CERN

Education, **C**ommunication and **O**utreach at CERN

Ana Godinho
IR-ECO group

Why ?

- **Awareness**

  about CERN and its activities
- **Support**

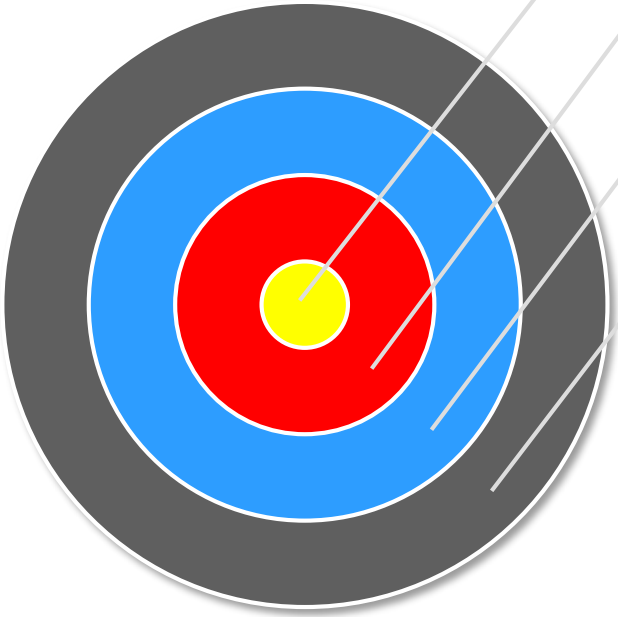
  for CERN decision makers
- **Engagement**

  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.)

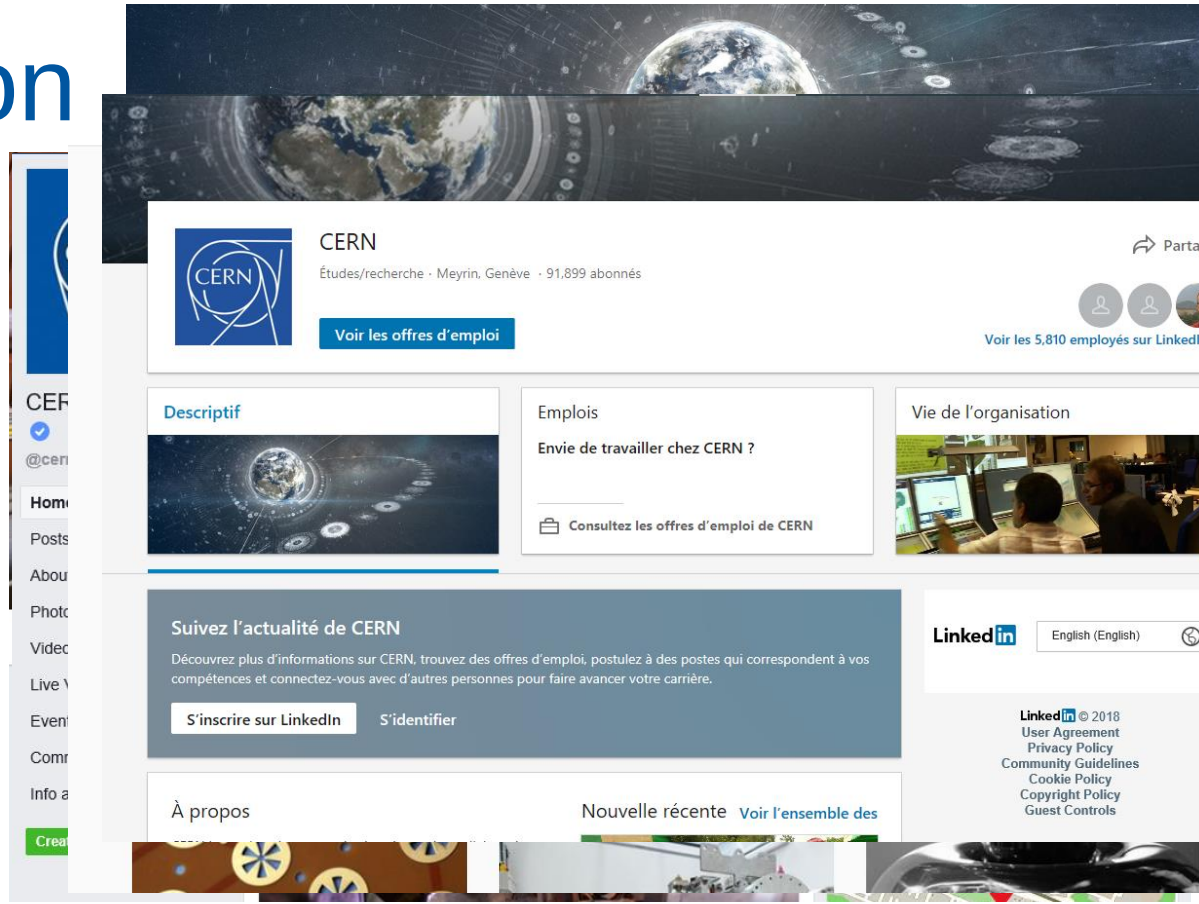
Photography and Video
Graphic Design

Communication
with scientific community

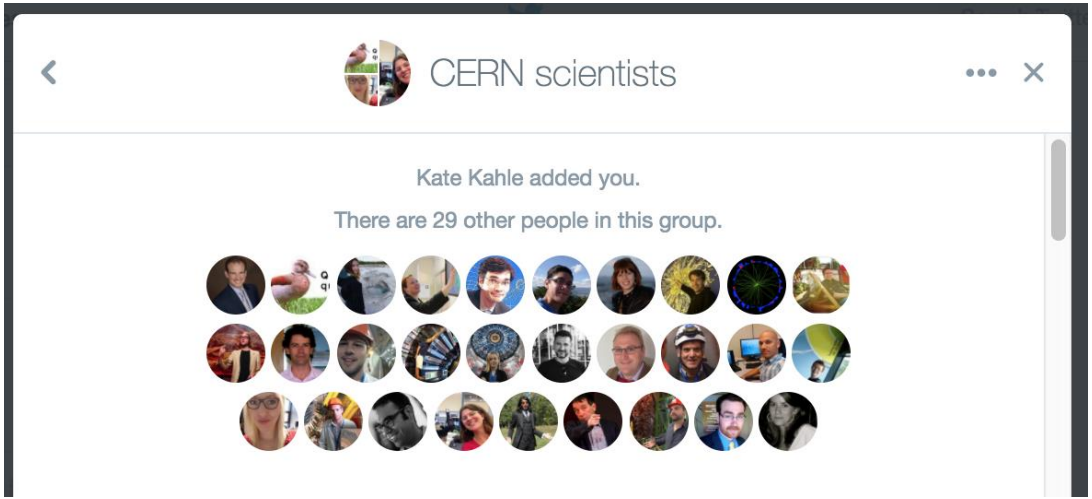
- CERN community
- Scientific community
- Member States

Communication
via social media

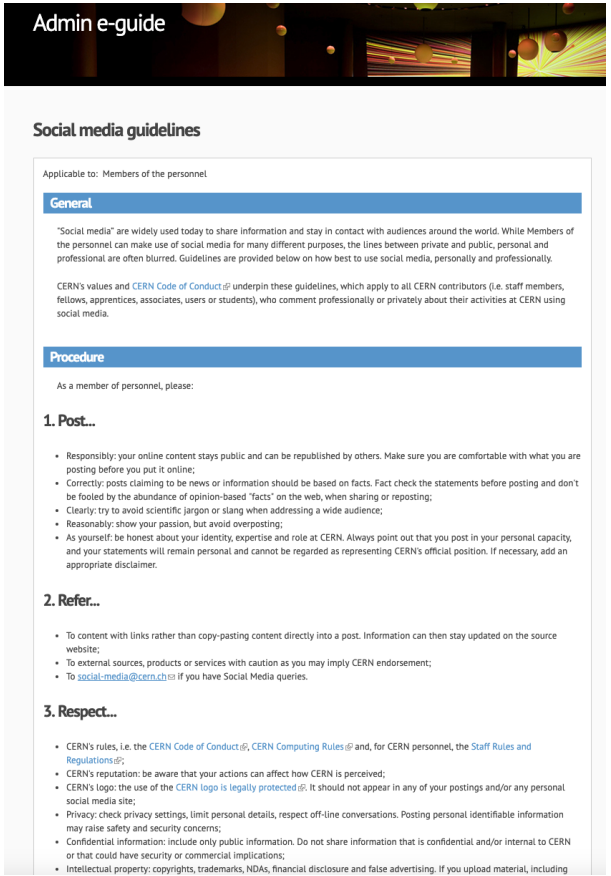
- Twitter 2.5m
- Facebook 700k
- Instagram 400k
- YouTube 100k
- LinkedIn 100k



Social media ambassadors



https://communications.web.cern.ch/social-media



http://admin-eguide.web.cern.ch/en/procedure/social-media-guidelines

Communication
via media, TV, movies

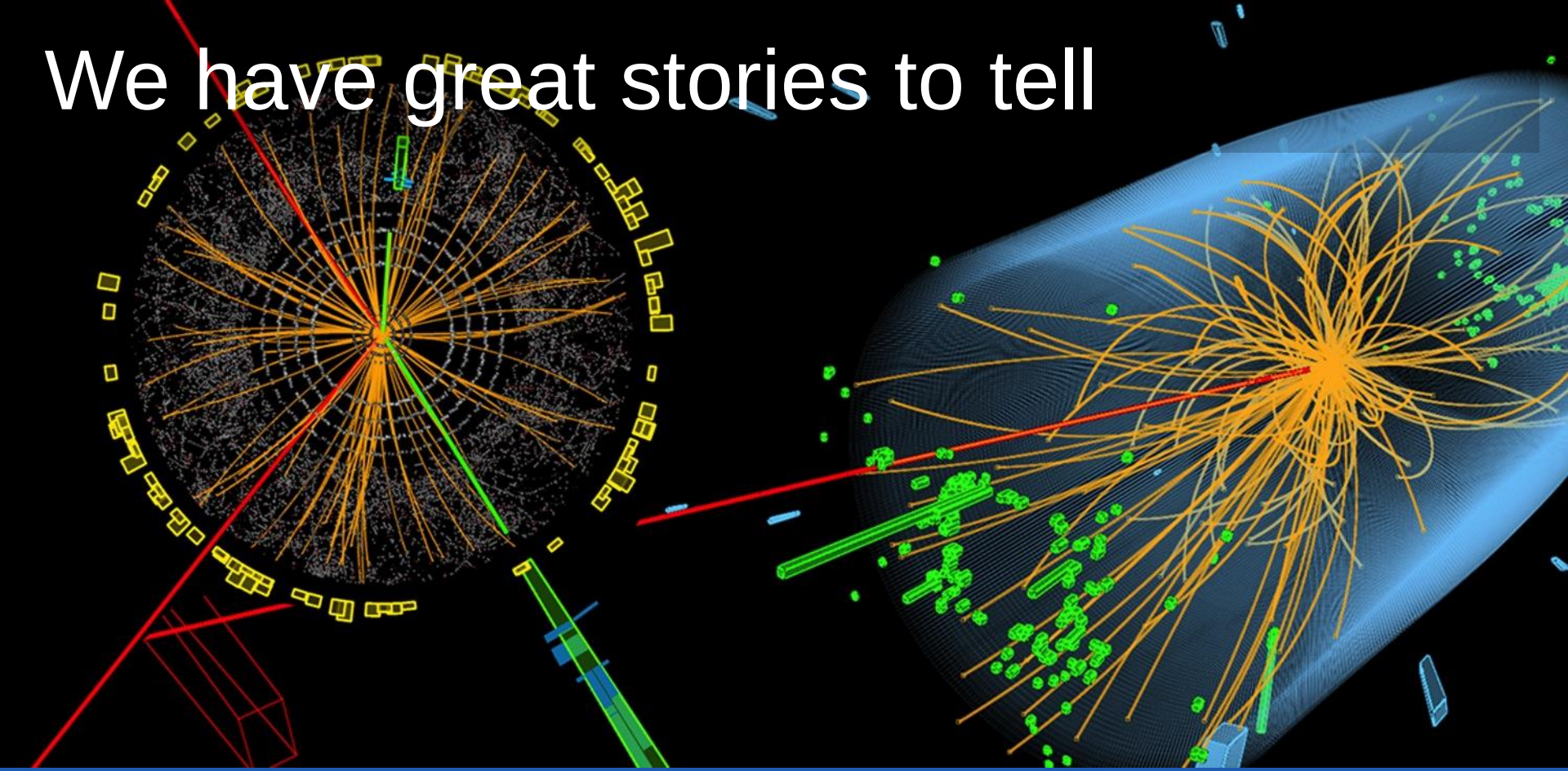
- Newspapers
- Televisions, Radios
- Movies
- Documentaries
- TV Shows

+500 journalists / year
~ 150 000 clippings/year

Communication with decision-makers and influencers

- Protocol
- VIP Visits
- Popular culture

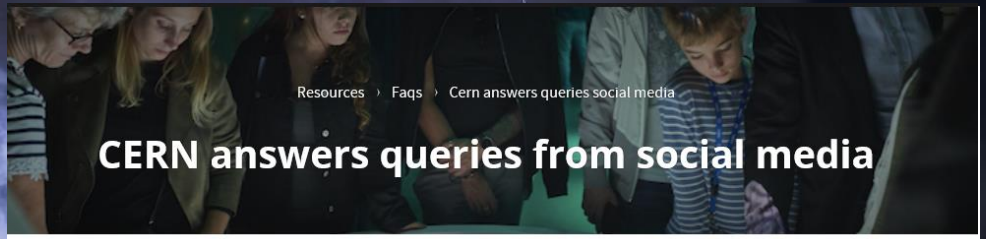
We have great stories to tell



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

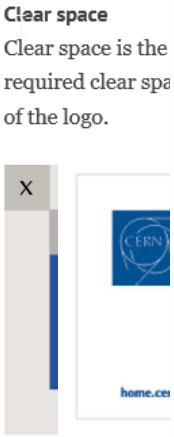
Audio
Video
Photos
3D
Virtual Reality / Augmented Reality
Interactivity
Movement capture

Graphic Design

- Logos
- Posters
- Letterheads
- Templates
- Schemas

  Etc…
- Check guidelines

  cern.ch/design-guidelines



Teachers and schools

- Teachers programmes
  906 teachers; 55 countries in 2018
- S’Cool LAB
  7 000 students in 2018
- Masterclasses
  ~10 000 students in 2018
- Student programmes
  >1 500 students in 2018

Exhibitions

- Travelling

  LHC Interactive Tunnel
  Accelerating Science
  > 500 000 visitors
  16 countries

- Permanent

  Microcosm
  Universe of Particles
- > 100 000 visitors/year

Guided Tours

- Huge demand
  - ~135 000 visitors/year
  - 2 x more requests…
  - >80 countries
  - 30 languages
- 46% schools
  - 70% come from > 600km
- Volunteer guides
  - Staff, fellows, users…
  - We provide training

Events

Local events

Public conferences
Researchers Night
TEDxCERN
CineGlobe

Around the world

Arts@CERN
Science fairs
Member States celebrations
Music Festivals

CERN
OPENDAYS
14 - 15 / 09 / 2019
Explore the future with us
Explorez le futur avec nous
Sign up to become
a volunteer at the Open Days
SHARE YOUR
PASSION
Grab the opportunity to say
"I was there". Engage our visitors in the
discovery of the CERN Community
and join a great team! #IworkatCERN
Register now on
cern.ch/OD2019/Volunteers

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Explorez le futur avec nous
Deviens volontaire pour
les journées portes ouvertes
PARTAGE TA
PASSION
Saisis l'opportunité de pouvoir dire
« J'y étais ! ». Embarque nos visiteurs dans la
découverte de la communauté du CERN
et rejoins l'équipe ! #IworkatCERN
Inscris-toi dès maintenant sur
cern.ch/OD2019/Volunteers

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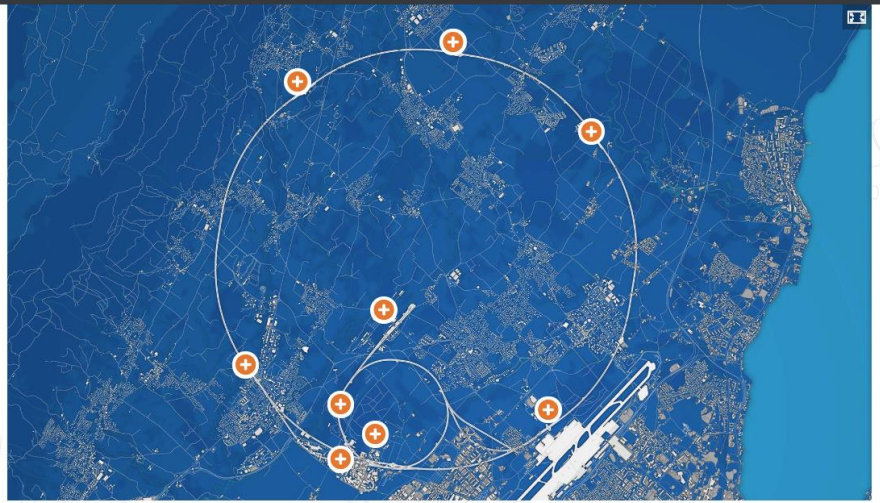
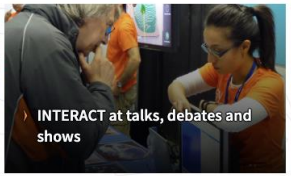
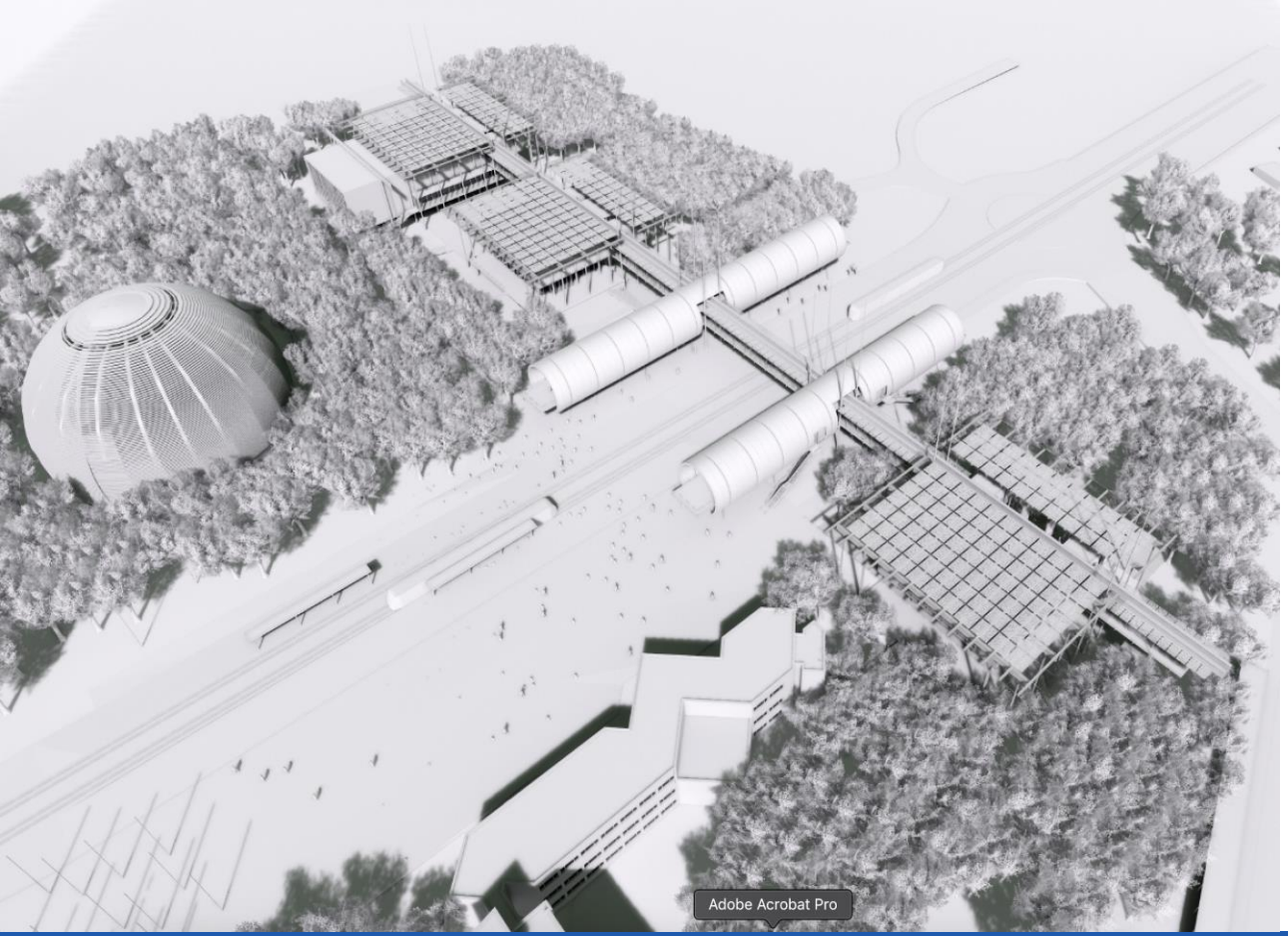




https://opendays.cern



Science Gateway

A new centre for education and outreach …as of 2022

Inspire

Educate

Engage

Treasure

Collaborate

We need you !

cern.ch/guides
cern.ch/volunteers
CERN Outreach Events Volunteers

www.cern.ch

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