

Communication and Outreach

Communication and Information

- Periodic newsletter sent to approx. 1000 Alliance physicists provides the current news.
- Special monthly "Analysis Centre newsletter" sent out to the same audience.
- Terascale brochure describing the aims and goals of the Terascale Alliance will be published in December 2009.

Corporate Design, Posters for Schools and Workshops

- Logo with high recognition value created.
- Development of corporate design for the Terascale Alliance.
- More than 15 posters for workshops and schools of the Alliance.

Press and Media

- Numerous articles in science-related and public media (daily press, Physik Journal, CERN Courier, DESY inForm ...).
- All emphasise the strong networking character of the Terascale Alliance, joining the forces of 1000 scientists in Germany.

Alliance Website and Wiki

- Website www.terascale.de: the gateway for Alliance partners and the public.
- Website contains all information about the Alliance: partners, fields of research, calendar, schools and workshops, news and job offers, etc.
- Special Alliance WIKI as part of the website; collects information concerning the activities and topics covered by the Terascale Alliance.
- Collaborative development and usage of the tools.

Exhibition "Weltmaschine"

- Developed in a joint effort together with the German Ministry of Education and Research (BMBF) and the German particle and nuclear physics community.
- Displayed in October/November 2009 in a subway station in Berlin.
- Exclusive exhibits, guided tours and discussions for more than 31,000 visitors.
- Deep insight into the fascination of particle physics research.
- Transformation into a mobile exhibition travelling all over Germany (see www.weltmaschine.de for details).

LHC start-up

- Numerous public events at the time of LHC start-up (autumn 2008).
- 10 September 2008: First virtual press conference worldwide in Berlin (BMBF), Hamburg (DESY), Darmstadt (GSI), Munich (MPI for Physics) and CERN (CMS remote control room); attended by more than 50 German journalists.
- Among the interview partners: Rolf Heuer (DESY/CERN) and Thomas Rachel (State Secretary of the German Ministry of Education and Research, BMBF).
- Special day "Tag der Weltmaschine": Simultaneous public lectures by LHC particle physicists about the LHC and its physics in 6 planetariums in Germany.