

CERN openlab Communications

CERN openlab III Major Review Meeting
29 September 2009

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July 2008 – September 2009 Period and Upcoming Year

Communications officer's post created one year ago now

What (we think) has changed

- Clarification between
 - openlab general communication
 - openlab partner-specific communication
- Renewing, enriching communication **media spectrum** (website, news, articles, etc.)
- Creating measurement tools to **follow up / assess** efficiency /effectiveness of communication

⇒ Increased visibility of the reports: good incentive for writers

⇒ Upcoming year: emphasis on **scientific publications**



CERN openlab Communications

- **Update: Articles and mentions about CERN openlab**
(CERN annual report, CERN openlab III coverage, latest press clippings and publications, Lake Geneva Region Brochure)
- **CERN presence at ITU Telecom 2009**
- **Upcoming events related to CERN**
- **CERN openlab Summer Students 2009**
- **CERN openlab Newsletter**
- **July 2008 – September 2009 period and upcoming year**

CERN Annual Report 2008

- CERN openlab in the [Computing chapter of the CERN annual report 2008](#):

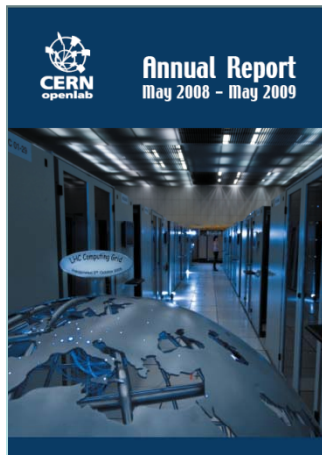
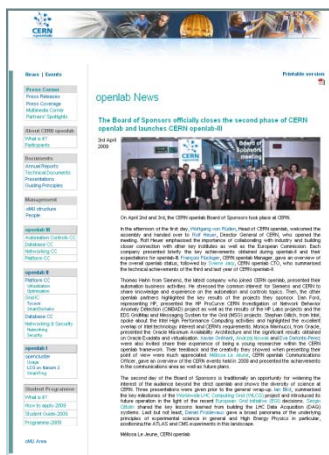
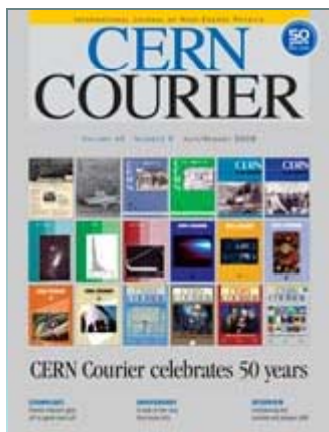


During the commissioning of the LHC detectors, considerable effort was dedicated to improving the tools available for both deploying the control system software and monitoring the control systems themselves. The close collaboration with ETM, a subsidiary of Siemens who provides PVSS, a supervisory control and data acquisition (SCADA) system used extensively at CERN to protect the experiment equipment, continued to bear fruit with many important enhancements achieved. The two-way benefit of this collaboration was a factor in the decision taken by Siemens this year to join CERN openlab, the partnership between CERN and the IT industry.

(...)

CERN openlab provides a framework for collaboration with industry, welcoming major industrial partners (EDS, HP, Intel, Oracle and Siemens). These partners bring equipment, solutions, and experts, as well as funding to hire young engineers and scientists. In turn, CERN provides a demanding computing environment to stress-test solutions and push cutting-edge technologies to their limits. Significant results were achieved in 2008 in several areas, in particular energy-efficient computing and thermal measurements. Disseminating the expertise and knowledge created in the openlab is an important ongoing objective. In 2008 these activities included regular training sessions, contributing to the activities of the CERN School of Computing, and organizing a dedicated programme of lectures for the openlab Summer Student Programme.

CERN openlab III Coverage



- [CERN Courier](#), p 8 and 9, July/August 09
 - Readership: 25,000.
- [CERN Computer Newsletter \(CNL\)](#), cover, April/June 09
 - Readership: CERN.
- [CERN openlab News \(openlab website\)](#)
- [CERN openlab annual report](#)

- Specific coverage follow-up:
 - Press Coverage section of the CERN openlab website (291 articles since July 2008) in three sections: online publications, other external publications and CERN publications (CNL, CERN Courier, CMS Times, CERN Bulletin, etc.)
 - Detailed tracking done in parallel (details such as sponsors quoted, media, number of words, etc.)
- ⇒ *Feel free to contact me for any specific request concerning the specific coverage related to openlab and your company*

www.cern.ch/openlab



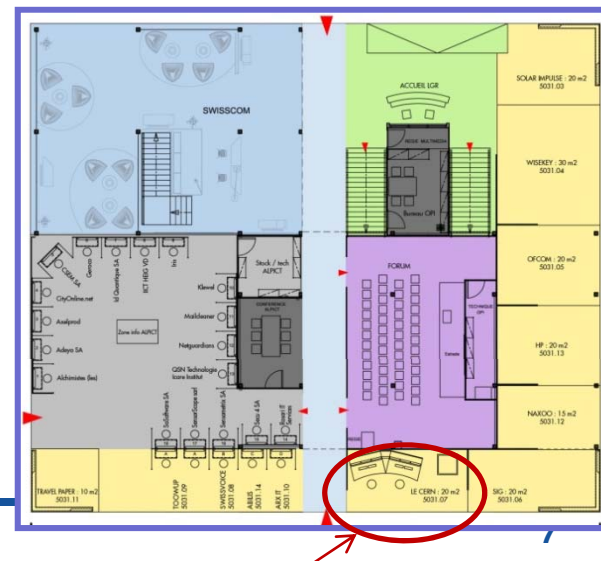
Press articles published by openlab members since last Major Review Meeting:

- 'openlab tests Oracle VM for database service virtualization', CNL, April 2009, A. Topurov, E. Grancher
 - 'CERN openlab enters phase-three period', CNL, June 2009, M. Le Jeune
 - 'CERN openlab enters phase-three', CERN Courier, July 2009, M. Le Jeune
 - 'CERN welcomes 13 Intel ISEF pre-college winners', CNL, September 2009, M. Le Jeune
 - 'CINBAD keeps an eye on the CERN network', CNL, September 2009, M. Hulb j, R. Jurga
- The News published on the website are indexed by Google, ensuring better visibility and can be read at: www.cern.ch/openlab-news



- Two conferences organized (auditorium of the stand), at 4:30PM on Monday 05/10/09 and Wednesday 07/10/2009. One conference focusing on Indico also organized on Thursday 08/10/2009. Webcast link: <http://webcast.cern.ch/>
- Stand: CERN control console with 7 screens (experiments, state of the grid, etc.). Live connections with LHC Computing Grid sites all over the world are scheduled

- CERN openlab annual report available to the visitors on the stand
- CERN openlab mentioned in the two pages dedicated to CERN in the Lake Geneva Region brochure (20,000 copies to be distributed during the fair and given to key decision makers)



Upcoming Events Related to CERN



- Restart of the LHC: November

- At the beginning of the restart, webcast from the CERN Control Centre will probably be organized with updates given by experts on a very regular basis. No media event at CERN before the high energy collisions.

- Exhibition together with Geneva University celebrating its 450th birthday: “Accelerating Science – Matière Première” now in the Globe, at CERN: starting 12/10/2009 till beginning of December

- By the end of December the exhibition will start travelling from one city to one another for 5 years.



- Anniversaries celebration: 3rd and 4th December 2009

- LEP 20th birthday and PS 50th birthday: High Energy Physics Fest
- .All Physics Nobel Prizes invited



- Launch of the permanent exhibition in the Globe focusing on CERN and High Energy Physics (1st semester of year 2010). Sponsored by Rolex.

openlab Summer Student Programme

■ 2009 Programme:

- 14 students from 10 nationalities (Finland, Germany + Switzerland, Italy, Norway, Pakistan, Portugal, Poland, Romania, Spain, UK)
- Tripartite innovative funding system: Industry, Universities and CERN
- 2-month stay between June and September 2009

■ Timeline 2010:

- Leaflet and poster updated before end of year: new versions available on CERN openlab website in December 2009 (www.cern.ch/openlab)
- Call for projects in IT by 28th February 2010
- Student applications by 31st March 2010



■ Communication:

- Postings on the CERN openlab website, CERN Courier website (job section), Euraxess (European Commission job website for researchers), as well as key technology universities career websites
- E-mailing to the Computer Science Departments, the alumni organizations and the Career Information Officers of 48 key technology universities part of CERN member countries: **Feel free to tell us whom you would like us to add to this mailing list.**

Board of Sponsors' Feedback

Discussions at the Board of Sponsors showed high interest for:

- Receiving a regular flow of information concerning the openlab activities (without being spammed)
- Getting technical information on a regular basis, in a format that could be shared internally, within the partner company



Status: openlab/Partners Communications

At the moment, we issue:

- The CERN openlab annual report, in June
- News on the openlab website, all the yearlong

And technical information is also shared during:

- The Technical Minor Review Meetings, once per month
- The Major Review Meetings, in September and January
- The Board of Sponsors, in April

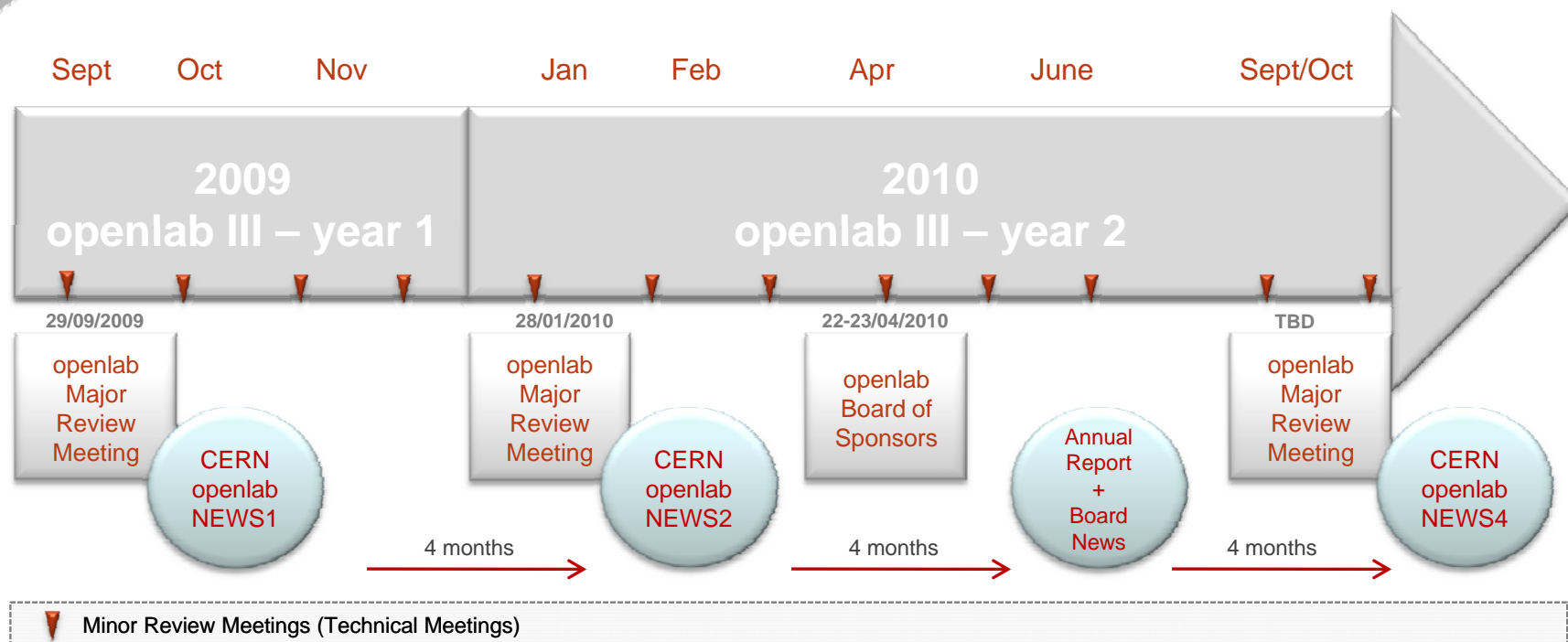
Technical reports and articles are also regularly published

We propose to issue a Newsletter:

- to give a regular overview of the openlab projects' progress (the synthesis of the yearly achievements being communicated through the annual report)
- to facilitate dissemination within the partner companies

It will build on:

- the news already published on the openlab website,
- the articles written for internal or external publications,
- the participations in conferences/workshops/schools
- The reports published
- The work done for the Minor and Major Review Meetings



Proposal: Circulation and Mailing List

Circulation:

- World readable: pdf accessible to all on the openlab website and printed copied accessible at CERN

Mailing list:

- We propose to build several mailing lists to make sure we have good control and avoid any spamming issues:
 - Possibility to subscribe to the newsletter mailing list via the openlab website (dedicated mailing list)
 - Separate mailing lists: one per partner + a CERN one
- ✚ We propose you to send us a list of emails that will be used to build your company specific distribution list (these emails will remain confidential, no one will be able to use the mailing list except openlab core management unit when sending the newsletter).



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