

CERN openlab Communications

CERN openlab III Board of Sponsors
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Major New Actions Implemented

- Mechanisms to:
 - constantly measure the impact of all communications
 - report sponsor specific results

- Permanent liaison with sponsors on communications matters

- Rigorous registration of all dissemination material

- Background actions such as:
 - the quotes repository
 - the web news (management and technical related news)
 - press coverage database
 - journalists database
 - ...



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



The Google homepage graphic on the day of the LHC startup.



CERN openlab presentation – 2009



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 organisation:

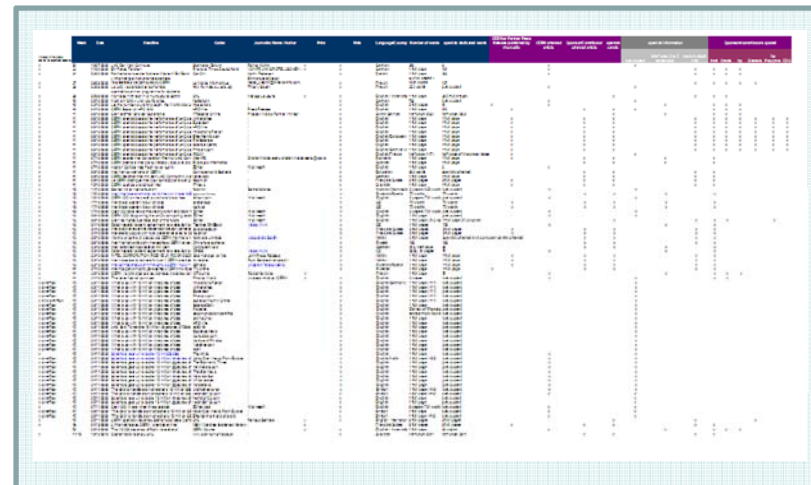
e.g. on Google, the term 'Large Hadron Collider' was the 6th fastest rising topic in the UK (just before 'Obama'!) and the 10th fastest in New Zealand in 2008!

- Specific coverage follow-up since July 2008:
 - All the articles can be consulted in the Press Coverage section of CERN openlab website (roughly a hundred articles since July 2008)
 - We have improved our tracking for the articles written by slavonic or asian journalists (200 more articles covering the July 2008 – March 2009 period to be included to our Press Coverage section in the coming weeks)
 - A specific database is available to you (providing details concerning the sponsor(s) quoted in each article, 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 too

www.cern.ch/openlab



The screenshot shows the CERN openlab website interface. On the left, there is a navigation sidebar with several menu items. The 'Press Coverage' link is highlighted with a red circle and a red arrow. Other visible items include 'About CERN openlab', 'Documents', 'Management', and 'openlab III'. The main content area features a 'Breaking News' section with several headlines and dates, such as '20th January - Application period now open for CERN openlab Summer Student Programme 2009'. Below this, there is a section titled 'What the CERN openlab is' and an 'Annual Report 2008' section with a small image of a person.



The screenshot displays a large, multi-column table with a grid-like structure. The columns are densely packed and contain various data points, likely representing the details of press clippings as mentioned in the text. The table is organized into several sections, with headers and sub-headers visible. The data appears to be sorted or filtered in some way, with rows containing detailed information for each entry.



■ 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 has been organized in Geneva and at CERN in the Globe the 12-13 February 2009.



■ World Wide Web@20

- A celebration was held in [the Globe](#) on the afternoon of the 13th March to bring together those who created the web at CERN. The event included short presentations from Web veterans, a keynote speech from Tim Berners-Lee, a demonstration of the original browser on the NeXT computer, and a series of presentations.



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

- Will be presented first at the University (April, May, June 2009) 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.

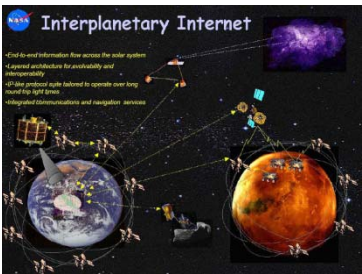


■ Restart of the LHC: next autumn

- 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](#).
 - Last CERN Computing Colloquia:
 - 27 January 2009, speaker: Craig Barrett, Intel chairman of the board, 'Inspiring Innovation'
 - 26 February 2009, speaker: Vinton G. Cerf, Google vice president and chief Internet evangelist, 'Tracking the Internet into the 21st Century'
- ⇒ *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 were developed and are available on CERN openlab website (www.cern.ch/openlab)

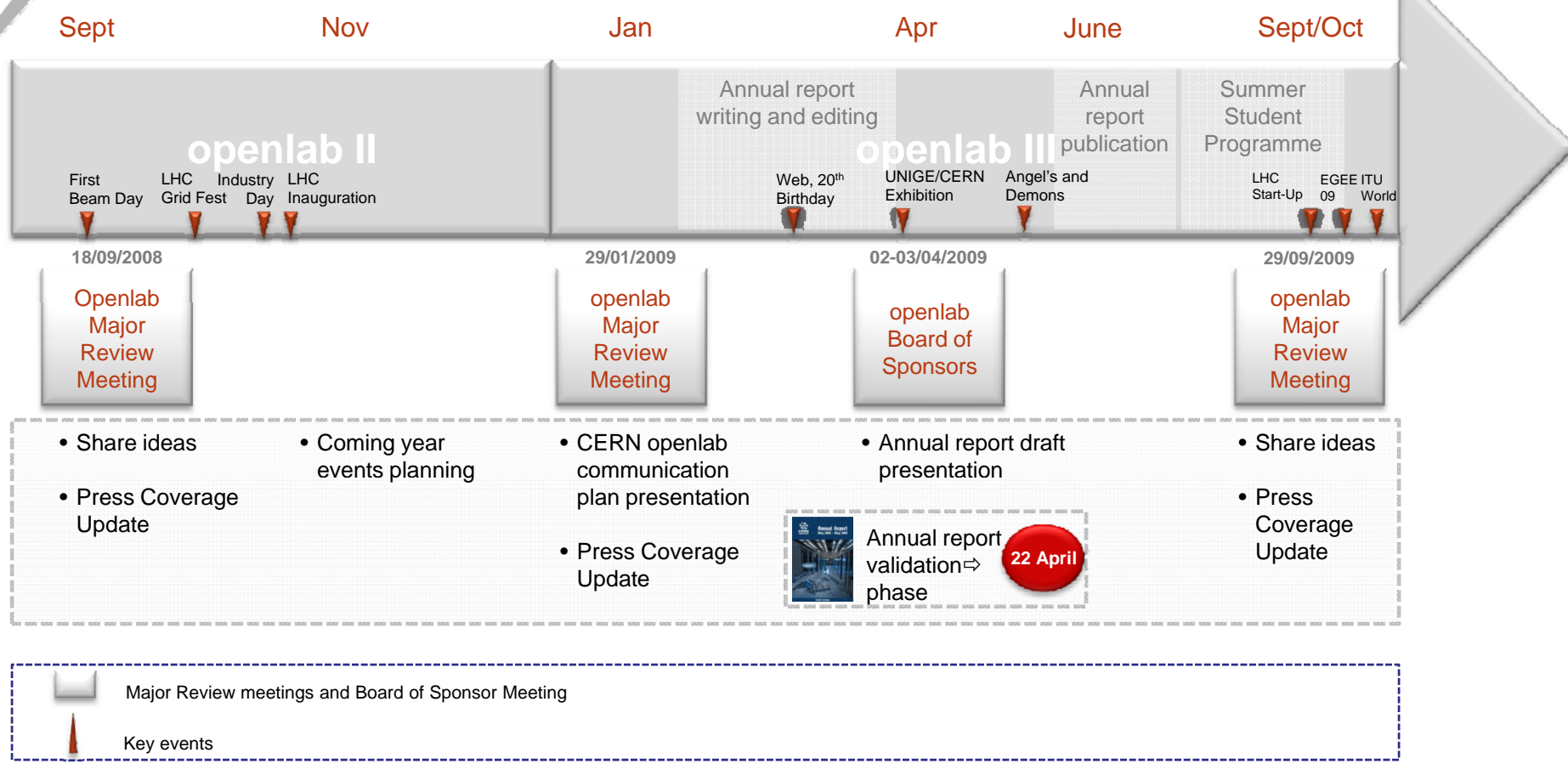


- **Communication:**
 - Information already posted on CERN openlab website, CERN Courier website (job section), Euraxess (European Commission job website for researchers), as well as key technology universities career websites
 - E-mailing to the Computer Science Departments, the alumni organizations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

⇒ We are now entering the selection phase!

Annual Report
Press Releases
Projects Leaflets

CNL, CERN Courier Articles
openlab, Education, Partners Leaflets
Website Update



- Share ideas
- Press Coverage Update
- Coming year events planning
- CERN openlab communication plan presentation
- Press Coverage Update
- Annual report draft presentation
- Share ideas
- Press Coverage Update

 Major Review meetings and Board of Sponsor Meeting
 Key events