

I'm not a communicator



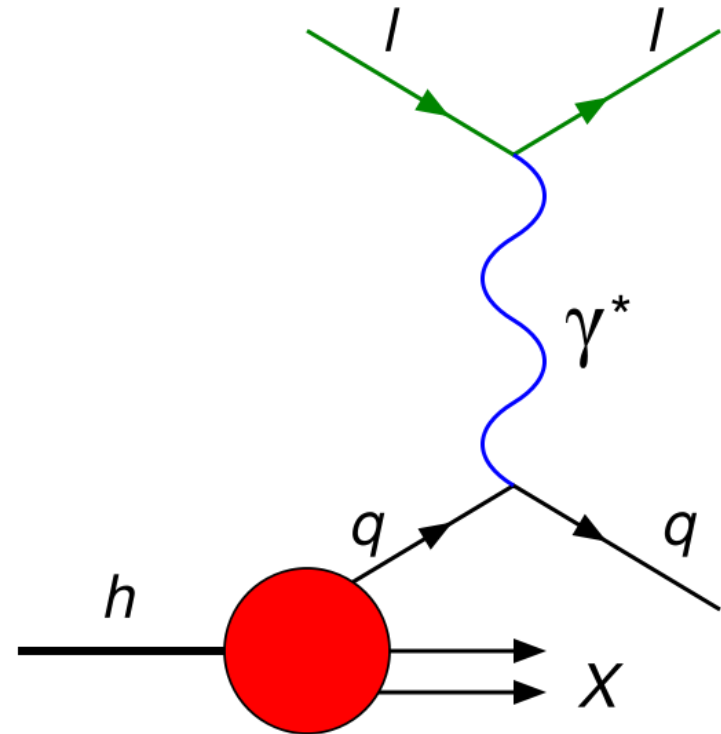
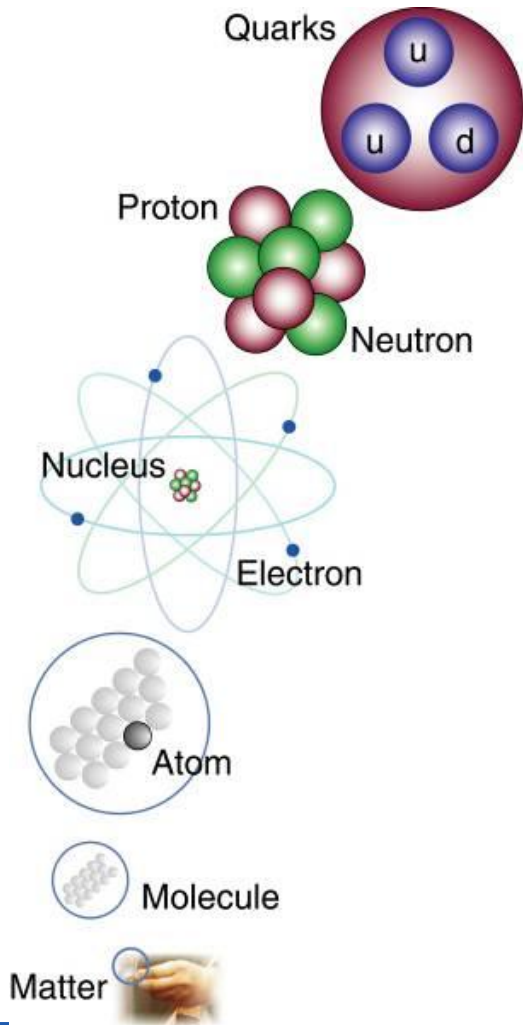
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I'm a scientist



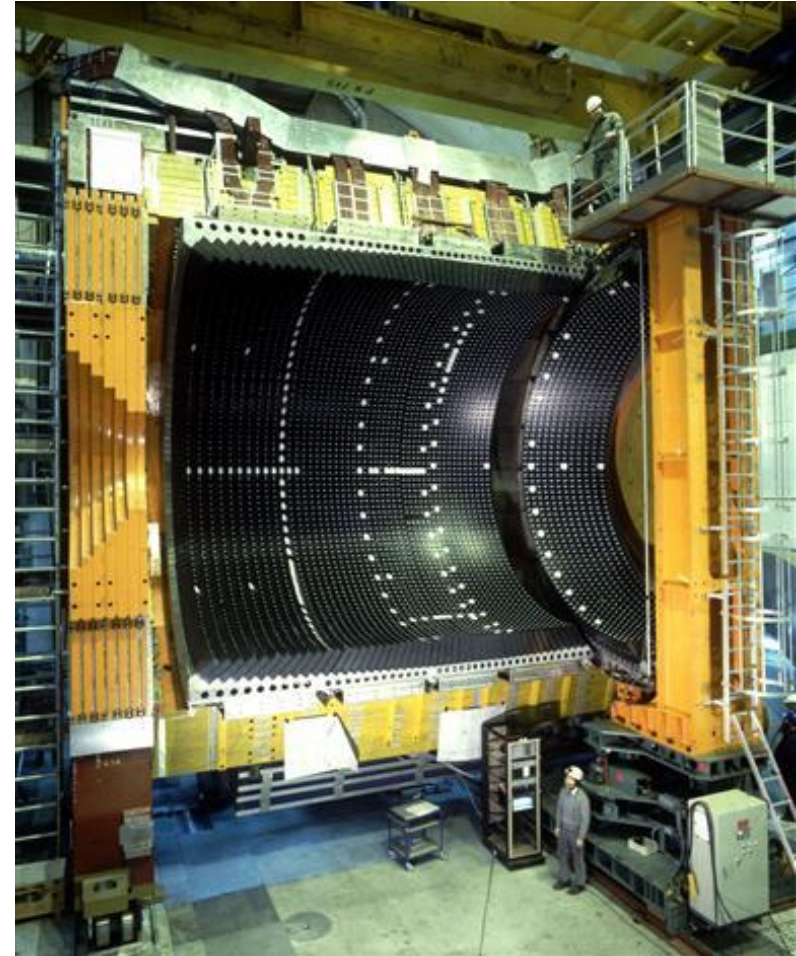
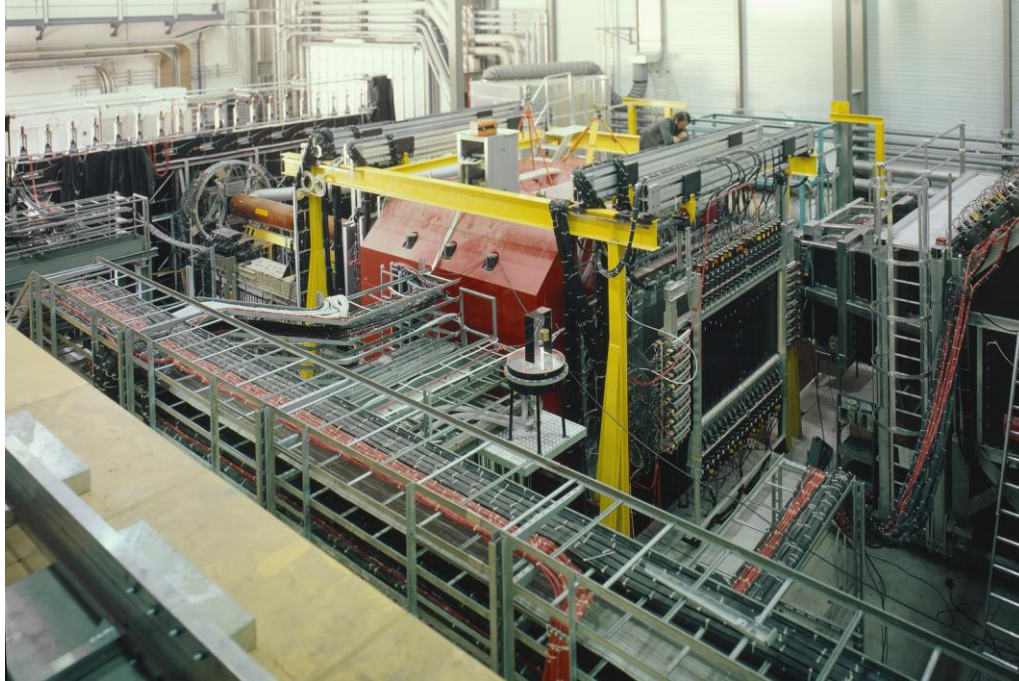
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This is what I was trained to do...



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This is where I did it...



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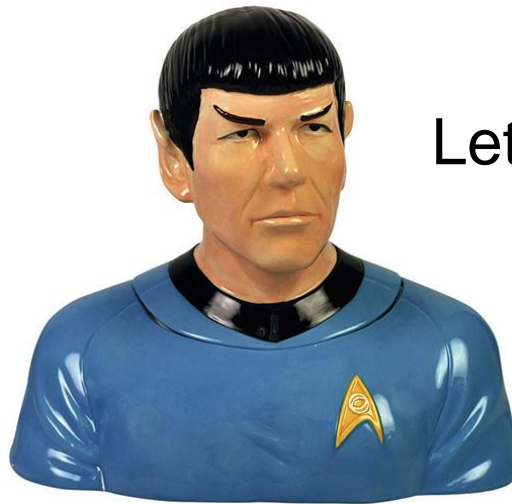
So what am I doing here?



Public funding



Let nation speak unto nation



Passionate scientist



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1992



James Gillies
Head science



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Back to CERN



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Communication is scientific...



**KEEP
CALM
AND USE THE
SCIENTIFIC
METHOD**

• **Observation/Research**
Our neighbours/survey

• **Hypothesis**
Survey shows they were right. Be nicer to them if we want that to change!

• **Prediction**
If we're nicer to them, they'll understand us better, maybe like us more.

• **Experimentation**
Communicate better with the neighbours.

• **Conclusion**
Strategic Communication is a key function of the organization.



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Physics has an image problem

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Shortcuts

The mother who never goes out without her daughters

A royal child's relationship with its parents is always going to be an intriguing one. Take Charles: a middle-aged man whose life purpose cannot commence until his mother pushes off, either off the throne or into the next dimension.

But it's Princesses Beatrice and Eugenie who provide the most fodder for thought on this account. These two young ladies, perfectly pleasant by all accounts, seem to have a relationship with their mother, the indefatigable Fergie, that is so close as to be downright stifling. The three are frequently photographed at parties and premieres together and this week Fergie and her ex-husband were photographed leaving a restaurant together. She did leave the girls at home but they were present in spirit, thanks to Fergie's Anya Hindmarch handbag, which was emblazoned with a picture of her daughters.

For New Year's Eve, Beatrice and Eugenie, 18 and 16 respectively, went to Thailand for the party where Pete Doherty sort-of-but-not-really married Kate Moss. Quite a good gig for two teenagers, you would think. Except that their mother went with them. Fergie has hooted in interviews about how she and Beatrice like to go "on the pull together" and Beatrice recently cooed that her ambition was to be "a mini-mummy (because) her behaviour is one I'd really like to follow". Ah-toe-sucking-chool.

In this day of family breakdowns and the end of the nuclear unit, isn't it heartening to see two teenagers so happily close to their mother? Others have been spotted partying with their mothers, too: Moss herself was photographed at Manumission in Ibiza with her mum. None the less, we all remember what it was like to be 18: the idea of going to a party with one's mother was pretty much up there with joining the after-school physics club in terms of social humiliation. So either they are doing this under



Isabel Cole ... Fergie with Beatrice and Eugenie and, left, her bag with their picture on

In this day of family breakdowns, isn't it heartening to see two teenagers so close to their mother?

sufferance or, as has long been suspected, the royals don't have normal human reactions. This would explain how William and Harry continue to live day to day, seemingly unhampered by their father's once-professed wish to be a female sanitary product when most other people would have fled to Tanzania. But frankly the thought of Fergie turning up in Manumission is enough to make you beg Beatrice and Eugenie to, please, take a stand now.

Hadley Freeman

PHOTOGRAPH: EMMA COLES PHOTOGRAPHY/GETTY

Guardian Unlimited
think of escaping

2 The Guardian 18.01.07

“We all remember what it was like to be 18: the idea of going to a party with one’s mother was pretty much up there with joining the after school physics club in terms of social humiliation.



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CERN has (had?) an image problem

What is CERN?

European Organization for Nuclear Research?

European Laboratory for Particle Physics?

Perception

CERN is a nuclear lab

CERN does military research

CERN is secretive

CERN is closed

Reality

Particle physics

Forbidden

Publishes openly

Open to the public

Much of our intranet is accessible.

Our scientists are encouraged and enabled to communicate.



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Naïve approach?

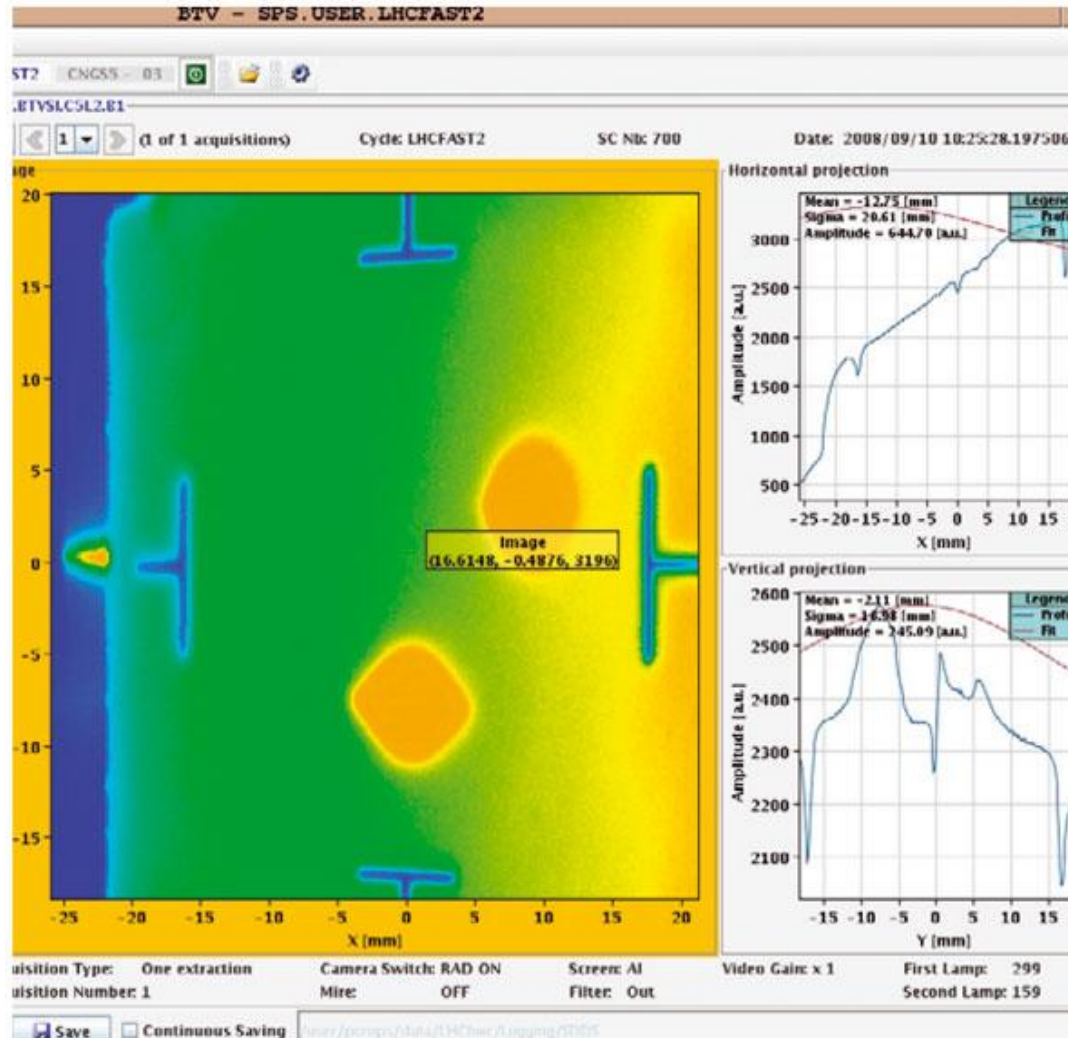


Naïve approach?



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Naïve approach?



Informed naïvety



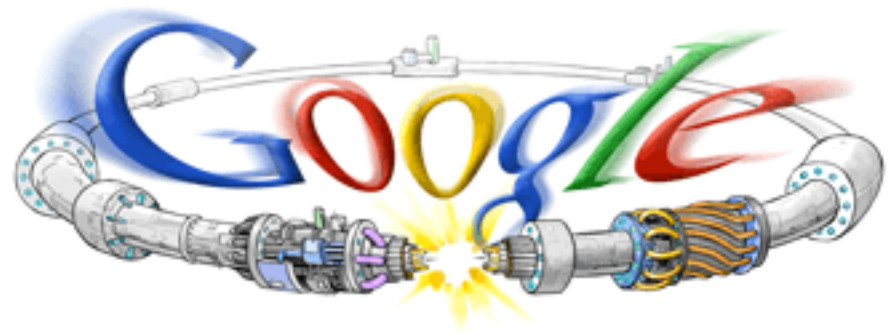
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Informed naïvety



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Highs and Lows



- **340 media outlets on site**
- **450 broadcasters**
- **2500 transmissions**
- **91 stand-ups**
- **Audience in hundreds of millions**

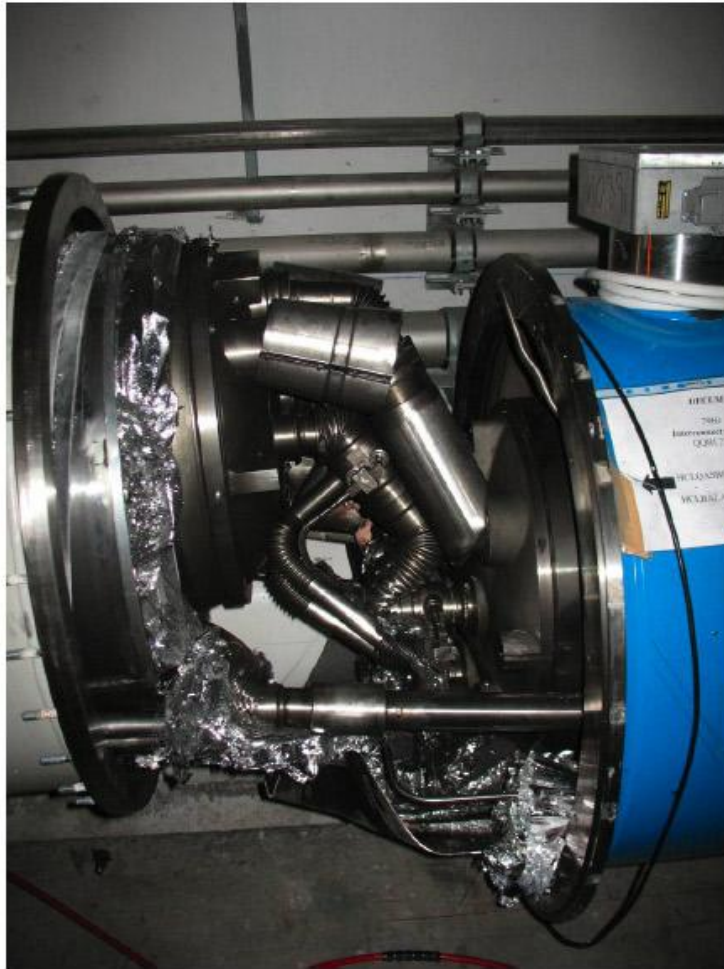
We changed the culture of CERN that day...

“CERN is the new NASA!”



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Highs and Lows



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Highs and **Lows**

Not the incident itself – but what happens when you get the crisis comms wrong.



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Result..



dreamstime.com



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Why it matters



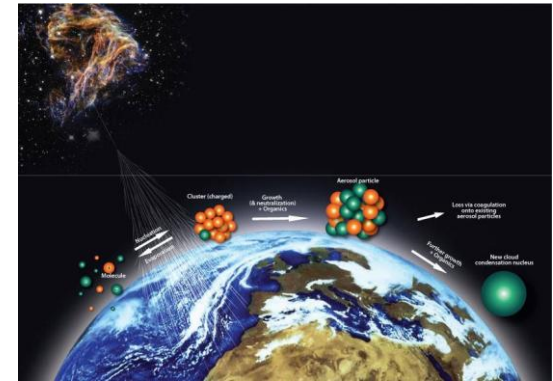
MMR...



Energy...



Mobile phones...



Climate change...

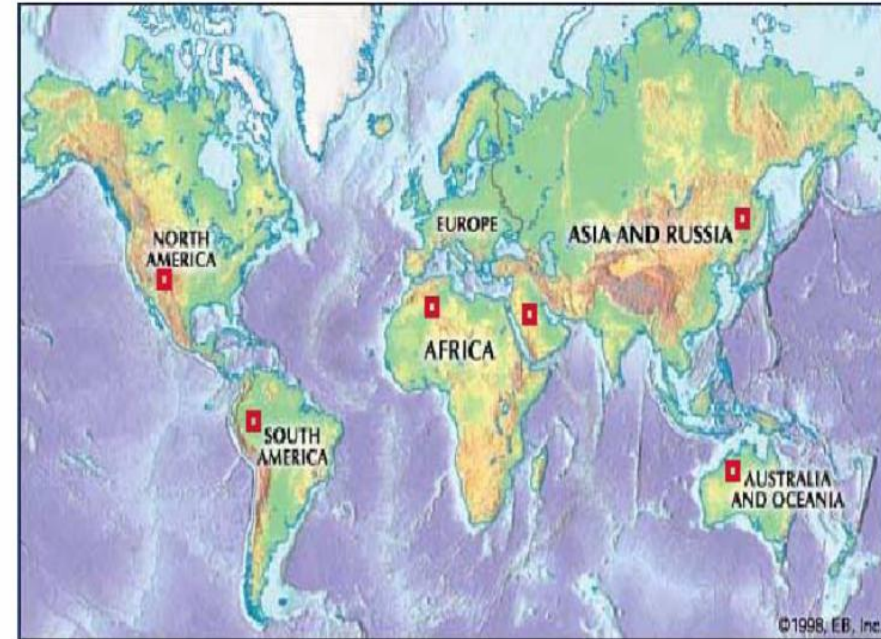
Science needs to re-engage



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Why it matters

- World uses energy at the rate of 15.7TW
- Set to increase by 50% by 2030
- 1.6 billion people lack electricity
- ~80% generated by burning fossil fuels
- ~10% generated by burning combustible renewables
- ~5% nuclear
- ~5% hydro
- ~0.5% all other renewables



6 boxes sized to produce 3.3TW of power each (20TW total – 630EJ)

Source: Lewis et al 2003c



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Source: Talk by Professor Sir Chris Llewellyn-Smith. The Energy Challenge and the Need for Nuclear, 24 March 2011.

Why it matters



Dare to believe



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Recipe for a happy life?



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www.cern.ch