

CERN openlab Communications

CERN openlab III Major Review Meeting
29 January 2009

Mélissa Le Jeune





2008 Key Events Coverage in Figures



- Open Days (05-06/04/2008): 76,000 visitors
- First Beam Day (10/09/2008): massive press coverage!
 - More than 500 TV companies picked up the eurovision feed and broadcasted part of it
 - Thousands of articles in the press
 - Google home page customized with the LHC
 - Webcast: peak load of 14000 connections handled by external webcast companies and 4000 connections from CERN
 - The CERN webservices handled more than 100 million requests (as compared than less than 4 million on normal days), equal to 0.4% of the global internet traffic
 - CERN openlab website traffic 300% up





2008 Key Events Coverage in Figures



- LHC Grid Fest (03/10/2008): a Worldwide event
 - 2 Press Releases quoting CERN openlab (CERN one and CERN openlab one)
 - 46 Media and key IT Journalists assisted to the event, enabling intense coverage
 - Live Connections with 11 LHC Computing Grid sites all over the world and many local events organized in parallel by some tier-1 sites and tier-2 sites

- LHC Inauguration (21/10/2008):
 - 31 TV companies took the satellite feed, webcast live for 12 hours with peak of 1200 simultaneous viewers on internal servers, 1,400 invitees and 43 delegations from all over the world including Head of State and Prime Ministers

⇒ Those events created awareness amongst general public and reinforced high tech image of the organization:

e.g. on Google, the term 'Large Hadron Collider' was the 6th fastest rising topic in the UK (just before 'Obama'!) and the 10th fastest in New Zealand in 2008!

- Specific coverage follow-up since July 2008:
 - All the articles can be consulted in the Press Coverage section of CERN openlab website (82 articles since July 2008)
 - A detailed tracking is done in parallel (providing details concerning the sponsors quoted, the media, the number of words, etc.) ⇒ *Feel free to contact me for any specific request concerning the specific coverage related to openlab and your company.*
 - Journalists' database is being built in parallel

www.cern.ch/openlab

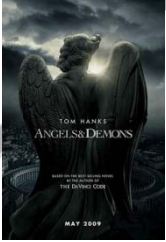


The screenshot shows the CERN openlab website. The top navigation bar includes the CERN openlab logo and the text 'CERN openlab' and 'IT Department'. The main content area is divided into several sections:

- News | Events**: A sidebar menu with a red circle around 'Press Corner' and a red arrow pointing to it. Other items include Press Releases, Press Coverage, Multimedia Corner, and Partners' Spotlights.
- Breaking News**: A red banner with the following text:
 - 22th January - Application period now open for CERN openlab Summer Student Programme 2009!
 - 18th December - Oracle enters phase three of the CERN openlab, adding a new chapter to a long-standing and fruitful collaborative story
 - 20th October - Intel extends its partnership, enters phase three of the CERN openlab
- Related Links**: A section with sub-sections:
 - To openlab sponsors**: Partners (HP, Intel Corporation, Oracle, Siemens, Contributor, EDS)
 - To CERN projects**: openlab Welcome site, LHC Computing Grid (LCG), E-GEE project
- More**: A section with a sub-section:
 - openlab Annual reports**:
 - Annual report #07 (PDF, big file, 28.3MB)
 - Annual report #06 (PDF, big file, 2.9MB)
 - Summary Report 2003-2005 (PDF, big file, 2.0MB)
 - Annual report #04 (PDF, big file, 2 MB)
 - Annual report #03 (PDF, big file, 1.2 MB)
- About CERN openlab**: What it is, Participants
- Documents**: Annual Reports, Technical Documents, Presentations, Guiding Principles
- Management**: oMU structure, People
- openlab III**: Automation - Controls CC, Database CC, Networking CC, Platform CC

- 2 non technical press articles related to CERN openlab were published since last Major Review Meeting by openlab members:
 - 'openlab's summer programme for students promotes high tech in a multicultural setting', CNL, September 2008, MLJ
 - 'CERN openlab welcomes Siemens as latest partner', CNL, November 2008, Renaud Barillère
- The News published on the website are indexed by Google, ensuring better visibility.

Upcoming Events Related to CERN



■ Angels and Demons:

- Dan Brown's book *Angels and Demons* is a detective story about a secret society that wants to destroy the Vatican using an antimatter bomb. In the book, the antimatter is stolen from CERN. A [specific webpage](#) is answering the key questions the readers sent to CERN.
- The movie directed by Ron Howard and based on the novel will be launched in May in the USA. A special event will be organized in Geneva and at CERN in the Globe the 12-13 February 2009.



■ Exhibition together with Geneva University celebrating its 450th birthday: “Accelerating Science”

- Will be presented first at the University and will then be hosted by CERN in the Globe for 3 months (mid July to mid October). By the end of October the exhibition will start travelling from one city to one another for 5 years.



■ Restart of the LHC: next summer

- At the beginning of the restart, permanent webcast from the CERN Control Centre with updates given by experts on a very regular basis.



■ Launch of the permanent exhibition in the Globe focusing on CERN and High Energy Physics (end of year 2009 or beginning of year 2010). Sponsored by Rolex.



- CERN Computing Colloquia present future trends in computing and information technology that are of broad interest to the physics and computing community at CERN.
 - The colloquia are open to all and free of charge. To participate from outside CERN, please contact the [colloquium organizer](#) to arrange access.
 - They are organized on a monthly basis and the list of future scheduled colloquia may be found under InDiCo by clicking [here](#).
 - Next CERN Computing Colloquium:
 - Thursday 26 February 2009
 - Speaker: Vinton G. Cerf, Google vice president and chief Internet evangelist
- ⇒ *The talks are video recorded so few days after the event it is possible to watch them by clicking [here](#).*

Summer Student Programme 2009

- **Timeline 2009:**
 - Call for projects in IT by 28th February
 - Student applications by 31st March
 - Students between June and September, 2-month stay

- A leaflet and a poster are available and can be downloaded on CERN openlab website (www.cern.ch/openlab)



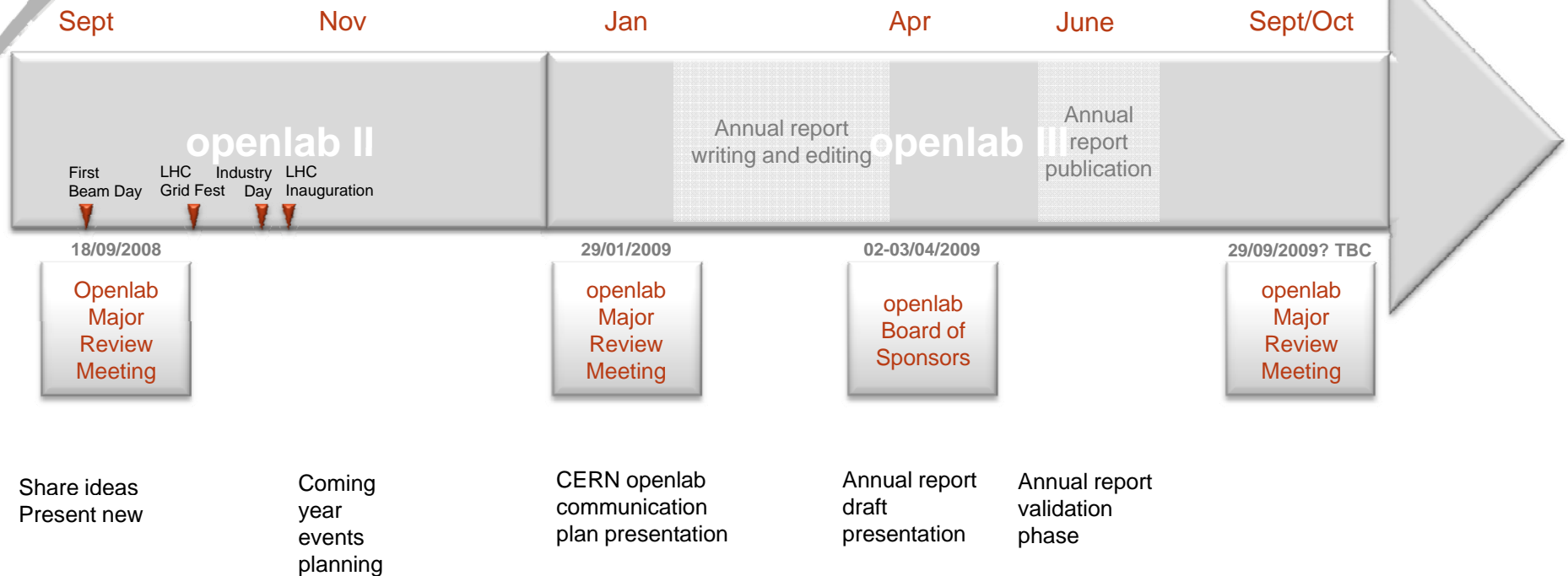
- **Communication:**
 - Information already posted on CERN openlab website, CERN Courier website (job section), Euraxess (European Commission job website for researchers), as well as key technology universities career websites
 - E-mailing to the Computer Science Departments, the alumni organizations and the Career Information Officers of 48 key technology universities part of CERN member countries

⇒ Feel free to spread the word!



Coming Months Timeline

Annual Report
 Press Release
 Projects Leaflets
 Cern Courier Article
 Openlab Leaflet
 Website Update



Major Review meetings and Board of Sponsor Meeting
 Key 2008 events