

# CERN openlab Communications

CERN openlab III Major Review Meeting  
28 January 2010

Mélissa Le Jeune



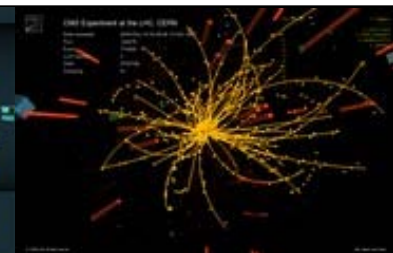
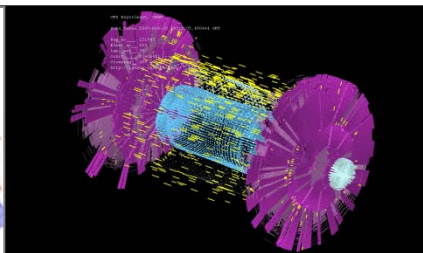
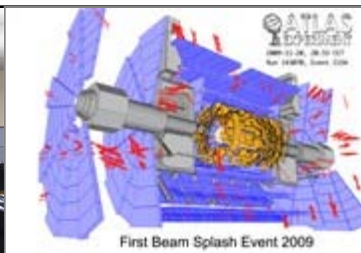
- 2009 key events and coverage in figures
- Update: articles and mentions
- Upcoming CERN events
- CERN openlab Summer Students 2010
- CERN openlab Newsletter
- Timeline



# 2009 CERN Key Events in Figures



- Visits Service: 40,000 visitors (compared to 25,000 in 2008) and still many more requests
- Teachers Programme: 830 participants in 2009 (limit of present capacity).
  - Possibility to partner with you on the educational activities (e.g. Intel ISEF students came to visit CERN, possibility to partner on workshops, to organise visits)
- First beam circulated in the LHC on 20 November 2009, and first collisions at 900 GeV (450 GeV per beam) followed on 23 November. The LHC set a world record for beam energy on 29 November, accelerating beams to energies of 1.18 TeV. New world record followed quickly when accelerating beams to energies of 2.36 TeV on 8 and 14 December: massive press coverage!



# 2009: a Year of Physics!

- According to Global Language Monitor, in 2009:
  - 'twitter' was the top word of 2009...but 'hadron' came in at number eight on the list.
  - 'king of pop' was top phrase, but 'god particle' came in at number 10.
  - And while 'Barack Obama' was the name of the year, 'Large Hadron Collider' came in at number four.
- 'The Large Hadron Collider returns' made Time magazine's list of top ten scientific discoveries in its end of year issue. In an earlier issue, the LHC came in at number four in the magazine's list of 10 essential stories.
- In its 7 January issue, the magazine nature looked forward to what it expects to be the key events from the research world in 2010, with evidence for supersymmetry at the LHC making the list.

Excerpts from CERN bulletin article 'The Christmas list', by James Gillies, Issue No 04-05/2010



# Overview of 2009 CERN openlab coverage

**CERN  
openlab**

mentioned in...



## Computing chapter of the CERN annual report 2008

➤ Copies given to  
Science ministries  
and Head of States of  
all CERN member  
states



## High-Tech leaders in Lake Geneva Region's brochure

➤ 20,000 copies  
given at ITU telecom  
World 2009.  
➤ CERN openlab  
annual report also  
available to visitors on  
CERN's booth

+

## 78 press articles focused on the openlab activities this year: [www.cern.ch/openlab-press](http://www.cern.ch/openlab-press)

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*

## 9 articles in CERN publications (CERN Courier, CERN Computer Newsletter, CERN Bulletin, CMS Times, etc.)

## CERN openlab annual report

## 13 technical reports available at: [www.cern.ch/openlab-reports](http://www.cern.ch/openlab-reports)

## 27 news published on the website: [www.cern.ch/openlab-newsletter](http://www.cern.ch/openlab-newsletter)



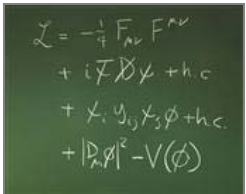
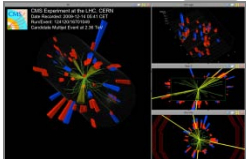




**CERN**  
openlab

# Upcoming CERN Events

- **First High Energy Collisions: Late February/Mid March**
  - According to CERN's DG, 'we can foresee a reasonable period of 7 TeV collisions starting late February or early March before moving up a gear later in the run and closing the year with a few weeks of heavy-ion running'.
  - Press event with 200 journalists (20 to 30 TV crews) will be organised that day. Date will be known one week in advance.
- **This will be an excellent period to communicate on joint activities** (press coverage and traffic on the openlab website are dramatically increased when there is such major event at CERN: **CERN made nearly 5500 appearances in the world's media between 20 November and the end of the year**)
- First communication about 'real' science could also happen quite soon...
- Launch of the permanent exhibition in the Globe focusing on CERN and High Energy Physics: May/June 2010. Sponsored by Rolex.
- By the end of 2010, a 100-page special publication on the importance of fundamental scientific research and its practical applications will be published by Scientific American. This magazine is partnering with CERN on this matter. It is possible to sponsor this publication (cf. leaflet)



# openlab Summer Student Programme

## ■ The programme:

- Exists since 2003
- 14 students from 10 nationalities participated in 2009 (Finland, Germany/Switzerland, Italy, Norway, Pakistan, Portugal, Poland, Romania, Spain, UK)
- Tripartite funding: Industry, Universities and CERN (about half of the students are funded by openlab partners and work on openlab related projects)
- 2-month stay between June and September 2010

## ■ Timeline 2010:

- Leaflet and poster: [www.cern.ch/openlab-students](http://www.cern.ch/openlab-students)
- Call for projects in IT by 28<sup>th</sup> February 2010
- Student applications by 31<sup>st</sup> 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 130 targeted contacts: the Computer Science Departments, the alumni organizations and the Career Information Officers of 48 key technology universities part of CERN member countries.

## **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**

## **➤ The first issue of the newsletter is ready to be published**



## Newsletter's aim:

- 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 builds 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

# Newsletter Circulation and Mailing List

## Circulation:

- World readable: pdf accessible to all on the openlab website ([www.cern.ch/openlab-newsletter](http://www.cern.ch/openlab-newsletter)) 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 + one targeting the press + a CERN one



I invite you to send me the list of emails needed to build your company specific distribution list (these emails will remain confidential, no one will be able to use the mailing list except openlab management when sending the newsletter).

