



AIDA 2020

Advanced European Infrastructures
for Detectors at Accelerators

AIDA-2020 4th Annual Meeting

Daniela Antonio (CERN)

WP2. Innovation and Outreach:
Communication, dissemination and outreach



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 654168.



11 newsletter issues



492 newsletter subscribers



35,390 unique website visitors



1,491,304 website hits



H2020 Social Media Campaign



Task 2.2 Communication, dissemination and outreach

- A refresher on the goals and strategy for Task 2.2. -



Objectives:

- **Plan and implement project communication strategy**
- Establish and integrate communication commitment into all WPs
 - Ensure the flow of information within the project (internal)
 - Report the results of the project to a wider audience (external)
 - Create **engagement materials** for industry and public
- Establish links with **new detector communities** within/beyond HEP



Actions Year 4:

- Proof-of-Concept **Website** Update
 - 2 **Newsletter** Issues sent
- 10 articles written/edited and shared
 - **Social Media Campaign @ Twitter**
 - **Poster** for 4th Annual Meeting



AIDA 2020

Task 2.2. Communication,
dissemination and outreach

Task 2.2 in Year 4

- Project updates, result dissemination and content production -



AIDA²⁰²⁰

Graphic Materials – Poster

ORGANISING COMMITTEE
Felix Sefkow (DESY)
Daniela Bortoletto (UOXF)
Paolo Giacomelli (INFN)
Svet Stavrev (CERN)
Livia Lapadatescu (CERN)
Sabrina El Yacoubi (CERN)
Daniela Antonio (CERN)

AIDA-2020
4TH ANNUAL MEETING

2-5 APRIL 2019
ST ANNE'S COLLEGE, OXFORD

In connection with:
TOPICAL WORKSHOP Future of Tracking
1-2 April 2019, St. Anne's College, Oxford

SCIENTIFIC ORGANISING COMMITTEE
Iván Vila Álvarez (CSIC), Paul Dervan (UNILIV), Anna Macchiolo (MPG-MPP), Christoph Rembser (CERN)

Designed by Daniela Antonio



AIDA²⁰²⁰



AIDA-2020 is co-funded by the European Commission within Horizon 2020 Research Infrastructures programme.



AIDA 2020

Task 2.2. Communication,
dissemination and outreach

European Commission Success Stories Campaign

- Social Media Campaign in H2020 Twitter Channel -



Over 15,000 impressions (views) and 151 'engagements' with AIDA-2020!

Article published in H2020 website, linked in Twitter
https://twitter.com/EU_H2020/status/1073251203428085761

Horizon 2020 @EU_H2020 · 13 Dec 2018

At the heart of modern technology: #AIDA2020 exploits the innovation potential of detector research to develop applications for fields outside of #ParticlePhysics, like medical imaging & treatment, thanks to €10m #H2020 funds #ResearchInfrastructure

ec.europa.eu/research/infoc...



CERN CERN en français, ITAINNOVA and 4 others

1 retweet 10 replies 21 likes



Horizon 2020 @EU_H2020:

At the heart of modern technology: #AIDA2020 exploits the innovation potential of detector research to develop applications for fields outside of #ParticlePhysics, like medical imaging & treatment, thanks to €10m #H2020 funds

Impressions	8,507
Total engagements	69
Likes	21
Detail expands	15
Retweets	10

Horizon 2020 @EU_H2020 **Following**

See how #EUFunded #AIDA2020 #ResearchInfrastructure project is fostering collaboration on detector development to boost scientific progress @CERN @ITAINNOVA @DirectConv @LCNewsLine @ResearchGermany @QUASAR_group

ITAINNOVA | AIDA-2020 Transnational Access
AIDA-2020 Transnational Access (TA) programme supports small teams to carry out experiments and tests at one of the 10 European facilities. The EMClub at the...
youtube.com

4:20 PM · 13 Dec 2018

9 Retweets 13 Likes

Horizon 2020 @EU_H2020

See how #EUFunded #AIDA2020 #ResearchInfrastructure project is fostering collaboration on detector development to boost scientific progress @CERN @ITAINNOVA @DirectConv @LCNewsLine @ResearchGermany @QUASAR_group https://www.youtube.com/watch?v=N_zcpEtr7K8&feature=youtu.be...

Impressions	6,864
Media views	1
Total engagements	82
Detail expands	53
Likes	13
Retweets	9

[Home](#)[Project](#)[Activities](#)[Transnational Access](#)[Proof of Concept](#)[Events](#)[Documents](#)[AIDA](#)[Newsletter](#)[Contact](#)

Welcome to the AIDA-2020 website!



View of the ATLAS calorimeters from below

What is AIDA-2020?

The AIDA-2020 project brings together the leading European research infrastructures in the field of detector development and testing and a number of institutes, universities and technological centers, thus assembling the necessary expertise for the ambitious programme of work.

NEWSLETTER



n track

News for the Detector Community

[Subscribe](#)

HIGHLIGHTS

13 May 2019

The 6th **EIROforum School on Instrumentation (ESI 2019)** will take place from **13-17 May 2019**, hosted by ESA. The school sessions will be held on the ESTEC site in Noordwijk, The Netherlands. See more info [here](#).

2 Apr 2019

The 4th annual meeting will be held in **Oxford, April 2-5 2019**. Please register [here](#).

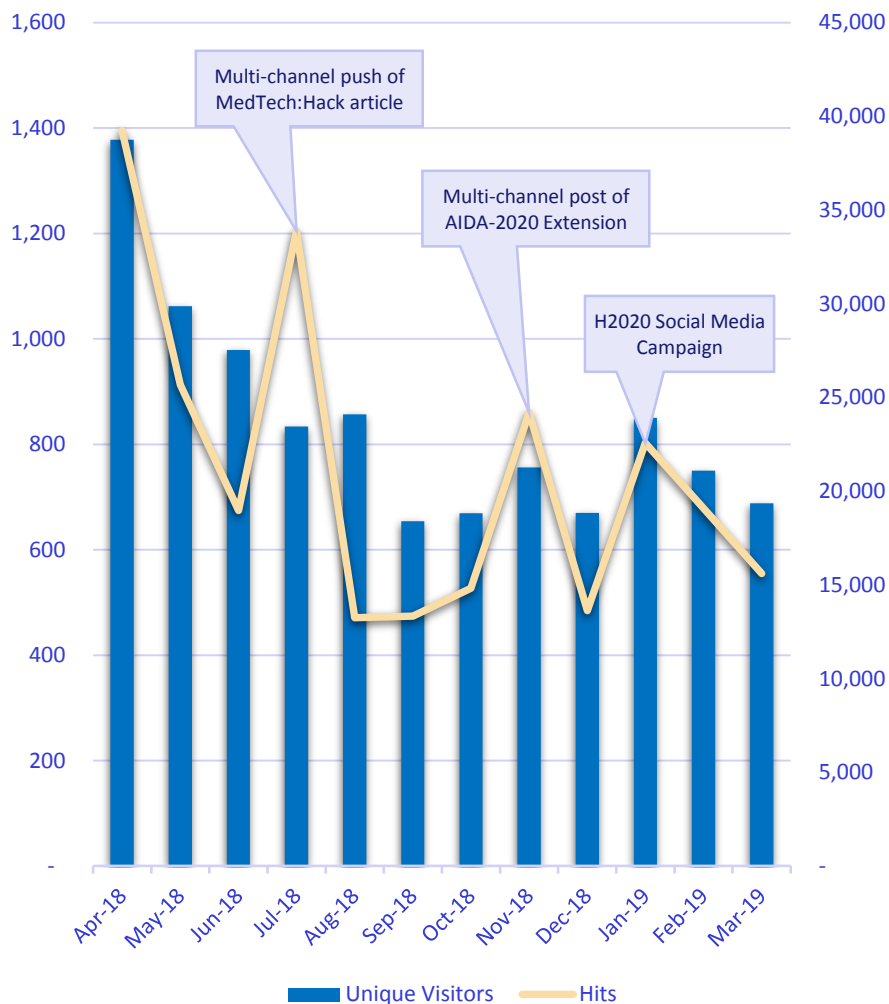
1 Apr 2019

A topical workshop on **future of tracking** will be held in Oxford, April 1-2. Please register [here](#).

25 Feb 2019



- Slight decrease in traffic throughout Year 4, but increase in **unique visitors** to the website.
- Most **newsletters articles** published in July and November, explaining the peak in hits, but not completely.
- Multi-channel publication of article in July (**MedTech:Hack**) and November/December in H2020 Twitter channel (**PoC + Article**)





- First indexed result on Google was a [Call for Proposals article](#) written for On Track, Issue 2 (published in October of 2016).
- To redirect users, we created a new page and tab in the main menu, titled **Proof of Concept**. We redirected the [On Track article](#) towards the new page.
- We added a sidebar, with a link for the call for proposals page, so it can be used as a reference in the future.

The screenshot shows the AIDA 2020 website interface. At the top is a navigation menu with tabs for Home, Project, Activities, Transnational Access, Proof of Concept, Events, Documents, AIDA, Newsletter, and Contact. Below the menu is a sidebar titled 'QUICK LINKS' containing links for PoC Homepage, Call for Proposals, Projects, SMART, Advanced TSVs, RaDOM, Downloads, and Pixel PoC. The main content area features a 'Proof of Concept (PoC)' section with a sub-heading 'AIDA-2020 PoC Support Funding' and an AIDA 2020 logo. The text describes funding for detector development. Below this is a 'Co-funded Projects' section with a sub-heading 'SMART - Silicon-based Microdosimetry System for Advanced Radiation Therapy' and an image of a person in a lab coat. The text describes the SMART project's goal. Further down is a section for 'Advanced Through Silicon Vias (TSVs) for Pixel Detectors' with an image of a lab setting and text describing the development of TSVs for pixel detectors.



	Page	Views 2019
#5	/aida2020/activities	313
#6	/aida2020/science/publications	310
#7	/aida2020/science/documents	229
#8	/aida2020/content/transnational-access	229

	Page	Views 2018
#1	/aida2020/	17,512
#2	/aida2020/events	3,501
#3	/aida2020/contact	2,442
#4	/aida2020/about	1,500
#5	/aida2020/activities	1,402
#6	/aida2020/content/newsletter	1,349
#7	/aida2020/content/transnational-access	1,295
#8	/aida2020/science/documents	1,256
#9	/aida2020/activities/wp3-advanced-software	1,087
#10	/aida2020/science/publications	855

- More views of **project results** in the first months of 2019.
- «Call for Proposals» for the Proof-of-Concept and the «Academia Meets Industry Communications Pack» remain the **most downloaded items**.
- Newsletter is the 6th most visited page of 2018. 3rd if you disregard the general information pages.



Advanced European Infrastructures for Detectors at Accelerators

- Home
- Project
- Activities
- Transnational Access
- Proof of Concept
- Events
- Documents
- AIDA
- Newsletter
- Contact

QUICK LINKS

- Recent
- Subscribe
- Archive

ABOUT THE NEWSLETTER

On Track is the newsletter for AIDA-2020. We publish articles regularly and release quarterly email summaries. The newsletter provides announcements and results from AIDA-2020 and the wider detector community. *On Track* is produced by a collaboration between CERN and DESY.

OUR TEAM

Editors:

Daniela Antonio (CERN)
Barbara Warmbein (DESY)

Editorial Board:

Daniela Bortoletto (Oxford)
Paolo Giacomelli (INFN)
Felix Sefkow (DESY)

GET INVOLVED

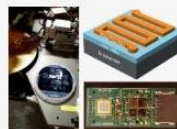
Want to contribute or have questions? Please contact AIDA-2020-newsletter-editor@cern.ch (link sends e-mail) and we will do our best to get back to you as soon as possible.



Particle physics tools to push the boundaries of knowledge

08/03/2019

AIDA-2020 was featured as a success story in a European-Commission H2020 campaign.



New dosimeter design for FCC

08/03/2019

First prototypes of a new radiation sensors manufactured at the Centre of Micronanotechnology (CMi) of EPFL.



6th EIROforum School on Instrumentation

29/01/2019

ESI 2019 will take place on 13-17 May, hosted by ESA. Financial support will be given to a limited number of students. Application deadline 15 March.



AIDA-2020 to run until 2020

26/11/2019

European Commission signed project extension for a new end date on 30 April of 2020, in time for the European Strategy Update for Particle Physics.



AIDA-2020 upgrades RPCs

26/11/2018

To satisfy the needs of future accelerators, RPCs have undergone a technological upgrade.



A puzzle a day...

26/11/2018

Our new series introduces AIDA-2020 researchers, starting with Uwe Krämer, (real) physicist and (pretend) preacher of a doomsday cult.



What is On Track?

- **Editorial team** – Daniela Antonio (CERN) & Barbara Warmbein (DESY).
- **Trimestral newsletter**, featuring articles published regularly in the AIDA-2020 website, featuring project updates and updates regarding **detector technologies**.
- Audience is mainly academics, technical and industrial professionals. Example – almost half the subscribers have CERN emails (207).
- It focuses on regular technical and research updates in its area of expertise.

[View this email in your browser](#)



Issue #11, November 2018

On Track publishes its final 2018 issue following an year of exciting activities. Read on for an update on AIDA-2020 extension, an update on detector upgrades, such as RPCs and the DD4hep toolkit, and a new On Track series that introduces AIDA-2020 researchers. Enjoy!

On Track Editors



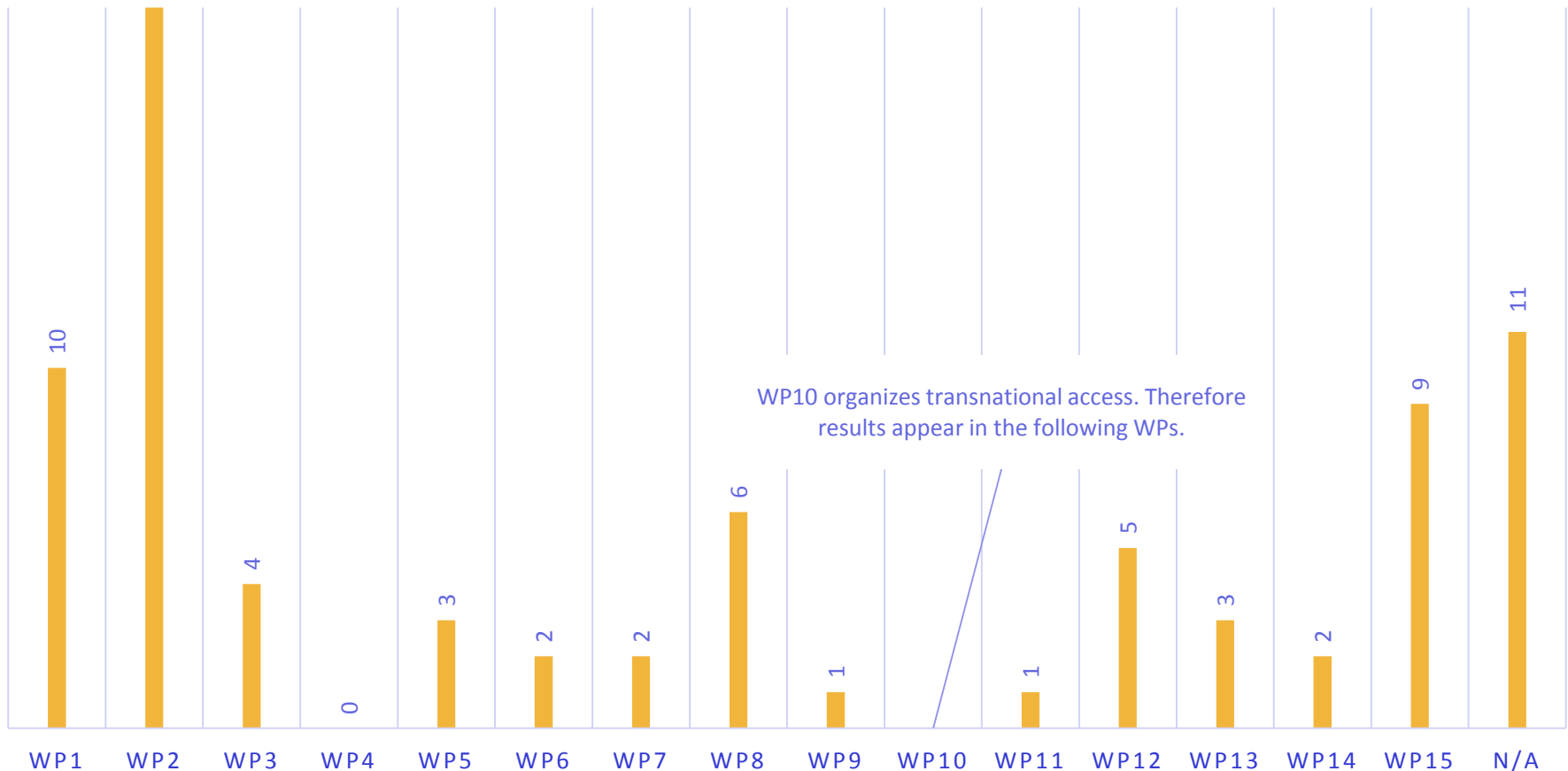
AIDA-2020 to run until 2020

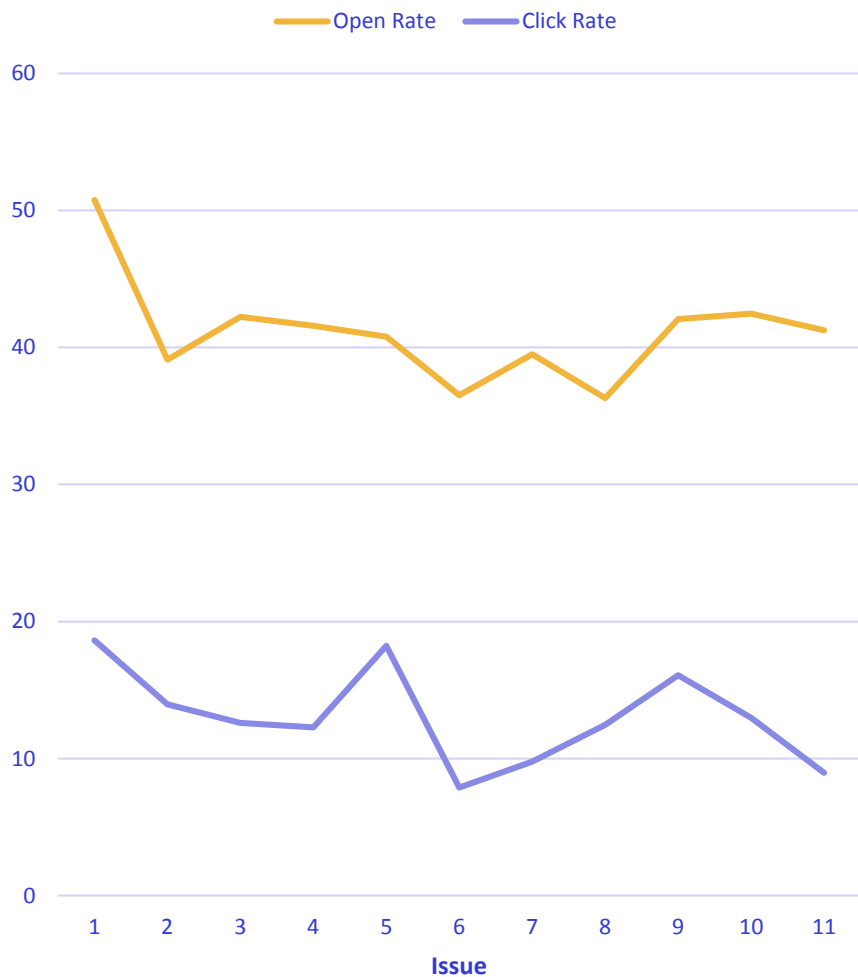
European Commission signed project extension for a new end date on 30 April of 2020, in time for the European Strategy Update for Particle Physics.





On Track: Work Package Representation





- 492 subscribers on MailChimp.
- Mailchimp – very-high, increasing open rate. Click rate varies, but open rate indicates that subscribers remain interested in newsletter.
- “AIDA-2020 to run until 2020” and annual meeting reports **most read articles** in Year 4 issues (Issue 10 and Issue 11).
- **Issue 5 and Issue 9 performed best** – the first after annual meeting. [How to keep ‘On Track’ on subscribers’ minds?](#)
- 2018 6th most visited page on AIDA-2020 website
- Issue 12 will be published in April/May 2019

Source: MailChimp



What do these statistics mean for On Track?

- Comparing On Track results with dedicated physics benchmarks -

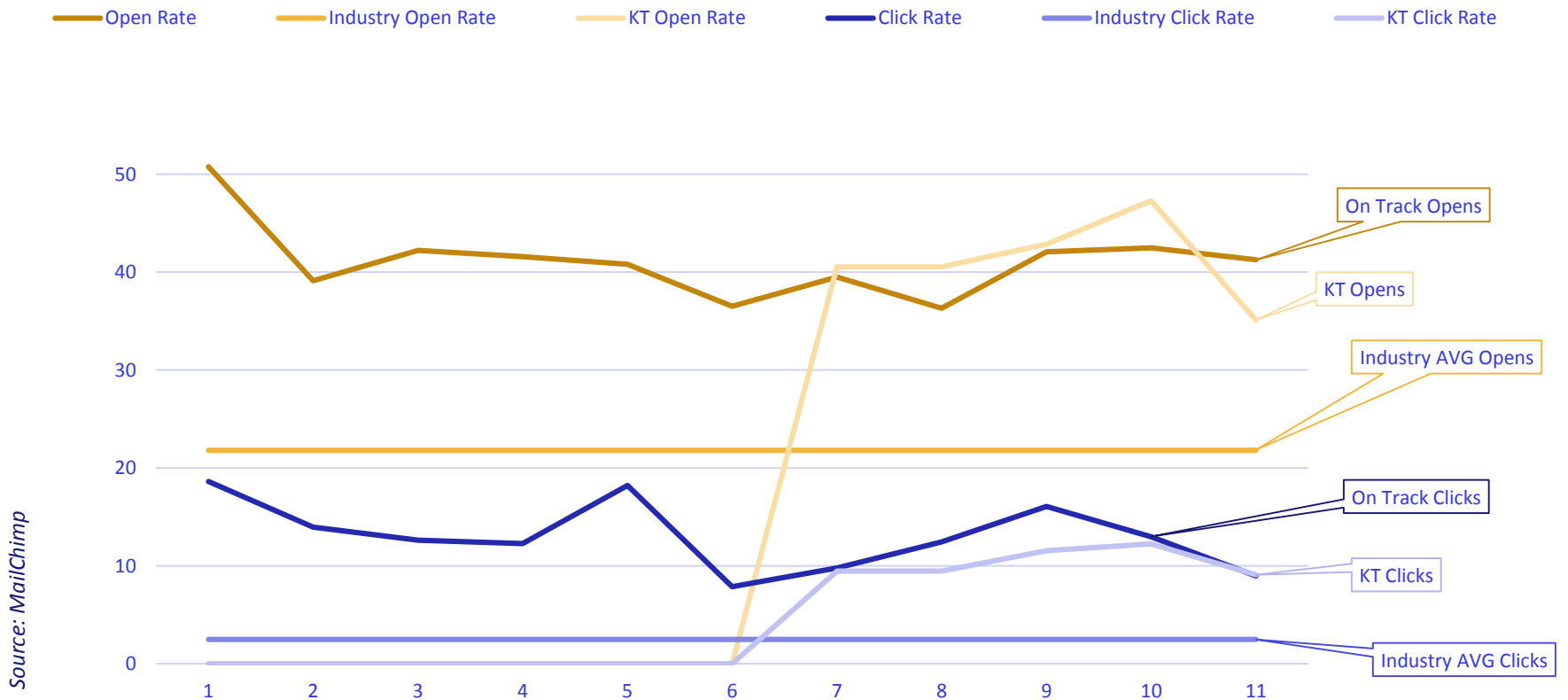


Benchmarks for On Track?

Newsletter	Audience Type	Audience Size	Content	Source	Worth mentioning
On Track (4 th Year)	Academic and Industry	492	<ul style="list-style-type: none">• Detector technologies	MailChimp	<ul style="list-style-type: none">• Updated regularly, with trimestral email campaign
Knowledge Transfer Newsletter (3 rd Year)	Academic and Industry	504	<ul style="list-style-type: none">• Industry news• CERN-KT news• Opportunities	MailChimp	<ul style="list-style-type: none">• Shared on LinkedIn• Updated regularly, with trimestral email campaign
Accelerating News (7 th Year)	Academic and Industry	1442 (without e-groups)	<ul style="list-style-type: none">• Accelerator technology• Collaboration• Communication	CERN web services	<ul style="list-style-type: none">• Shared on Social Media• Updated every 3 months
Industry Benchmark	N/A	N/A	<ul style="list-style-type: none">• Education and Training	MailChimp	N/A

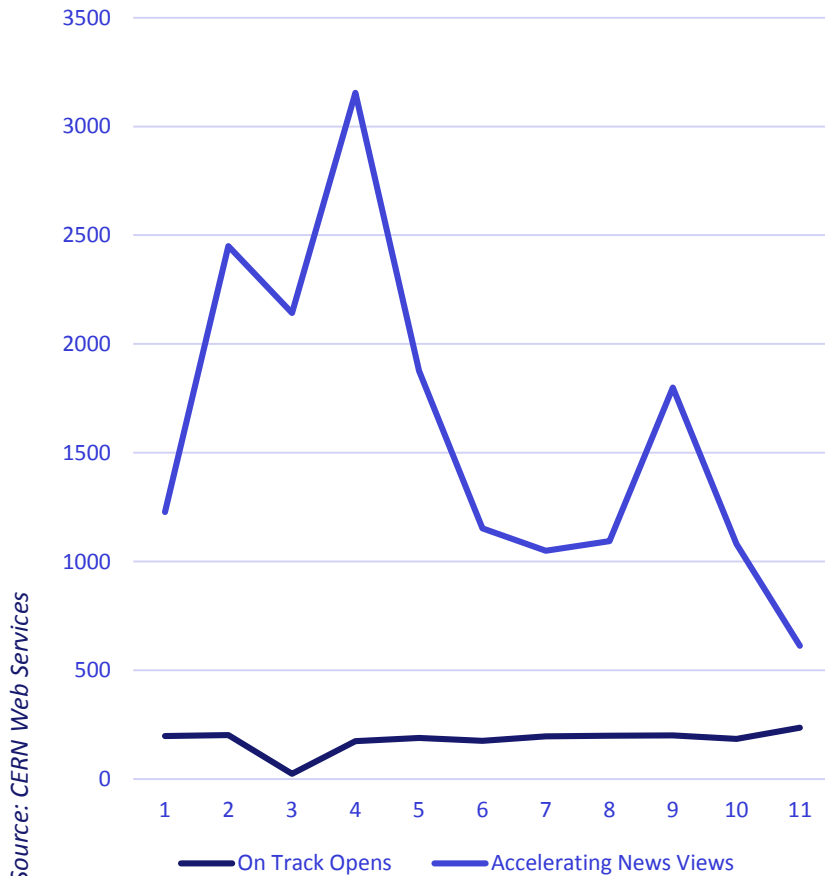


‘On Track’ well above industry average and in line with likewise newsletters, slightly better perhaps due to longevity and a focused community.





Comparison with Accelerating News



Source: CERN Web Services

- Comparing behaviour – opens and views
- **In On Track, two editors source, research, write and publish stories on AIDA-2020.** In Accelerating News, three/four editors edit the submitted stories.
- Accelerating News has a larger follower base. However, views are decreasing, so several actions have been considered recently, such as:
 - Less, more in-depth articles
 - Push through social media and re-posting
 - A reader's survey
- One learning from Accelerating News is to **grow On Track's readership** beyond the project. Perhaps continue it in the next project?



AIDA 2020

Task 2.2. Communication,
dissemination and outreach

Future Plans

- Next steps & activities for Year 5 -



General Communication

- **Share selected ‘On Track’ articles through partners’ channels**
 - List channels that we could use to post On Track articles – systematic approach
- Improve reporting/communication of WP4
- **Produce learnings and suggestions for a future project**

On Track Newsletter

- 4 more issues until the end of the project – April 2019, July 2019, November 2019, April 2020
- **‘On Track’ series featuring the projects’ results**
- Update On Track’s template with Call-to-Action: “Share your results with us!”



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Thank you!

Daniela Antonio

daniela.maria.antonio@cern.ch

WP2. Innovation and Outreach:
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Objectives

- Plan and implement project **communication strategy**
- Establish and integrate communication commitment into all WPs
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- Create **engagement materials** for industry and public
- Establish links with **new detector communities** within/beyond HEP



- Currently 247 publications of 180 publications = 137% of target!
 - 73/60 journal publications
 - **43/50 conference proceedings (86%)**
- Other publications include, in total
 - 72 presentations
 - 22 posters
 - 18 scientific notes
 - 11 newsletter issues
 - 7 press articles
 - 1 academic dissertation

Publication Score Board

WP	No. of journal publications	No.of conference/ workshop proceedings	Other publications	Total
WP2	0	0	7 press articles 11 "On track" newsletter issues 1 Academic dissertation	19
WP3	5	1	7 presentations 3 scientific notes	16
WP4	1	2	1 poster	4
WP5	0	2	7 presentations 2 scientific notes 2 posters	13
WP6	23	5	1 poster	29
WP7	19	9	13 presentations 1 scientific note 2 posters	44
WP8	4	3	0	7
WP9	1	0	8 presentations 1 scientific note 1 poster	11
WP13	4	5	4 presentations 3 posters	16
WP14	12	9	16 presentations 3 scientific notes 1 poster	41
WP15	4	7	17 presentations 8 scientific notes 11 posters	47
TOTAL	73	43	131	247
TARGET	60	50	-	180



Views 2019

#1	/aida2020/	2,934
#2	/aida2020/activities/wp3-advanced-software	535
#3	/aida2020/about	345
#4	/aida2020/contact	330
#5	/aida2020/activities	313
#6	/aida2020/science/publications	310
#7	/aida2020/science/documents	229
#8	/aida2020/content/transnational-access	229
#9	/aida2020/events	166
#10	/aida2020/science/deliverables	164
