Ana Godinho
Group leader – Education, Communications and Outreach

18th IPPOG Meeting
28.11.2019
Goals of the Open Days

- Engage our visitors in the **ground-breaking research** that we carry out at CERN and its benefits to society
- Promote the **values of openness, diversity and peaceful collaboration**
- Engage visitors in **how we work and why**
  - Discover our experiments, our laboratories and our workshops.
  - Meet our **diverse community** of researchers, engineers, students, support staff
- **Situate CERN globally with Member States**, and particle physics laboratories across the world
Overall strategy

Following organisational model of 2013 Open Days: core team + work-package leaders

- Make each visit point self-sustained for a 3-4 hour period: visits to facilities, experiments, labs + activities + events

Permanent counting of visitors on site and distributed arrival - advance register with point and time of arrival.

- Safety, security and mobility plans prepared in close collaboration with Host-States

Estimate need for 3 000 – 3 500 volunteers.

CERNois afternoon on Friday, 13 September, for LHC sites

Budget – 2.2 MCHF, to be complemented with sponsorship

Carry out evaluation of process and of impact on public (public engagement)
155 activities developed by CERN staff, users, technicians, contractors:

- **Explore** experiments, buildings and sites
- **Play** with hands-on activities
- **Interact** at talks, debates and shows
- **Visit the LHC**
Estimated **75,000 visitors** over the weekend.
Visitor demographics - Age

Registration data (N=85,653)

Survey data (N=4011)

Visitors age distribution over the whole event

- 0-10 7% (6,432)
- 10-19 1.7% (14,889)
- 20-29 20% (18,197)
- 30-39 21% (18,890)
- 40-49 17% (15,138)
- 50-59 10% (9,347)
- 60-69 5% (4,591)
- 70-79 2% (1,754)
- 80 and over 0% (266)

- below 8 0%
- 8-12 0%
- 13-15 1%
- 16-19 5%
- 20-25 10%
- 26-30 11%
- 31-35 12%
- 36-40 12%
- 41-45 14%
- 46-50 13%
- 51-60 14%
- above 70 2%
Visitor demographics – Place of residence

Do you reside locally (permanently or temporarily) or did you travel to CERN for the Open Days? (N = 4011)
Visitor demographics – Education

What is the highest level of education you have completed? (N = 4011)

- Bachelor degree: 27%
- Master’s degree: 37%
- PhD (Doctorate): 10%
- Secondary school: 18%
- Other (to be coded): 7%
- No formal education: 0%
- Primary school: 1%
Visitor demographics – CERN visits

Had you been to CERN before the Open Days?
(N = 4011)

<table>
<thead>
<tr>
<th>Visitor Status</th>
<th>Count</th>
</tr>
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<tbody>
<tr>
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<td>2654</td>
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<tr>
<td>Yes, I have visited CERN before</td>
<td>1026</td>
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<td>Yes, I often visit CERN</td>
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<tr>
<td>I work at CERN</td>
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<td>74</td>
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<tr>
<td>other (to be coded)</td>
<td>41</td>
</tr>
</tbody>
</table>
Colin Northedge An absolutely amazing day. We came Saturday and were blown away. Loved it...!!!
Travelled from Derbyshire, England, now back home and still cannot believe we were there. Will definitely be back...😊😊😊😊😊😊
Thanks to all for your efforts...😊😊😊

Christine Perret
Yesterday at 08:56

Merci beaucoup de nous avoir donné l'opportunité de découvrir le CERN !
C'était vraiment impressionnant. Et pour tous les râleurs y a pas que le LHC a visité, des dizaines d'autre sites sont hyper intéressants et super bien expliqués ! Merci à tout le personnel qui a réussi à me faire comprendre quelque de ce monde inconnu!

Chiara Versino
Thanks to the many volunteers, everyone kind, everyone smart, everyone smiling! 😊

Françoise Duverney
Bravo pour l'organisation !
Superbe découverte bien instructive sans oublier les spectacles (théâtre et musique)Top!

Mikaela Backman
Thank you for the best experience ever! And for your exceptional guides and hardworking volunteers! It has been truly amazing!
• 5 100 social media mentions of Open Days
  • 40% positive (70% of joy!); only 1% negative
• Instagram stories seen 1.6 million times; 14% engagement (+35% to average)
• Potential reach of the OD - 78 millions people worldwide
• Facebook Lives 8 – 55K views (>10s)
• 2 800 volunteers (staff, users, students, contractors, alumni)
• Several hundred CERNNois involved in preparing the Open Days
Survey of OD19 organisation (>900 responses)
- Goal: feed into report

- Goal: to inform organisation of future Open Days

Study on “public engagement outcomes” of OD19 – ongoing
- Goal: to inform CERN’s public engagement programmes
Questions, comments, feedback welcome
Thank you!