

CERN openlab Communication Strategy 2007

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- CERN openlab phase 2 kick-off event in April
- Intel HPC Roundtable event in May (visit to CERN)
- HP Invent Centre "Grid Industry Readiness Event" in June
- CERN openlab student programme (HP, Intel 2 each) June-September
- Oracle speaker at EGEE public session on e-archiving in September
- Collaboration with HP and Intel at Supercomputing '06 in November
- Intel quadcore launch event in the Globe, November
- VIP visits: Craig Barrett, Chairman, Intel; Juan Rada, Senior VP, Oracle
- Various partner documents (press releases, case studies etc.)
- openlab communications intern (Intel-sponsored 6 month internship) Jan-June
 - produced openlab-2 flyers, organised major Intel events, internal dissemination.

- Intense media coverage anticipated
 - Opportunity to bring groups of journalists
 - NB experiments no longer visitable after ~August!

- Computing Expo in Computing Centre
 - All visitors, VIPs and press would see this, spend time there.
 - Themes are "Moore's Law", "From Web to Grid" "Future of computing"
 - Will feature original Next server on which web was developed.
 - Sponsorship opportunities include:
 - Equipment and/or neat demo material
 - Manpower to develop expo (student, intern – funded or seconded)



- **Computing Itinerary for visitor groups**
 - When experiments close, CC becomes key visitor attraction
 - Computing itinerary involves ATLAS control centre, CC
 - Sponsorship opportunities include:
 - Wireless guide system for visitors
 - Computing related expo in the Globe

- **LHC start-up "Gridcast"**
 - 6-months of blogging and podcasts by the LHC community
 - Based on successful Gridcast from Supercomputing 06
 - (<http://gridcast.web.cern.ch/Gridcast/>)
 - Sponsorship opportunity
 - Web producer/consultant (funded or seconded)



The screenshot shows the Gridcast website interface. At the top, it says "Gridcast" with a logo and "FACES & PLACES BEHIND THE GRID". Below this, there is a globe and a quote: "Like the Web in the 90s, some of the most exciting developments in the emerging field of Grid technology are being made by researchers to help scientific collaboration around the globe." A small circular inset shows a woman's face with the text "What is a Gridcast anyway?". Below the quote, it says "Gridcasts are an attempt to share some of that excitement with the public; podcasts and blogs will give you a grassroots view of the hottest news at the cutting edge of scientific Grids." The main content area is titled "13 - 17 Nov 2006" and "Gridcasts from SuperComputing 06 - Tampa, FL". There is a list of recent gridcasts with timestamps and titles, such as "Nov 16 - 2:30 pm What is CERN?", "Nov 16 - 1:30 pm What do you know about Grid computing?", "Nov 15 - 2:30 pm Neil Thompson (Intel) bonding chemistry about the new grid.com", "Nov 15 - 1:30 pm Peter Clarke from UK e-Science", "Nov 15 - 10:30 am Giuseppe Ambrosio from the INFN grid stand", "Nov 14 - 9:30 pm Bob Jones, CERN project director, from the CERN stand", "Nov 14 - 1:30 pm Harvey Haiman, Professor of Physics at Caltech, explains different aspects of the SC06 bandwidth data challenge", and "Nov 13 - 09:30 pm Vicky White, computing division head at Fermilab, from the FNAL ATLAS stand at SC06". At the bottom, there is a section titled "CERN @ SuperComputing 06 - Blogs from the CERN crew" with two entries: "Simone Campana" (a physicist who betrayed his past) and "James Casey" (a staff member at CERN working on the...).

■ Grid Events worldwide

- AAAS Meeting San Francisco (Grid session with EGEE) Feb 15-19
- CEBIT Hannover (CERN on BMBF stand) Mar 15-20
- Hannover Messe (CERN on BMBF stand) Apr 16-20
- **EGEE Users Forum and OGF meeting (EGEE Manchester) May 9-11**
- **CHEP'07 (Victoria, BC) Sept 2-7**
- **SC'07 (CERN/Caltech stand, Reno, NV) Nov 10-16**

■ Grid Business Plan competition

- Europe-wide competition, based on successful UK technology prize
- EGEE, PPARC support
- Three phases, run by Qi3 consultancy:
 - First call for 1-page business ideas – filter out top 30
 - Selected teams get training in Grids and business plan development at CERN
 - International committee selects winners, press event at CERN
- Sponsorship opportunity: gold/silver sponsor = 25kCHF/5kCHF
- Gold sponsors contribute a committee member
- Prize sponsor = cash or equipment value 10kCHF



CERN openlab student programme

- 20 Students from Europe, US, Asia (BSc-MSc-PhD levels)
- Projects involving Grid technology, team-based
- 2 months at CERN + company visits + pre- and post- visit projects
- 5kCHF to sponsor one student



CERN openlab communications intern

- “Embedded” in CERN IT Communications team
- Develop dissemination material for partner, openlab
- Plan media, customer events at CERN
- Participate in computer expo, gridcast event
- Can be CERN intern or seconded from partner company
- 6 months at 4kCHF per month = 24kCHF

Communications Menu for 2007

- 1) Computing Expo in CC – equipment, intern
- 2) Computing Itinerary at CERN – equipment, intern
- 3) LHC startup gridcast – Web producer, sponsorship
- 4) Grid events – collaboration, in-kind contribution
- 5) Grid Business Plan – sponsorship
- 6) CERN openlab students – sponsorship
- 7) CERN openlab intern – sponsorship or secondment



Comment of the year 2006

"CERN openlab...aren't you the guys who run that LHC project?"

(Journalist at a meeting in London)

...CERN openlab is a great brand – let's continue to build it together!