



CERN openlab Communications

> **13/02/2014**

CERN openlab IV
Major Review Meeting
Mélissa Gaillard
Ioannis Georgopoulos





CERN Communication Context in Figures

Recent Events / Upcoming Events and Conferences

CERN openlab Summer Student Programme

CERN openlab Website Traffic

Computing Colloquia and IT Seminars

Approval Process

CERN openlab Annual Report 2013

Timeline

CERN Communication Context in Figures



- › Visits Service: 90,000 visitors in 2013 (compared to 85,000 in 2012, 75,000 in 2011, 58,000 in 2010, 40,000 in 2009 and 25,000 in 2008) and still many more requests
- › Permanent exhibition ('Universe of Particles' in the Globe for Science and Innovation): around 70,000 visitors in 2013 (62,000 visitors in 2012, 52,000 visitors in 2011)
- › Total of 181 protocol visits in 2013 (161 visits in 2012 and a total of 282 VIP visits with Head of States, Ministers when aggregating 2010 and 2011)
- › Teachers Programme: 1035 in 2013 (1045 in 2012, 1112 in 2011, 984 in 2010, 830 participants in 2009): limit of present capacity...

Excerpt from
slides presented
by CERN-DG on
8 January 2014

CERN Communication Context in Figures



- › Journalists visiting CERN and interviewing CERN physicists all year-long (1210 journalists representing 555 media in 2013)
- › Social media: 899,000 followers on Twitter, 130 retweets per tweet (CERN named the most effective international organization on Twitter by a Twiplomacy study)
- › Web: Launch of the new CERN website (average of 5000 unique visitors per day from all regions of the world)

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Major Events in 2013 with Large Media Coverage



› Major events organized by or with CERN which had large media coverage in 2013:

- FameLab event
- TEDxCERN
- Prince of Asturias Prize for Technical and Scientific Research
- Open Days
- Physics Nobel Prize announcement
- Arts@CERN events

Excerpts from slides
presented by CERN
DG on 8 January 2014

Major IT Related Events in 2013

- › After reaching the remarkable figure of 100 petabytes of stored data early in the year 2013, CERN's computing capacity was expanded significantly with an extension to the Data Centre at CERN as well as the establishment of a new data centre in Budapest at the Wigner Research Centre, Hungary.

<http://home.web.cern.ch/about/updates/2013/12/highlights-cern-2013>

Update of the European Strategy for Particle Physics in 2013

European Strategy for Particle Physics

High-priority large-scale scientific activities

Europe's top priority should be the exploitation of the full potential of the LHC, including the high-luminosity upgrade of the machine and detectors with a view to collecting ten times more data than in the initial design, by around 2030. This upgrade programme will also provide further exciting opportunities for the study of flavour physics and the quark-gluon plasma.

Excerpt from a slides presented by CERN DG on 8 January 2014

CERN Open Days 28-29 Sept 2013

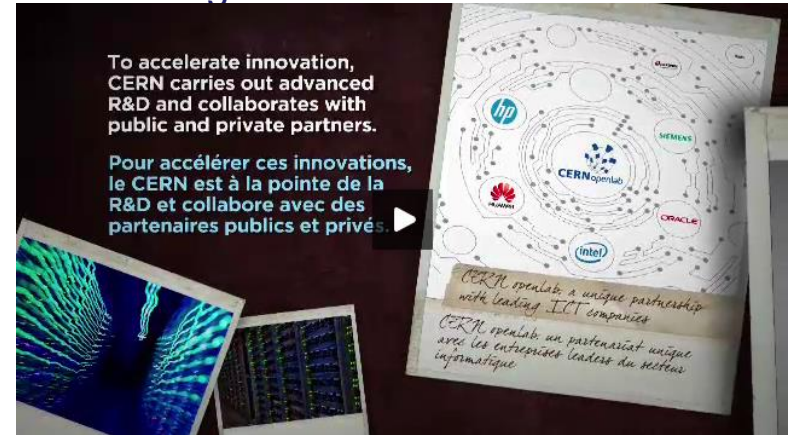
- › 70,000 visitors in total
- › 6000 people visited the CERN data centre, and watched the CERN IT in 8 minutes' video (presenting CERN openlab at 03:17) over the week-end. CERN openlab posters were highly visible during the event.



13/02/2014



M. Gaillard - I. Georgopoulos - CERN openlab



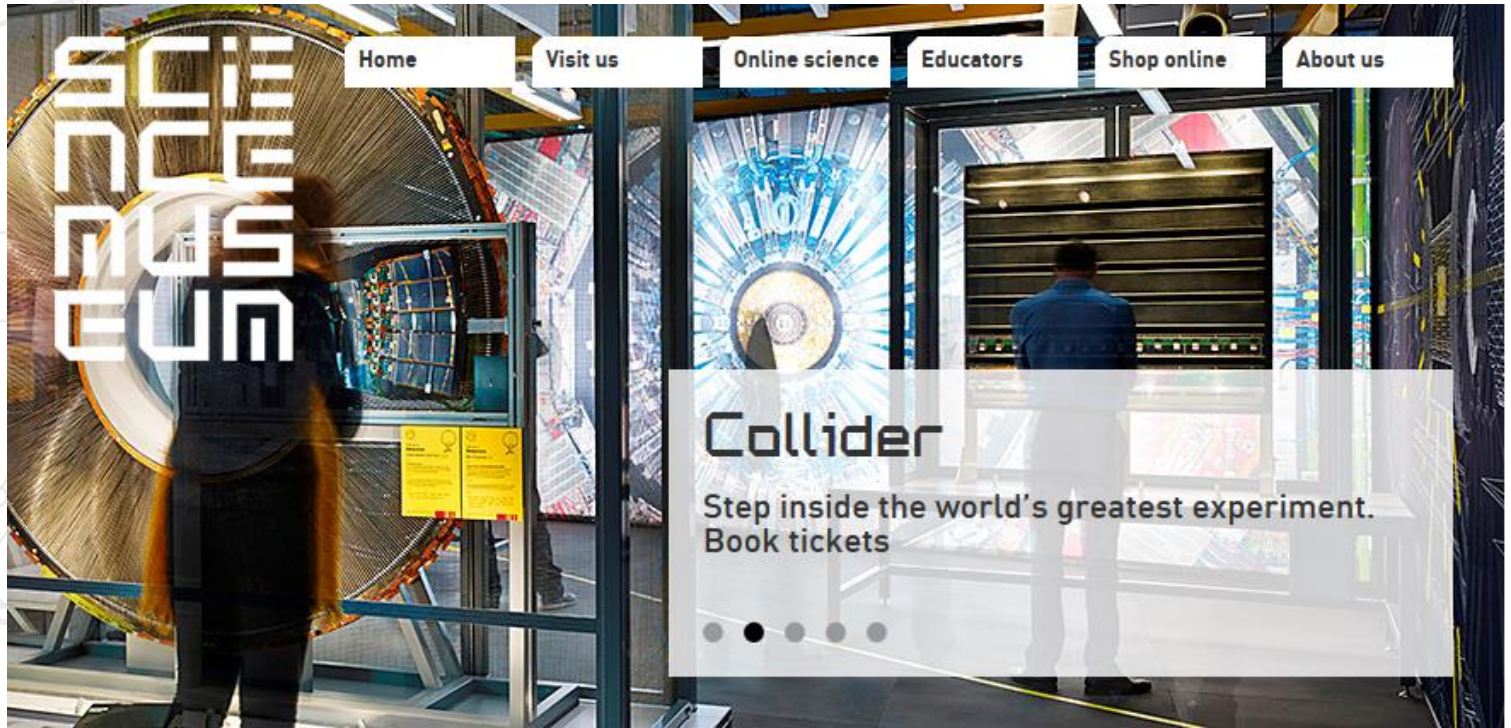
<http://cds.cern.ch/record/1604210?ln=fr>
<http://www.youtube.com/watch?v=10qiUpxlqzs>

Nobel Prize in Physics 2013

- › The Nobel Prize in Physics 2013 was awarded jointly to François Englert and Peter W. Higgs *"for the theoretical discovery of a mechanism that contributes to our understanding of the origin of mass of subatomic particles, and which recently was confirmed through the discovery of the predicted fundamental particle, by the ATLAS and CMS experiments at CERN's Large Hadron Collider"*.



London Science Museum Exhibition: 'Collider' (13/11/2013 to 05/05/2014)



LHC LS1: Situation as of January 2014

The main 2013-14 LHC consolidations

Openings: 100 %

1695 Openings and final reclosures of the interconnections

Complete reconstruction of 100% of these splices

3000

66 % done

Consolidation of the 10170 13kA splices, installing 27 000 shunts

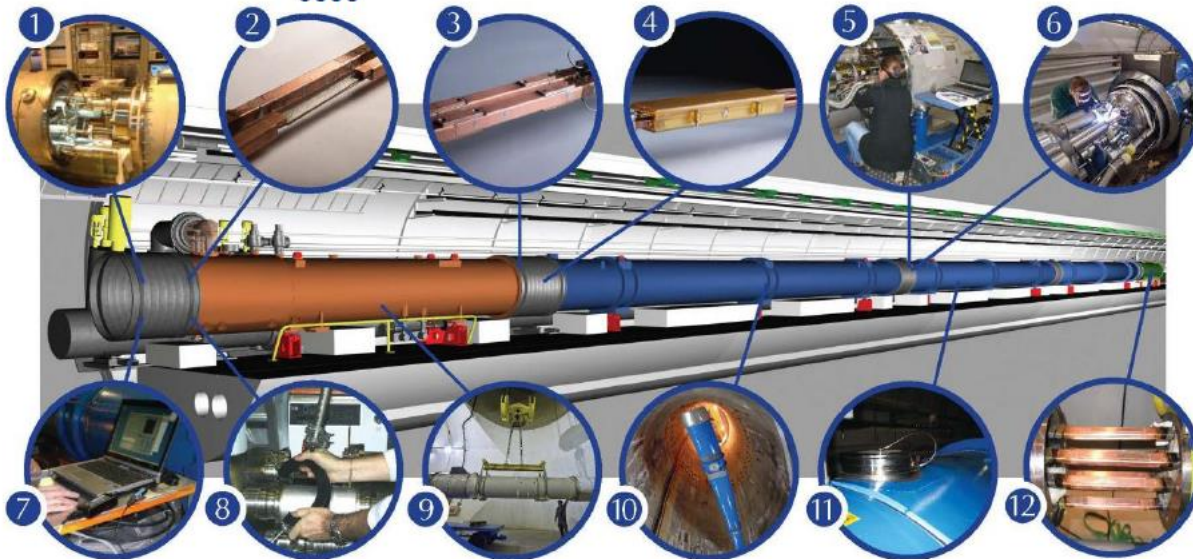
50 % done

Installation of 5000 consolidated electrical insulation systems

300 000 electrical resistance measurements

35 % done

10170 orbital welding of stainless steel lines



18 000 electrical Quality Assurance tests

10170 leak tightness tests

3 quadrupole magnets to be replaced

15 dipole magnets to be replaced

Installation of 612 pressure relief devices to bring the total to 1344

Consolidation of the 13 kA circuits in the 16 main electrical feed-boxes

Done

Done

Done

Excerpt from a slide presented by CERN DG on 8 January 2014

CERN is Expanding

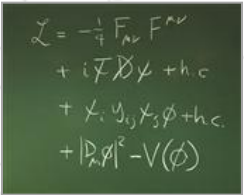
- › **Israël has joined as a new member state in 2014**
- › **Romania is a candidate to become a member state**
- › **Serbia is an associate member in the pre-stage to membership**

Recent Events, Upcoming Events and Conferences

- 
- › This year too, CERN DG, Rolf Heuer, was invited at the World Economic Forum in Davos.

- › Key upcoming physics related conferences (non exhaustive list!):

- **Moriond 15 – 22 March 2014 - La Thuile 22 – 29 March 2014**
<http://moriond.in2p3.fr/>
- **ICHEP2014: 2 – 9 July 2014, Valencia, Spain**
<http://ichep2014.es/>
- **CHEP2015: 13 – 17 April 2015 in Okinawa, Japan**
<http://chep2015.kek.jp>


$$\begin{aligned} \mathcal{L} = & -\frac{1}{4} F_{\mu\nu} F^{\mu\nu} \\ & + i\bar{\psi}\not{D}\psi + h.c. \\ & + \chi_i Y_{ij} \chi_j \phi + h.c. \\ & + |D_\mu \phi|^2 - V(\phi) \end{aligned}$$

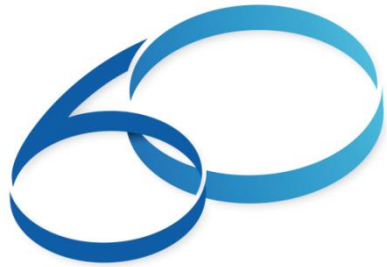


FameLab Competition at CERN Edition 2014



- One of the Swiss regional FameLab events 2014 is organised at CERN on 27 March 2014
 - FameLab supports young scientists in developing ideas and presentation skills for broadcast and general audiences.
 - The goal is to give an entertaining and original 3-minute talk that is scientifically accurate and engaging.
- <https://indico.cern.ch/event/286935/>

CERN 60th Birthday Celebrations



YEARS/ANS CERN

- › In honour of CERN's 60th anniversary, the laboratory is offering a chance to high-school students worldwide to carry out an experiment at CERN in a "beam line for schools" competition.
<http://home.web.cern.ch/students-educators/spotlight/2013/competition-beam-line-schools>
- › ○ July 1st: Celebration of the anniversary of the signature of the convention at UNESCO in Paris
- › ○ September 19th: Celebration of the anniversary of the first council session at CERN
- › ○ September 29th: Celebration of the CERN anniversary with highest level representatives from the members states, associate members, observers, etc., at CERN
- › Throughout the year: Many events in member states

- › **New edition in 2014. Date not yet fixed (probably September 2014)**

TED

Ideas worth
spreading



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CERN openlab Summer Student Programme 2014

> The programme:

- Exists since 2003. A total of 184 students have participated so far.
- In 2013, 22 students from 13 nationalities came to CERN (China, Croatia, Finland, Former Yugoslav Republic of Macedonia, Greece, Hungary, India, Italy, Poland, Romania, Spain, Turkey, United Kingdom)
- A special series of lectures given by CERN experts from mid-July to early August, on advanced CERN-related topics
- In 2013, visits to CERN facilities, EPFL in Lausanne, ILL in Grenoble and to Open Systems, to EPFZ, and Google in Zurich

> Timeline 2014:

- Leaflet and poster 2014 available
- Call for projects in IT by mid March 2014
- Student applications by 28th March 2014 (opening announced)
- **Goodies very much welcome by the students working on the openlab projects!**

CERN openlab Summer Student Programme 2014

> Communication:

- 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 done at the beginning of February
- Dedicated pages on CERN openlab website and on CERN website's recruitment section
- Articles on the CERN openlab website and on the CERN website in January 2014
- Postings on CERN Twitter account, on LinkedIn, on CERN Facebook account, in Euraxess (European Commission job website for researchers).
- Video (created by Jasmine Benson, Sebastian Medykowski, and Ioannis Georgopoulos)
- www.cern.ch/openlab/summer-student-programme





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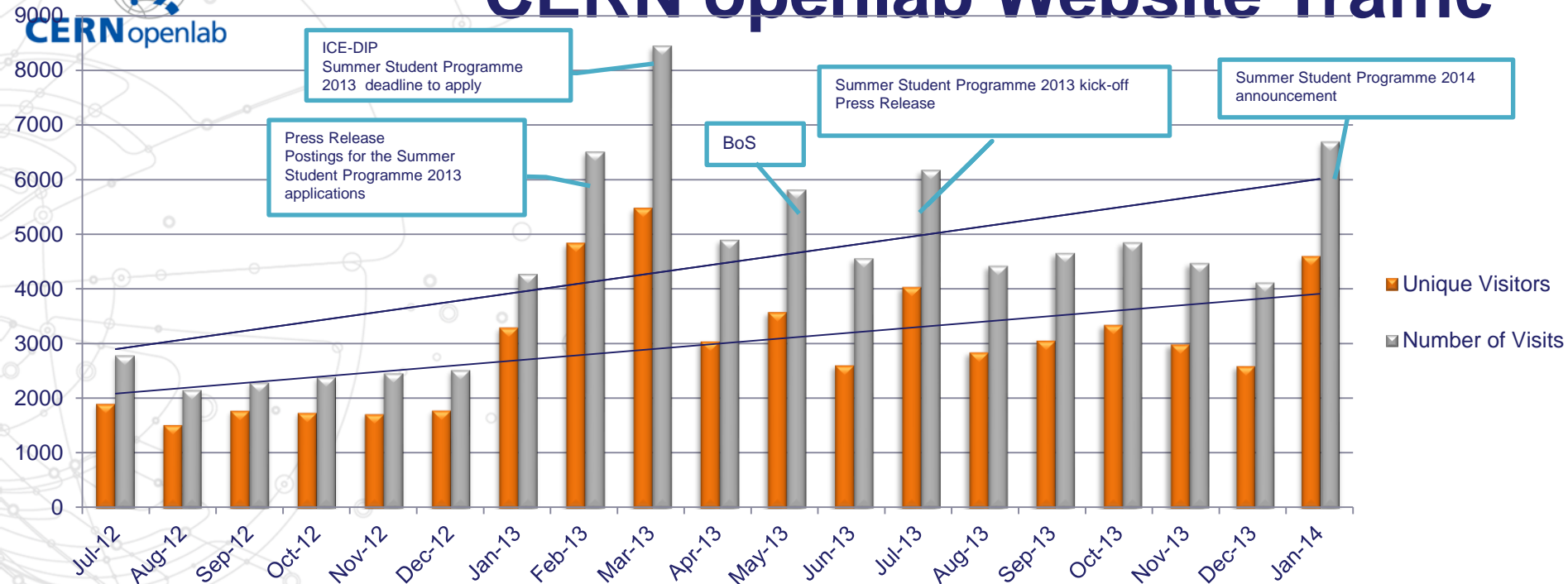
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CERN openlab Website Traffic



Unique Visitors
(Unique IP per month)

=> **Increase of 100%** over the last 20 months (calculation based on the linear trendline): from an average of 2000 unique monthly visitors to almost 4000.

(Incoming) Visits

(visitors who have not been on the website within the last 60 minutes)
=> **Increase of 115%** over the last 20 months (calculation based on the linear trendline): from 2800 to about 6000 incoming visits per month.



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Computing Colloquia and IT Seminars



- › CERN Computing Colloquia present future trends in computing and information technology that are of broad interest to the physics and computing community at CERN. They are generally held in the main auditorium.



- › CERN IT Seminars are more technical and generally held in the IT auditorium as they are targeting computing experts.



- ⇒ We will be glad to help you liaise with CERN IT Department to participate in such colloquia or seminars: feel free to share your ideas with us



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- › All documents (press releases, web pages, case studies, advertising campaigns, billboards, posters, presentations, etc.) mentioning CERN or CERN openlab must be sent to CERN for approval
- › We will help you with this approval process: please contact us as soon as you have a project, even if this is at a very early stage (the sooner the better)



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- › **Draft version will be sent to the CERN openlab sponsors for content related feedback**
- › **Printed version available to you by the end of Spring 2014**
- › **Website content will be updated based on the agreed content of the annual report 2013**



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- › **Next Board of Sponsors: 7 – 8 May 2014**
- › **Next Major Review Meeting: 25 September 2014**

Questions?