



# CERN OPENDAYS

14 - 15 / 09 / 2019

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

Ana Godinho

Group leader – Education, Communications and Outreach

18<sup>th</sup> 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.

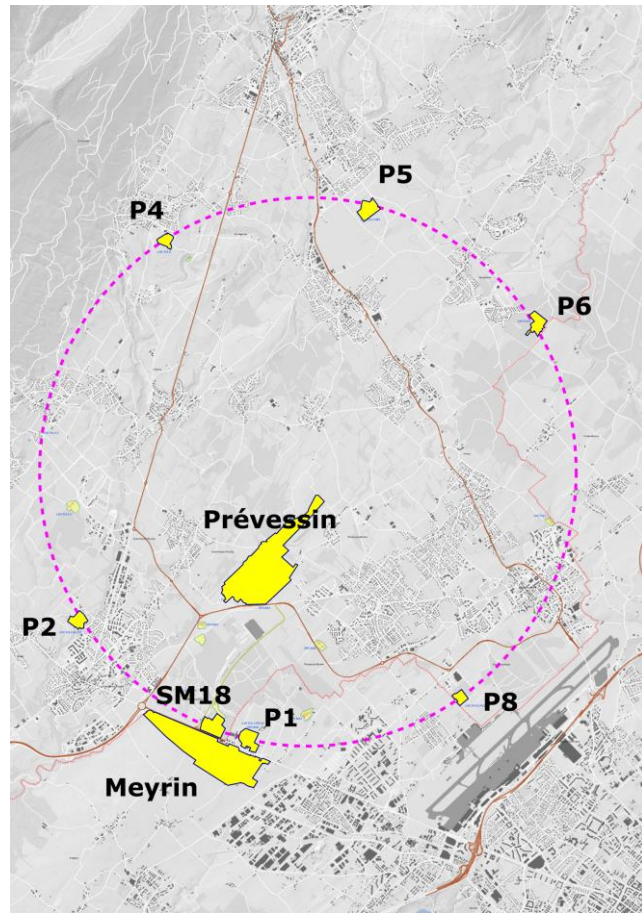
- Safety, security and mobility plans prepared in **close collaboration with Host-States**

Estimate need for **3 000 – 3 500 volunteers**.

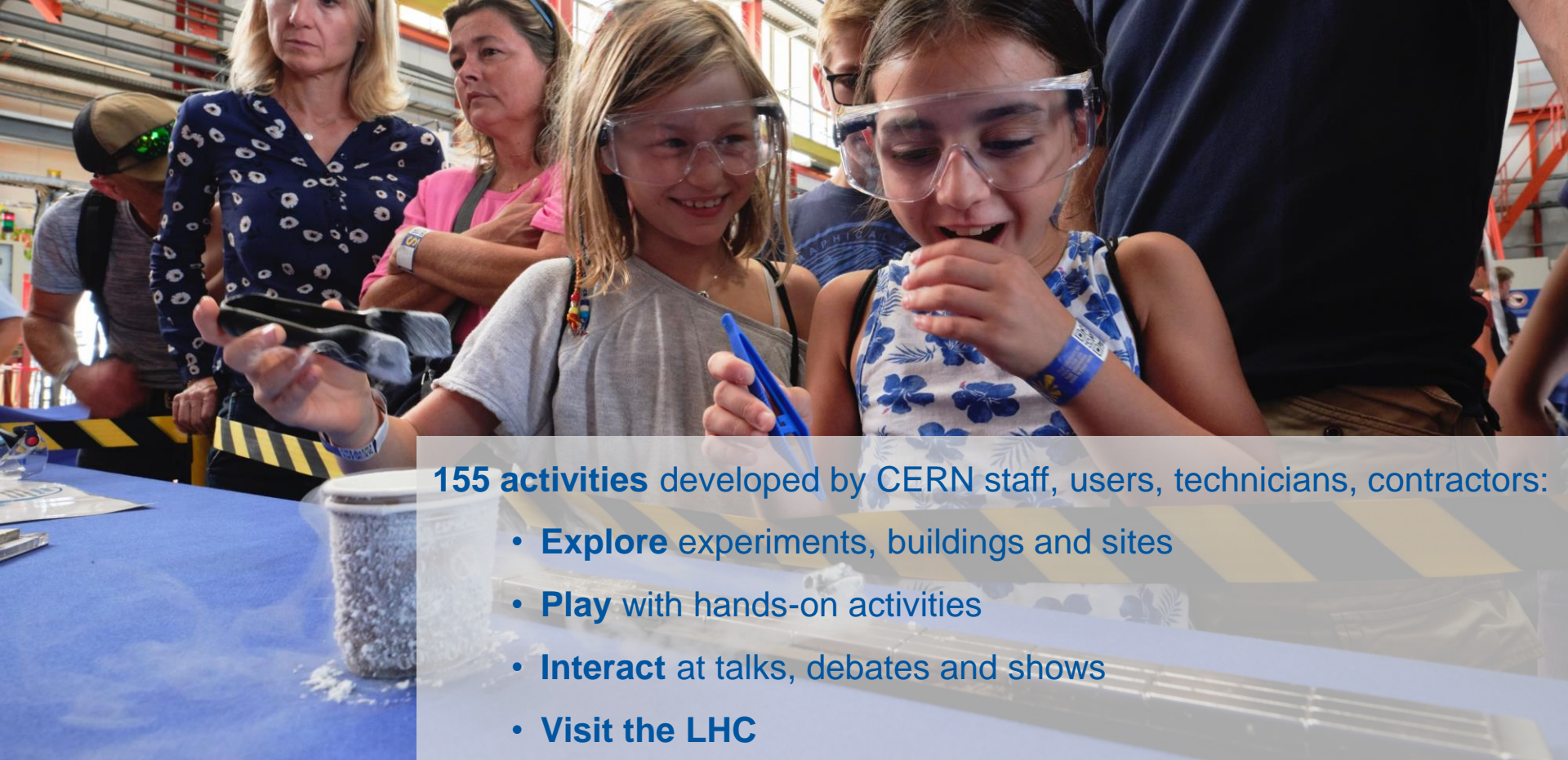
**CERNois afternoon** on Friday, 13 September, for LHC sites

**Budget – 2.2 MCHF**, to be complemented with sponsorship

Carry out **evaluation** of process and of impact on public (public engagement)



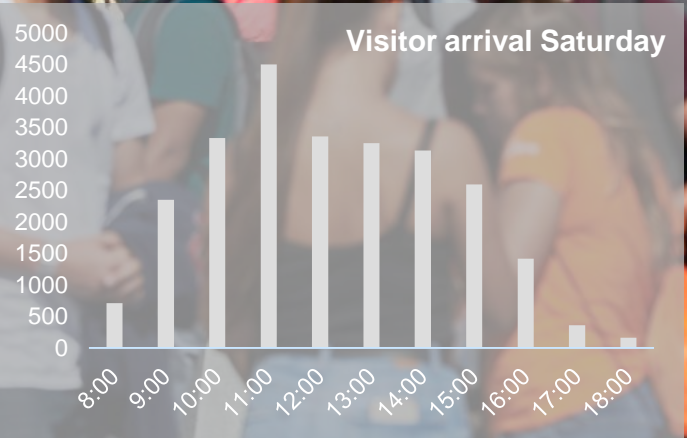




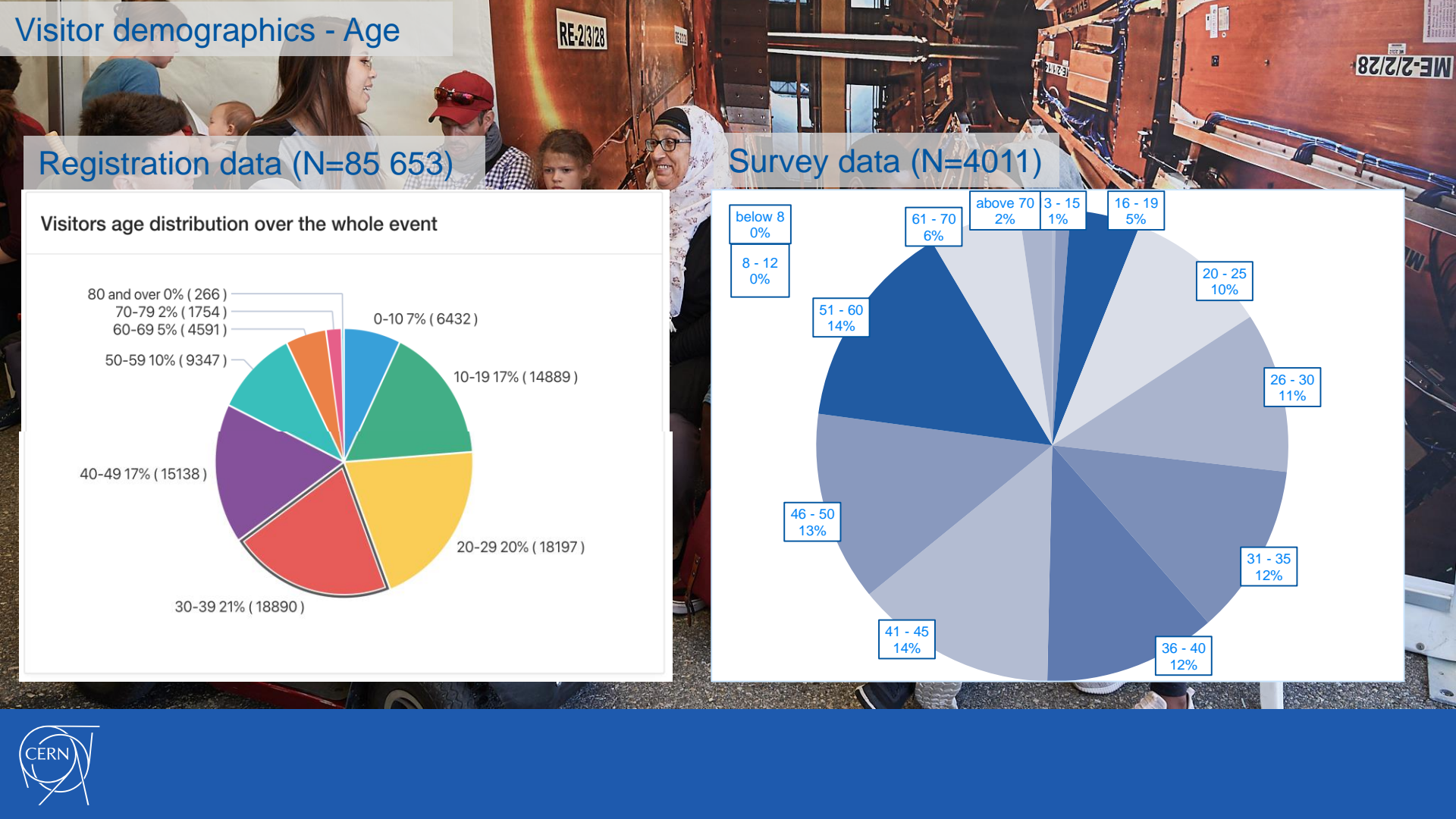
**155 activities** developed by CERN staff, users, technicians, contractors:

- **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



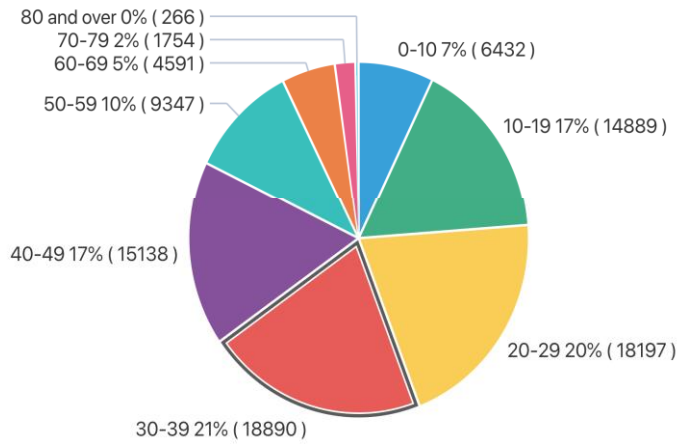




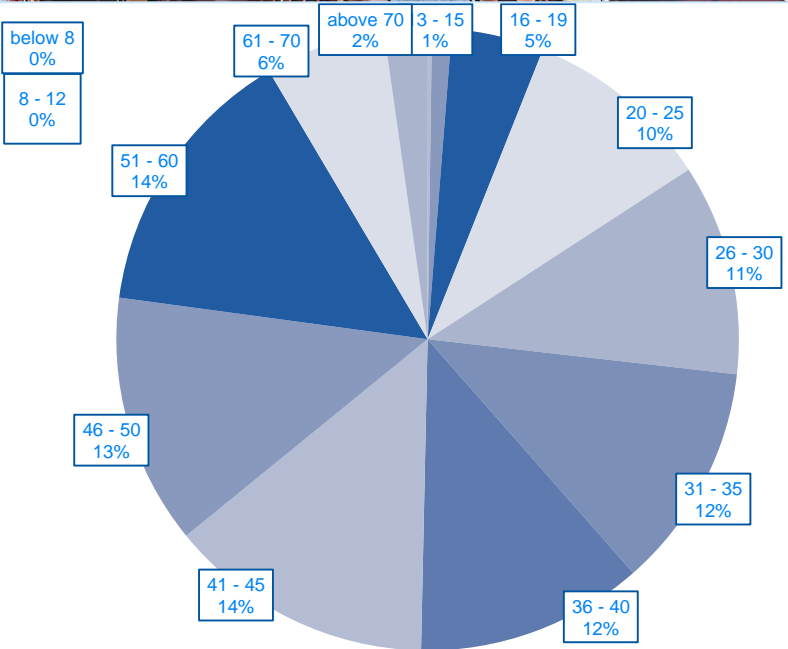
# Visitor demographics - Age

## Registration data (N=85 653)

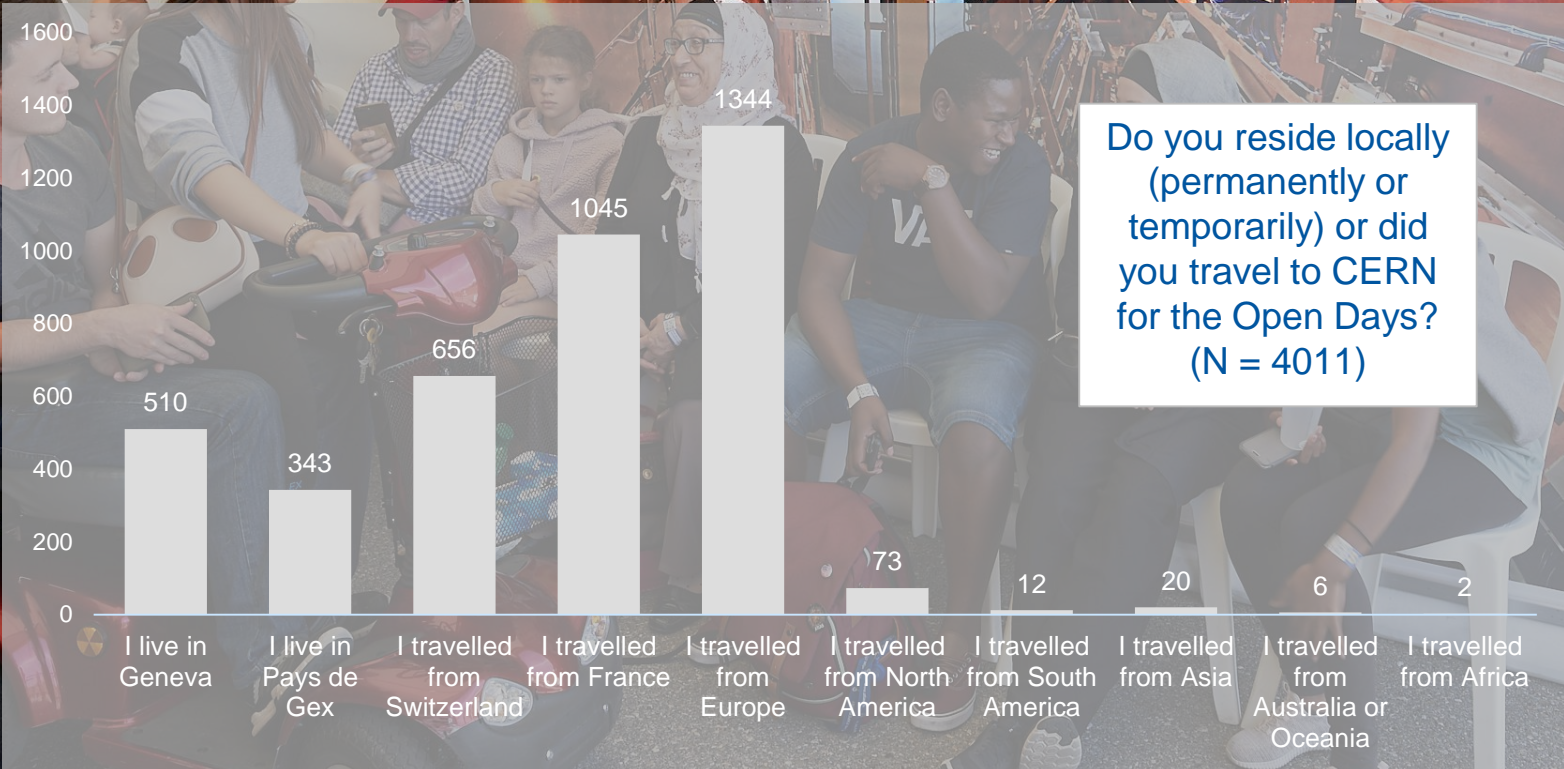
Visitors age distribution over the whole event



## Survey data (N=4011)

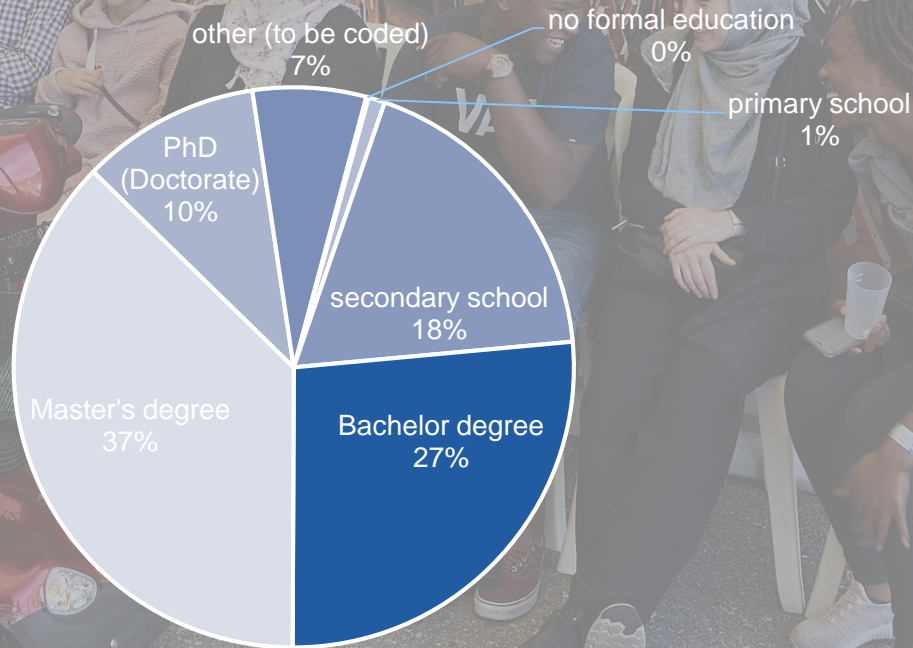


# Visitor demographics – Place of residence



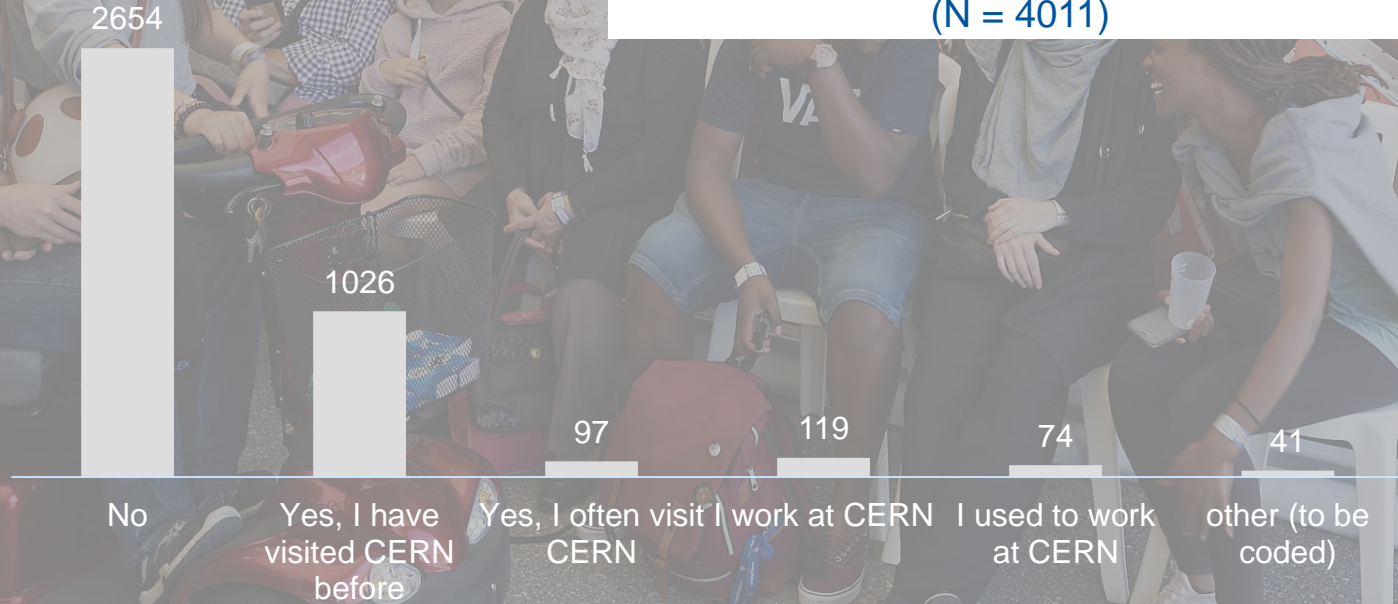


What is the highest level of education you have completed?  
(N = 4011)





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





**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... 😊😊😊

Love · Reply · Message · 12h



**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!



You and 11 others

3 comments



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

Love · Reply · Message · 12h



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

Love · Reply · Message · 14h

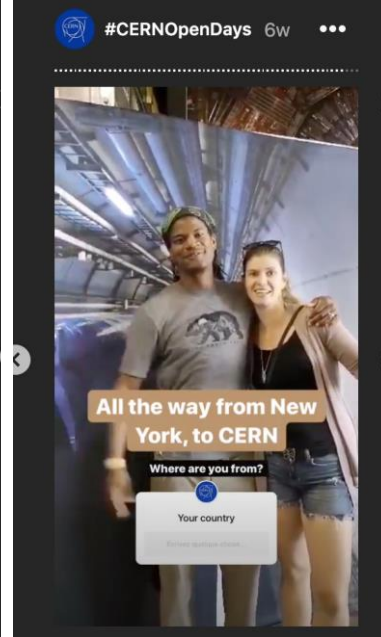
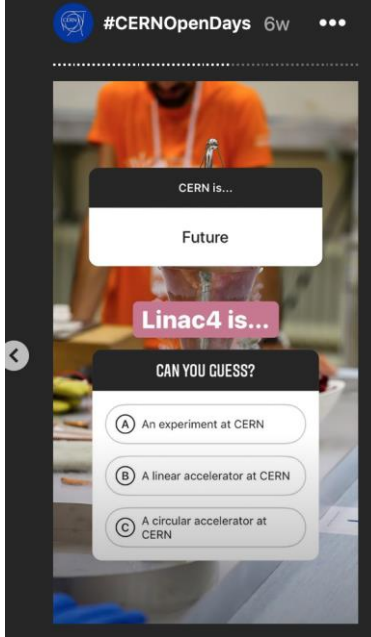
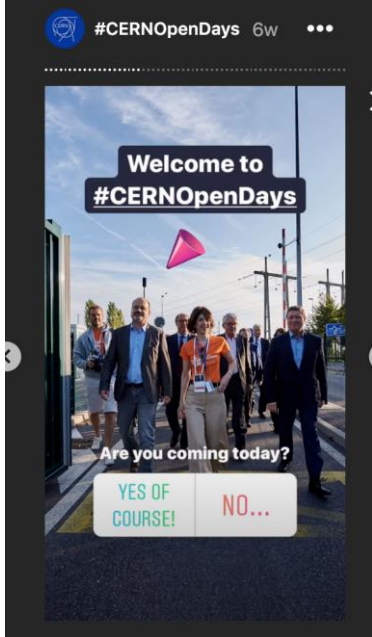


**Mikaela Backman** Thank you for the best experience ever! And for your exceptional guides and hardworking volunteers! It has been truly amazing!

Love · Reply · Message · 14h







- 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 CERNois involved in preparing the Open Days



Number of responses: 930

## Survey of OD19 organisation (>900 responses)

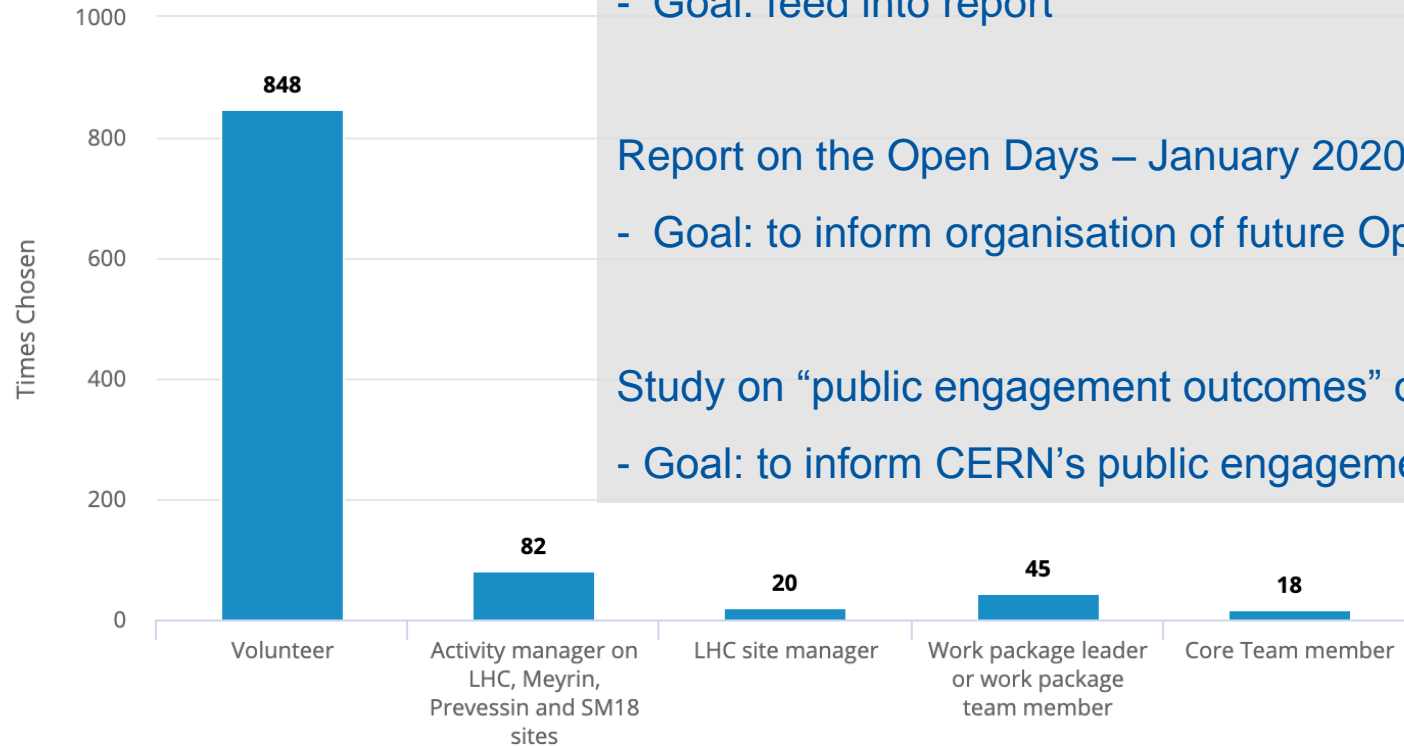
- Goal: feed into report

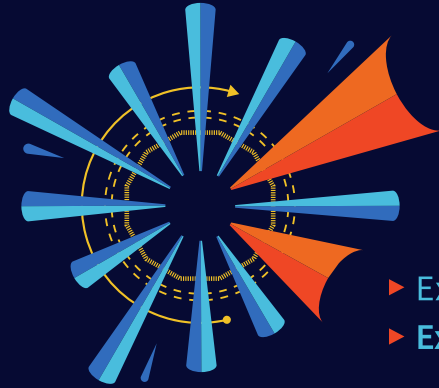
## Report on the Open Days – January 2020

- Goal: to inform organisation of future Open Days

## Study on “public engagement outcomes” of OD19 – ongoing

- Goal: to inform CERN’s public engagement programmes





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Questions, comments, feedback welcome  
Thank you!

