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CMS Communications Strategy for external audiences

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Communicating the breadth of research—from fundamental physics to cutting-edge detector upgrades—to non-expert audiences is a key challenge for the 6,000-strong CMS collaboration. Recognizing this, the CMS External Communication team embarked on a comprehensive strategic review - approved by the collaboration last year. Through extensive collaborative sessions, core team members defined key messages, identified target audiences, and evaluated past and ongoing outreach initiatives. This process culminated in the development of a refined communication strategy, encompassing new project proposals and a robust and sustainable framework for mapping and engaging the vast collaboration. This talk will detail the key conclusions of this strategic review, outlining the identified target audiences and the core messages prioritized for public dissemination, and addressing the mechanisms implemented to maintain real-time awareness of various activities. Furthermore, this presentation will showcase the initial results and impact of the implemented changes, highlighting the successes and lessons learned in fostering a more cohesive and impactful communication network for the CMS experiment.

Secondary track

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