized for
having acted quickly

Total Mentions

72.1K
mentions



● CERN and LHC (89%)

64.2K

● Strumia (31%)

22.2K



Lessons...

- . Time is key... Need to react quickly
- . Social media / media monitoring tools are essential to understand (early) the potential impact
- . Need to have top management on board – and constant communications line during the crisis
- . Strong link to the community is helpful (lot's of support from them on social media)
- . Some remaining issues:
 - Slides / video eraly removed – ‘censorship’?
 - Strong opinions: world ‘divided’ – passionate debate
 - And the story is not over...