

YEARS / ANS **CERN**

Communicating CERN:

achieving a balance between local,
national and international stakeholders

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LHCb

ATLAS

CERN Meyrin

CERN Prévessin

SPS 7 km

ALICE

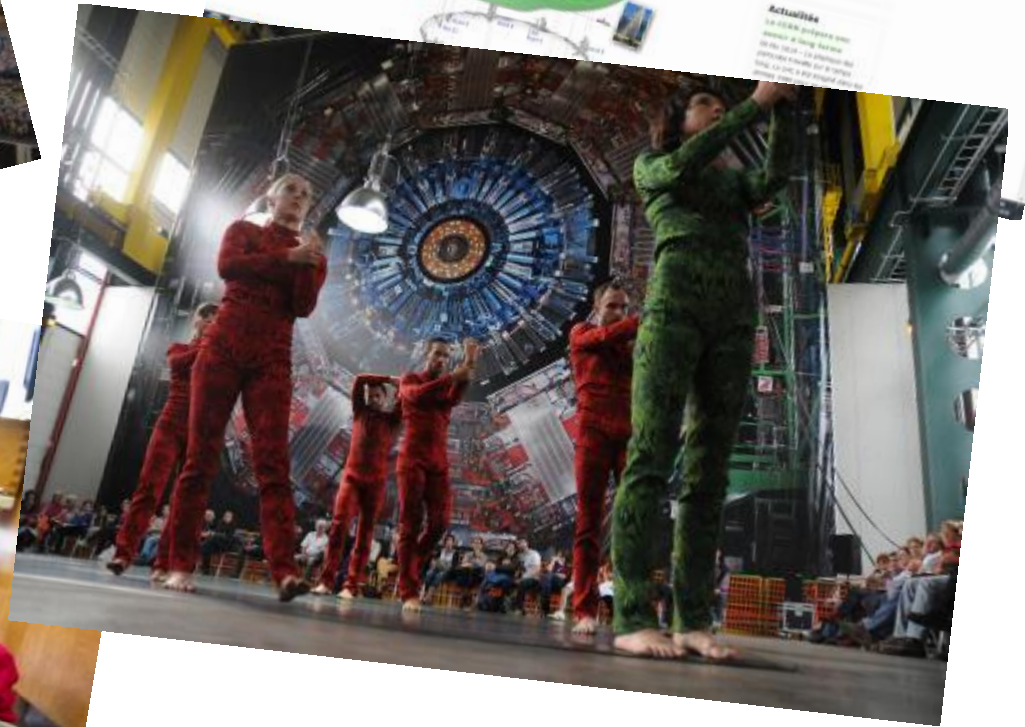
CMS

LHC 27 km

SUISSE
FRANCE




PASSEPORT
 Big Bang



TEDxCERN
 x = independently organized TED event





Department for Business Innovation & Skills



Science & Technology
Facilities Council

www.stfc.ac.uk



is playing a leading role in the world's biggest scientific experiment the Large Hadron Collider at CERN in Geneva - recreating the conditions that existed a trillionth of a second after the beginning of the Universe.



Social media



@CERN
925,000
followers

@CERN_FR
11,000 followers

@CERN_JOBS
6,400 followers



CERN
267,000 likes

CERN Jobs
21,000 likes



82,000 have
CERN in
their circle

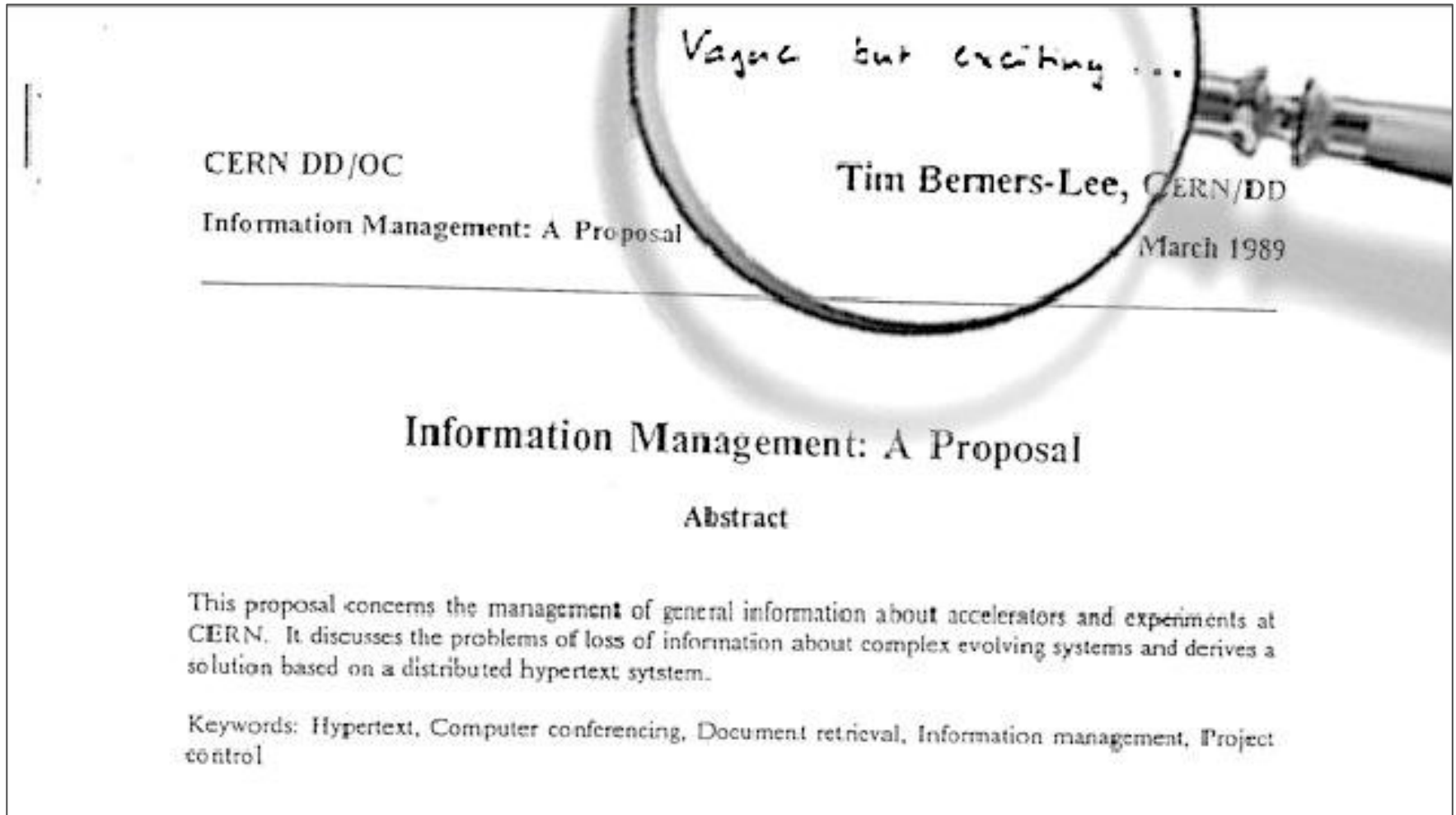
Google
hangouts

Explore
CERN with
Streetview



17,900
followers

Benefits to global society



Our communication challenges

- Create positive environment for science
- Spread awareness of the benefits to society
- Build personal connections with policymakers

Curiosity-driven research is essential!



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