



# Education, Communication and Outreach at CERN

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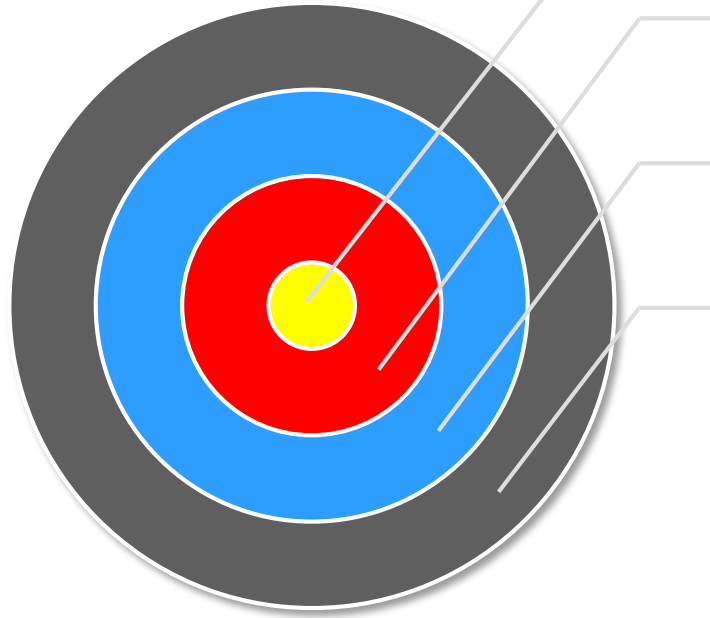


# Why ?

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



# Audiences



Media,  
Governments

Teachers

Schools

General Public  
(local and global)

Press Office, Publications,  
Web, Social Media, VIP Visits

Teachers Programmes  
Teachers Resources

Student Programmes  
S'Cool LAB  
Virtual Visits

Guided Tours  
Exhibitions at CERN  
Travelling exhibitions  
Outreach events  
(fairs, science museums,  
arts, local events etc.)

Photography and Video  
Graphic Design

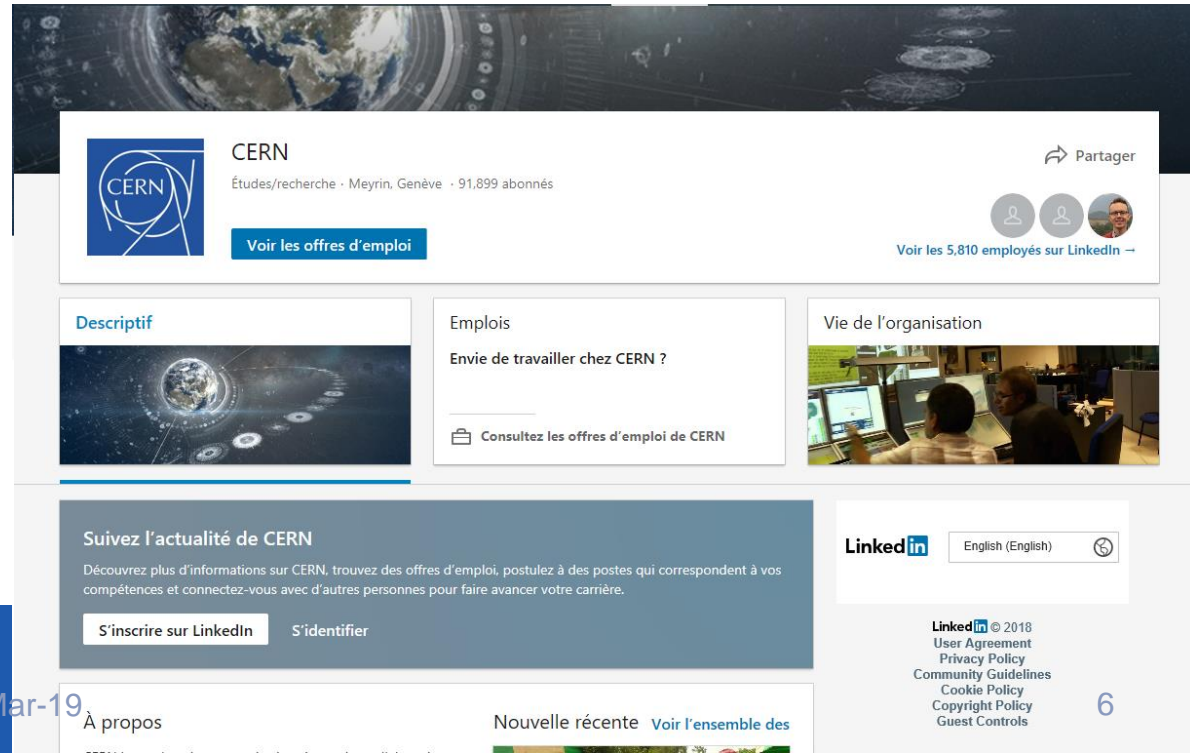
# Communication with scientific community

- CERN community
- Scientific community
- Member States



# Communication via social media

- Twitter 2.6m
- Facebook 684k
- Instagram 362k
- YouTube 99k
- LinkedIn 101k



The screenshot displays the LinkedIn profile for CERN. At the top, the CERN logo is shown next to the company name and location: "CERN, Études/recherche · Meyrin, Genève · 91,899 abonnés". A "Partager" button is visible in the top right. Below the header, there are three main sections: "Descriptif" with a background image of the Earth and particle tracks, "Emplois" with the text "Envie de travailler chez CERN ?" and a button to "Consultez les offres d'emploi de CERN", and "Vie de l'organisation" with a photo of people working at computers. A dark blue banner at the bottom of the profile area says "Suivez l'actualité de CERN" and provides information about staying updated. In the bottom right corner, there is a LinkedIn language selector set to "English (English)" and a footer with copyright information for 2018, including links for User Agreement, Privacy Policy, Community Guidelines, Cookie Policy, Copyright Policy, and Guest Controls.





# Communication via media, TV, movies

- Newspapers
- Televisions, Radios
- Movies
- Documentaries
- TV Shows

*+500 journalists / year*  
*~ 150 000 clippings/year*



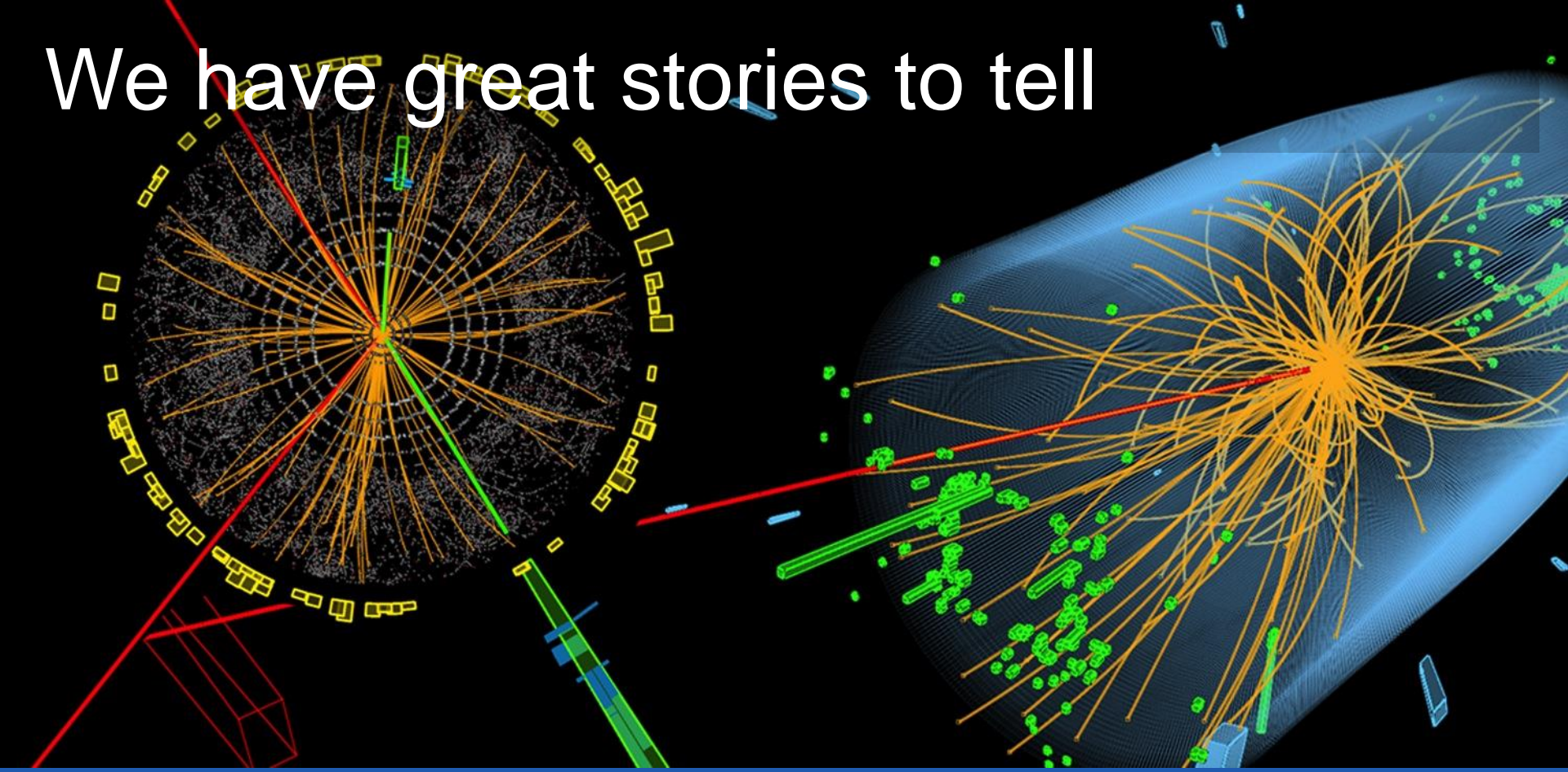
# Communication with decision-makers

- Protocol
- VIP Visits
- Popular culture





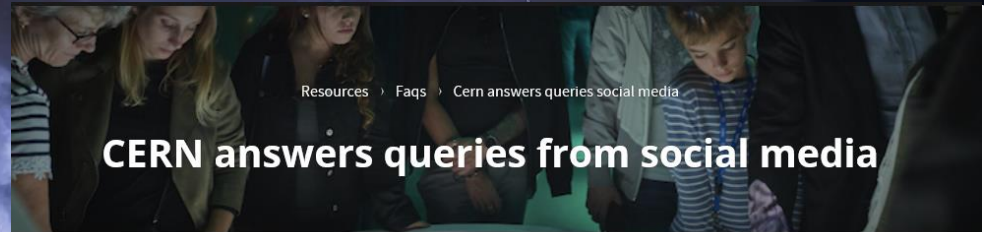
# We have great stories to tell



# Sometimes others have great stories about us too...

## We engage with those stories

<https://home.cern/resources/faqs/cern-answers-queries-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 the future?

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.

After a successful run in 2016, the most powerful collider in the world was switched back on in spring 2017, followed by a period of tests. After a period of commissioning, the LHC experiments began taking physics data for 2017. Over the coming years, the LHC operators plan to increase the intensity of the beams so that the machine produces a larger number of collisions. This will enable physicists to have a better understanding of fundamental physics.

### Why is the Higgs boson referred to as the God particle?



# Media production

Audio

Video

Photos

3D

Virtual Reality / Augmented Reality

Interactivity

Movement capture





# Graphic Design

- Logos
- Posters
- Letterheads
- Templates
- Schemas
- Etc...
- Check guidelines  
[cern.ch/design-guidelines](http://cern.ch/design-guidelines)

## Clear space

Clear space is the required clear space of the logo



YEARS



# Teachers and schools

- Teachers programmes  
906 teachers in 2017
- S'Cool LAB  
6 090 students in 2017
- Masterclasses  
10 000 students in 2017
- Student programmes  
1 650 students in 2017





# Exhibitions

- Travelling
  - LHC Interactive Tunnel
  - Accelerating Science
  - > 500 000 visitors
  - 16 countries
- Permanent
  - Microcosm
  - Universe of Particles
- > 100 000 visitors in 2018



# Guided Tours

- **Huge demand**  
135 000 visitors in 2017  
2 x more requests...  
86 countries  
30 languages
- **46% schools**  
70% come from > 600km
- **Volunteer guides**  
Staff, fellows, users...  
We provide training



# Events

- Local events
  - Public conferences
  - Arts@CERN
  - Researchers Night
  - TEDxCERN
  - CineGlobe
- Across the world
  - Science fairs
  - Member States celebrations







# CERN OPENDAYS

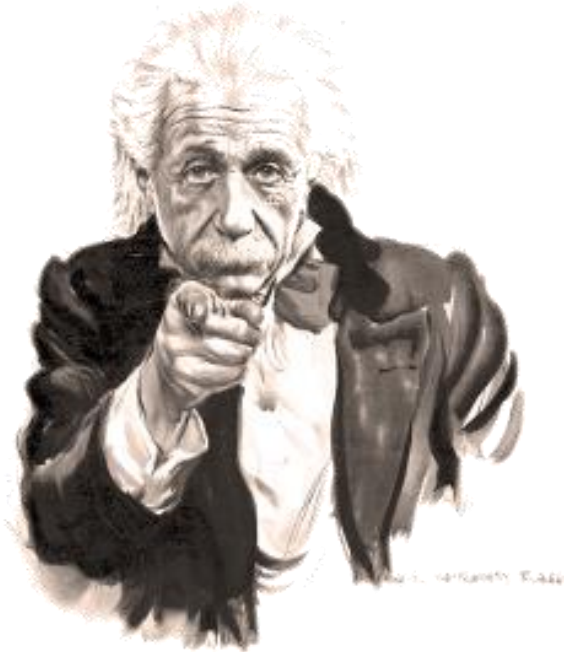
- ▶ Explore the future with us
- ▶ Explorez le futur avec nous

**14 - 15 septembre / September 2019**

# We need you !

[cern.ch/guides](https://cern.ch/guides)

CERN Outreach Events Volunteers







[www.cern.ch](http://www.cern.ch)

<https://communications.web.cern.ch/>