



Centre de Calcul de l'Institut National de Physique Nucléaire et de Physique des Particules

Towards a collaboration in communication & outreach with KEK

Gaëlle Shifrin – March 10, 2015



- Mainlines of communication politics at CC-IN2P3
- Potential joint communication actions between KEK and CC-IN2P3

Missions of the communication and partnership office (2 people)

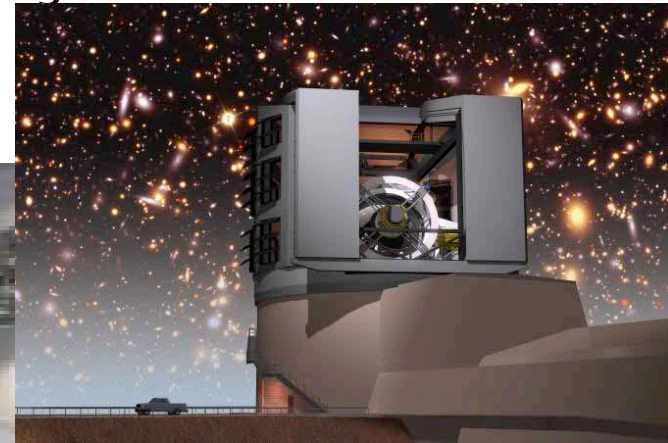
- Promote the CC-IN2P3 and position it as a major scientific actor at local, national and international levels
- Create, develop, and coordinate partnerships
 - ✓ inside and outside the CNRS (institutional representatives, funding agencies, etc.)
 - ✓ with French schools and Universities
 - ✓ with companies
 - ✓ with foreign labs
- Help securing additional funding thanks to those partnerships and communication actions

Our communication targets

- General Public and Young People
- Institutional representatives and funding agencies
- Press
- Institute level communication (IN2P3)
- Unit level communication (CC-IN2P3)

General messages

- « The CC-IN2P3 is a high performance data center for scientific research, with a high level facility and technologic expertise »
- « The CC-IN2P3 contributes to scientific research, in particular in High Energy Physics, in an international context »
- « CC-IN2P3 main applications are evolving from particles physics (LHC) to astroparticle physics (LSST) »



Main actions of communication

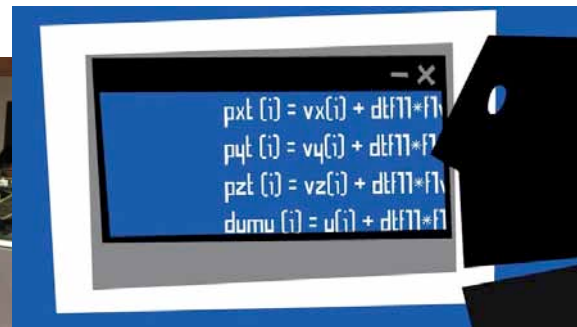
- “Festival Particule.com”
- SuperComputing Conference
- Edition of the “IN2P3 Informatique” newsletter
- Edition of communication supports
- Joint communication with suppliers and partners
- Visits of the computing room and the CC-IN2P3 Museum
- Visits of international partners (ex: CERN, Israel)
- Organization of seminars
- Social networks  
- Goodies for our visitors 😊

- Biennial event created in 2008
- In collaboration with physics labs
- For General Public and Young People (1,500 attendees in 3 days)
- Presenting computing and physics by arts (ex: creation of an original play about the LHC)
- Financial support from Regional Council



Visits of the CC-IN2P3 facilities and Computing Museum

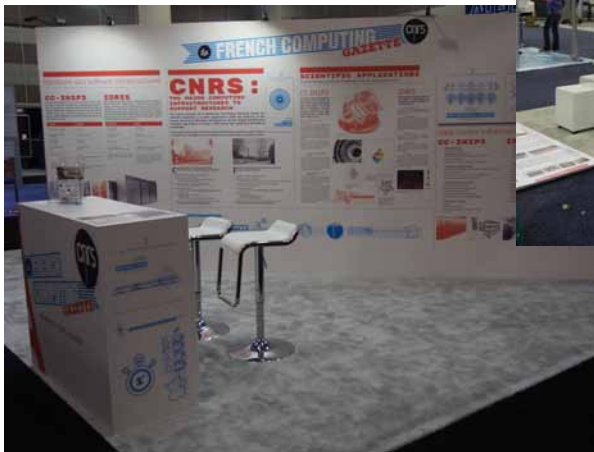
- Visits of the computing room by young people and other public or partners (hundreds of visitors each year)
- CC-IN2P3 Computing Museum presenting the evolution of computing and the CC-IN2P3 infrastructure



‘- Waouh, children, look at that: a floppy disk!
- a what..?’

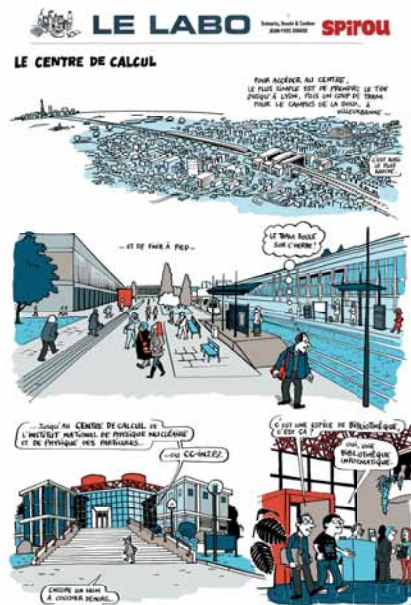
SuperComputing

- 4th participation as exhibitor
- Hundreds of visitors on the booth
- What? 'Computing at CNRS' since 2014
- What for? improve the visibility of CNRS and CC-IN2P3 at an international level



SuperComputing

- How? using an original communication in a constrained budget
- Joint communication with industrial partners (DELL, UNIVA)



- This year, KEK and CC-IN2P3 booths are neighbors!
- Joint communication action?
 - ✓ Present the collaboration
 - ✓ Use a KEK experiment
 - ✓ Organize a common draw
- Ideas? (Green 500...)



Historic of collaboration with KEK in communication matter

- Several articles published in the 'IN2P3 Informatique' newsletter (target : IN2P3 and IRFU computer engineers)
- Participation of Prof. Setsuya Kawabata in the CC-IN2P3 20th Anniversary



We can do more!

- CC-IN2P3's strategy in communication includes the development of relationships with foreign labs
 - Long standing collaboration with KEK in physics and computing...
 - ...why not in communication and outreach?
- How to?
 - Develop a common network of contact persons for communication matters
 - Use SuperComputing as a use case?
- Expected outcomes
 - Exchange experience and good practices
 - Promote this collaboration