



**AIDA**<sup>2020</sup>

Advanced European Infrastructures  
for Detectors at Accelerators

# AIDA-2020 Final 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.



# AIDA <sup>2020</sup>

## A few highlights...



14 newsletter issues



493 newsletter subscribers



44'571 unique website visitors



1'755'757 website hits



News in 'The Innovation Platform'

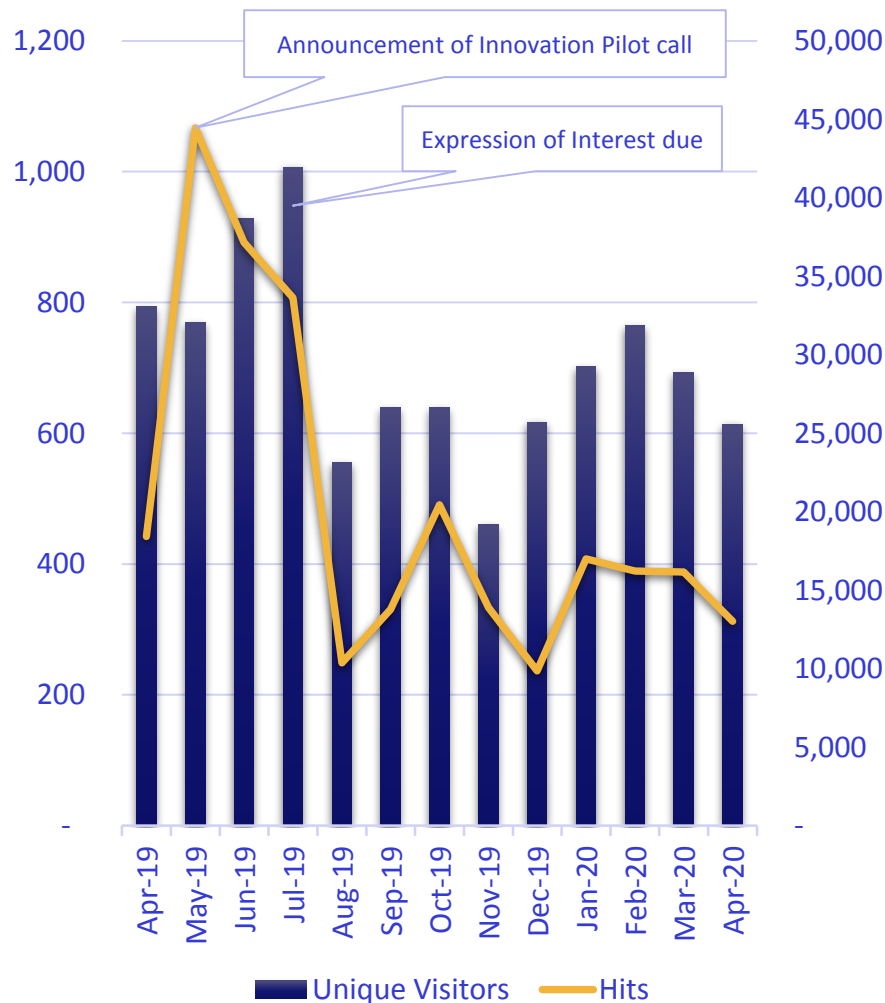


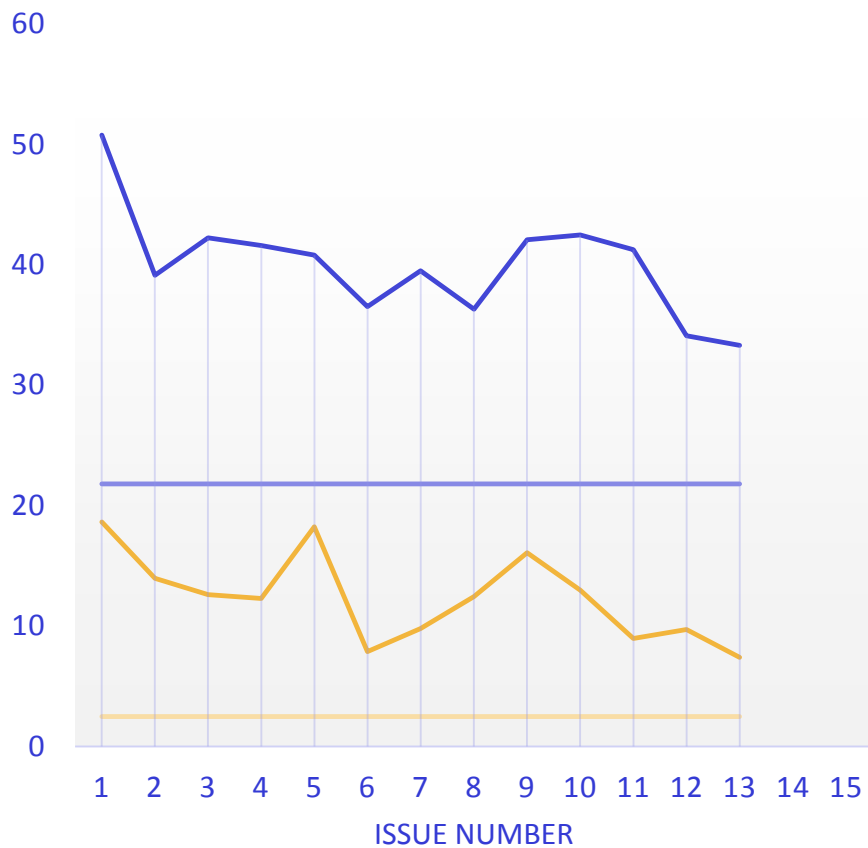
### Actions Year 5:

- Preparation of EoI and Innovation Pilot Proposal (Communication and Innovation)
  - 3 **newsletter** issues (to be) sent
  - 16 **articles** written/edited and shared
- Special On Track issue summarising results
- Article on '[The Innovation Platform](#)' magazine

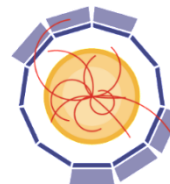


- Slight decrease in traffic throughout Year 5, as expected. **Two major peaks related to the next project.**
- The slight increase in website visitors in February can be explained by the submission deadline to the Innovation Pilot call.
- **Newsletter** published in July and December, explaining the increase in visitors in the following months.





— Open Rate                      — Industry Open Rate  
— Click Rate                      — Industry Click Rate



### n track

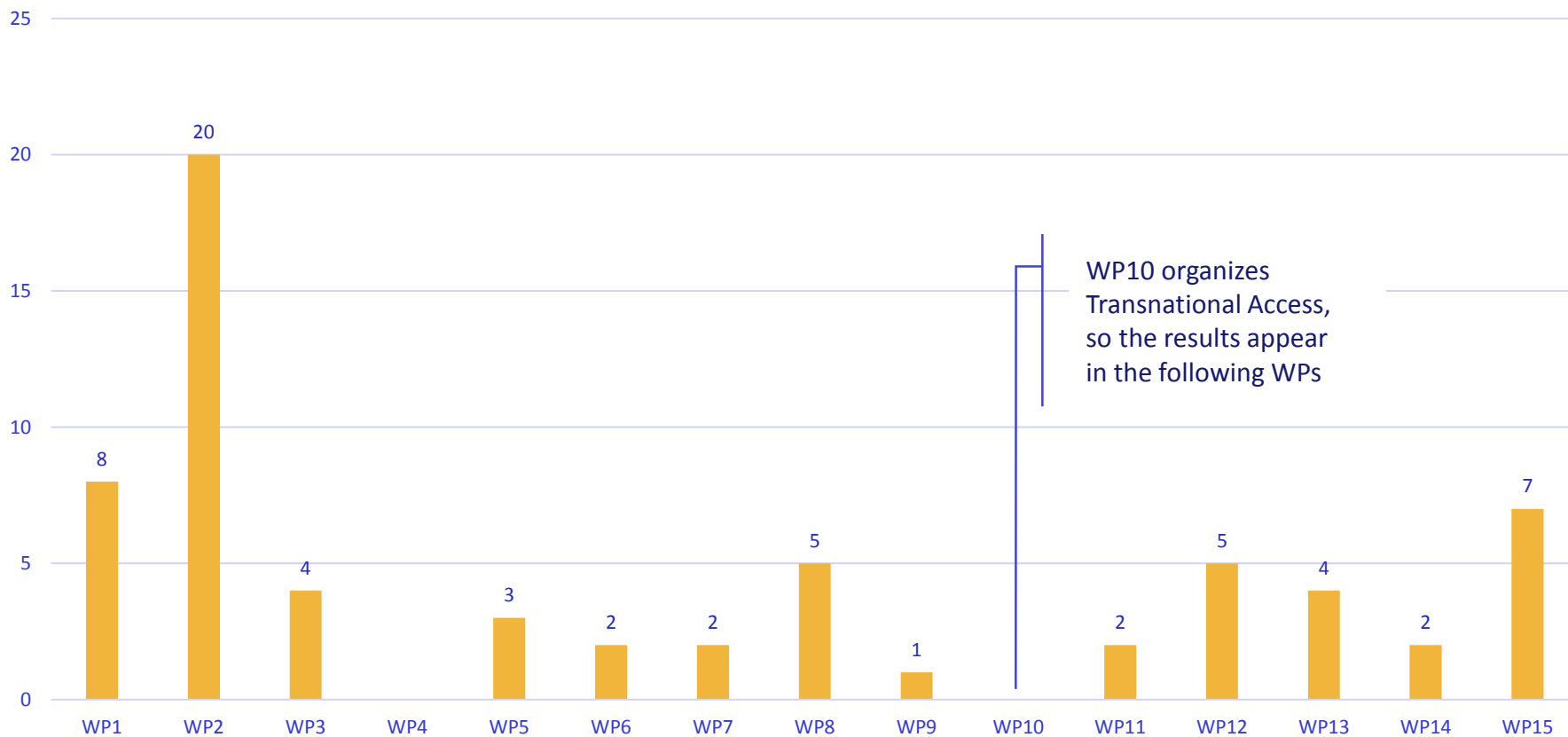
News for the Detector Community

- 493 subscribers
- Mailchimp – very-high, decreasing open rate. Click rate varies, increasing in the July 2019 issue.
- “AIDA-2020 Fourth Annual Meeting focuses on the future of the collaboration” and “An update on the AIDA-2020 follow-up proposal” **most read articles** in Year 5 issues (Issue 12 and Issue 13).
- In total, Issue 3 and Issue 11 performed best.
- **Issue 14 will be published tomorrow** – delayed due to Data Privacy issues regarding MailChimp.

Source: MailChimp



### On Track: Work Package Representation





# What do these statistics mean for On Track?

- Comparing On Track results with dedicated physics benchmarks -



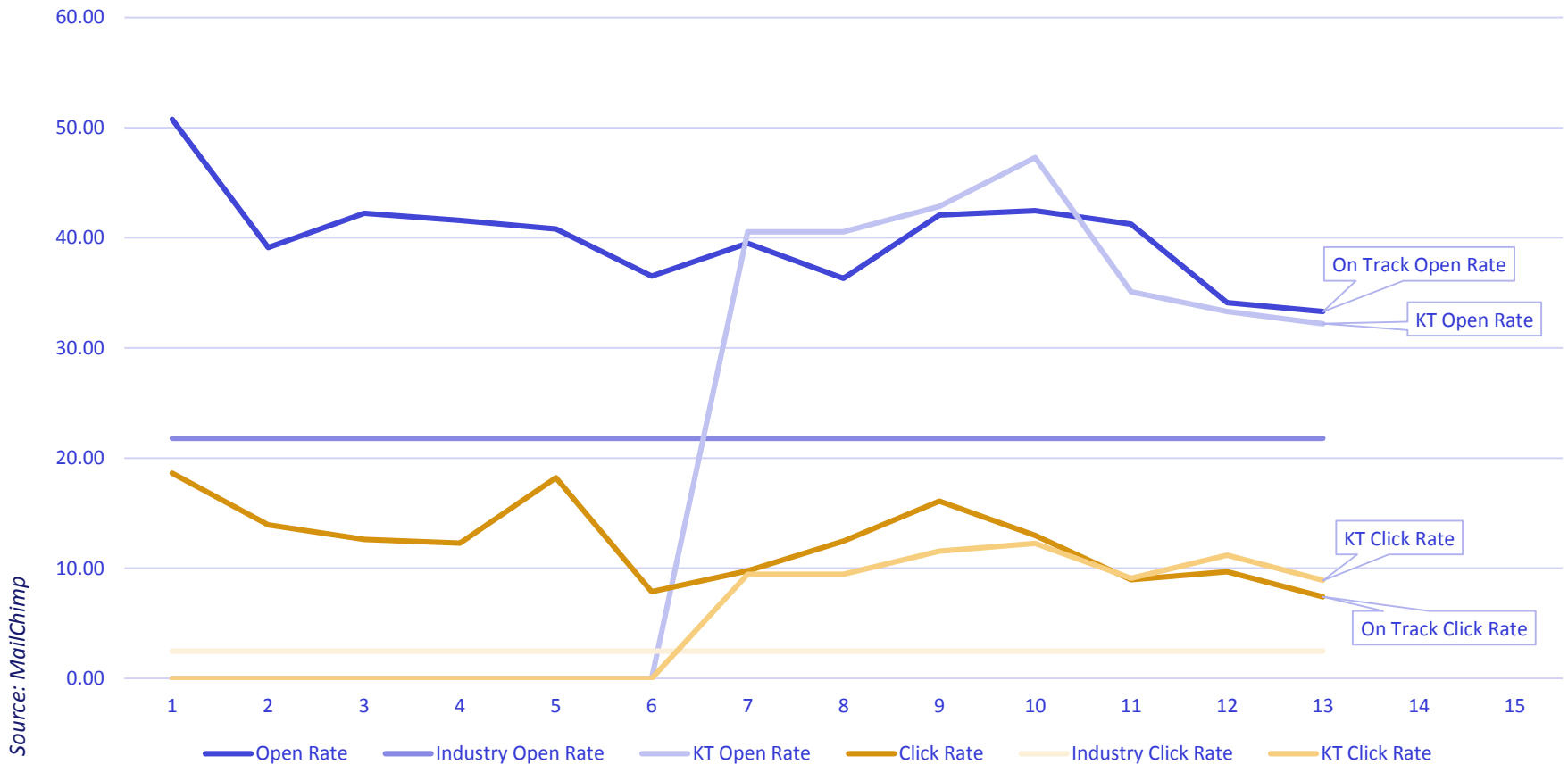
### Benchmarks for On Track?

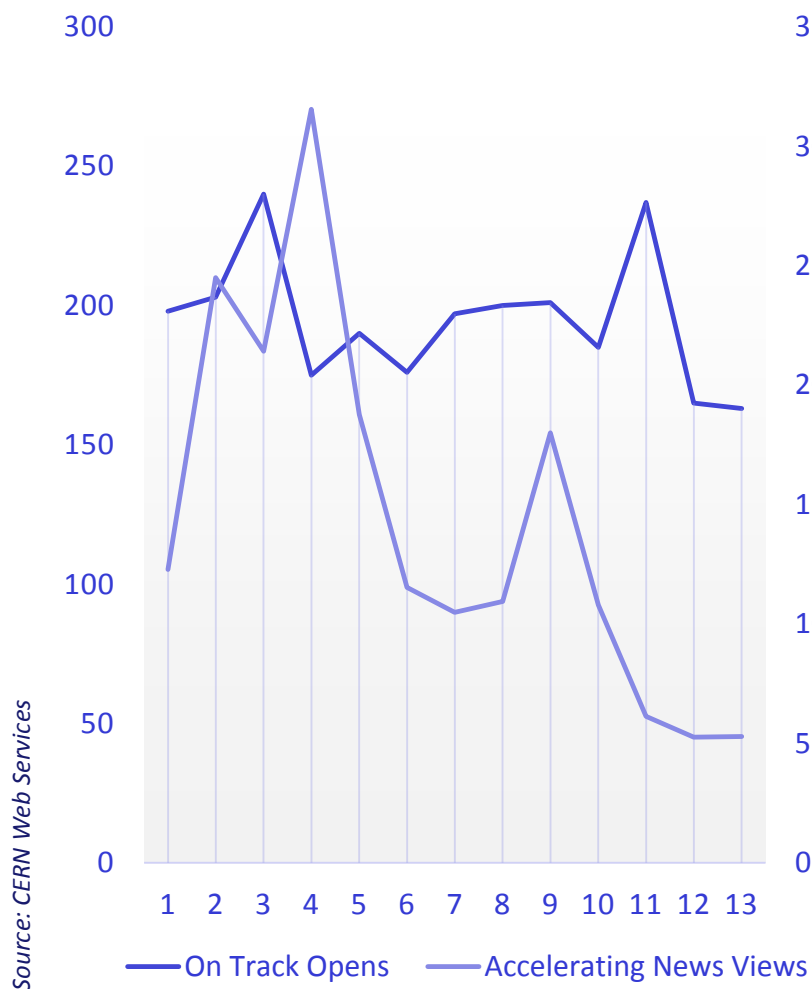
Newsletter	Audience Type	Audience Size	Content	Source	Worth mentioning
On Track (4 <sup>th</sup> Year)	Academic and Industry	492	<ul style="list-style-type: none"><li>• Detector technologies</li></ul>	MailChimp	<ul style="list-style-type: none"><li>• Updated regularly, with trimestral email campaign</li></ul>
Knowledge Transfer Newsletter (3 <sup>rd</sup> Year)	Academic and Industry	732	<ul style="list-style-type: none"><li>• Industry news</li><li>• CERN-KT news</li><li>• Opportunities</li></ul>	MailChimp	<ul style="list-style-type: none"><li>• Shared on LinkedIn</li><li>• Updated regularly, with trimestral email campaign</li></ul>
Accelerating News (7 <sup>th</sup> Year)	Academic and Industry	1442 (without e-groups)	<ul style="list-style-type: none"><li>• Accelerator technology</li><li>• Collaboration</li><li>• Communication</li></ul>	CERN web services	<ul style="list-style-type: none"><li>• Shared on Social Media</li><li>• Updated every 3 months</li></ul>
Industry Benchmark	N/A	N/A	<ul style="list-style-type: none"><li>• Education and Training</li></ul>	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.





- Comparing behaviour – opens and views
- Grow On Track beyond AIDA-2020
- Create a **network of contacts**, who suggest article and are a contact point with writers
- Less, more in-depth articles
- Make use of partners' social media
- Grow On Track beyond the project:
  - **Reader's survey**
  - Privacy notice
- **Evaluation methodology**



### General Communication

- ✓ Issue 14 of On Track to be shared through Knowledge Transfer Newsletter
- ✓ Reporting/communication on WP4 in Issue 14 of On Track
- ✓ Produce learnings and suggestions for a future project >> **See slide 10**

### On Track Newsletter

- ✓ 3 of 4 issue of On Track published – July 2019, December 2019, April 2020 >> **Issue 15 TBD**
- ✓ ‘On Track’ Issue 14 to feature 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

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WP2. Innovation and Outreach:  
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### 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



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- All deliverables delivered (M60)

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✓ D2.4	PoC projects assessment	M60
✓ D2.5	Use of AIDA-2020 results	M60

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## Advanced European Infrastructures for Detectors at Accelerators

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- AIDA
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### QUICK LINKS

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### 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)



**AIDA-2020 technology in high school**  
 03/12/2019

Winning teams of the 2019 Beamline for Schools competition use beam telescope at DESY.



**ALICE ITS upgrade: Pixels for quarks**  
 28/11/2019

Towards an even better physics performance: ALICE upgrades its detector systems.



**Update on AIDA-2020 follow-up proposal**  
 30/10/2019

An update on the community's proposal to the Innovation Pilot for Detectors at Accelerators.



**AIDA-2020 technology in the wild**  
 30/10/2019

RPC technology applied in the most extensive study of the structure and behaviour of a volcano.





### 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.

