



Canada's National Laboratory
for Particle and Nuclear Physics

Communicating a compelling case for a future collider

Lisa Lambert
Head, Strategic Communications
TRIUMF

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International Workshop on Future Linear Colliders

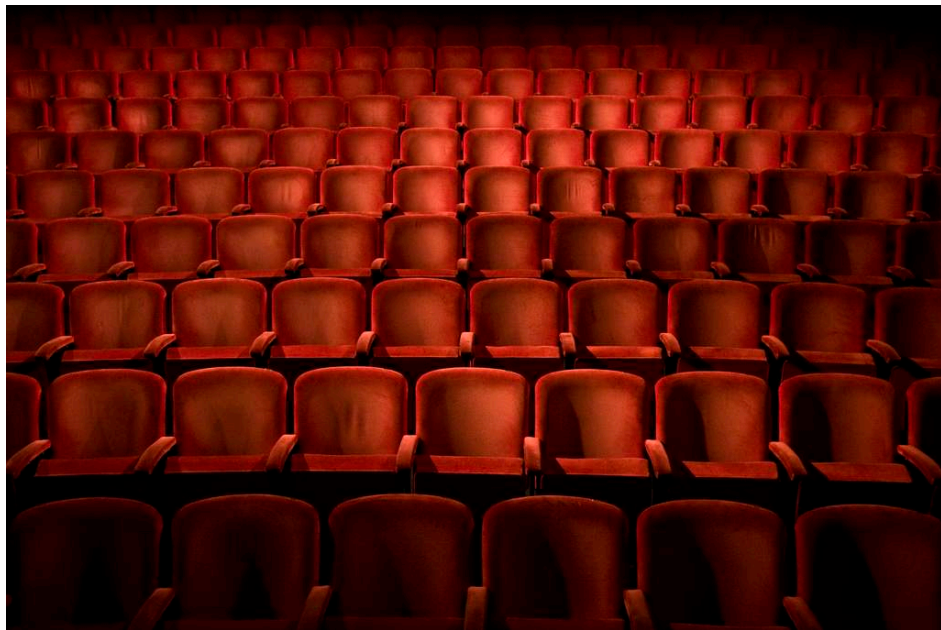




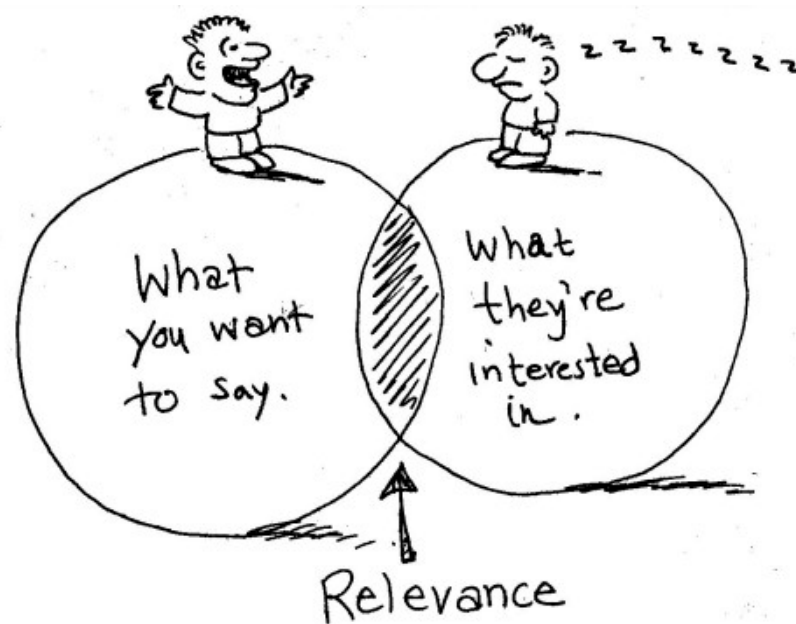
“Science isn’t
finished until it is
communicated.”

- Sir Mark Walport

- Governments and funding agencies
 - Who are their audiences?
- General public
- Media and Influencers
- Scientific community
 - Physics and other fields
- Industry



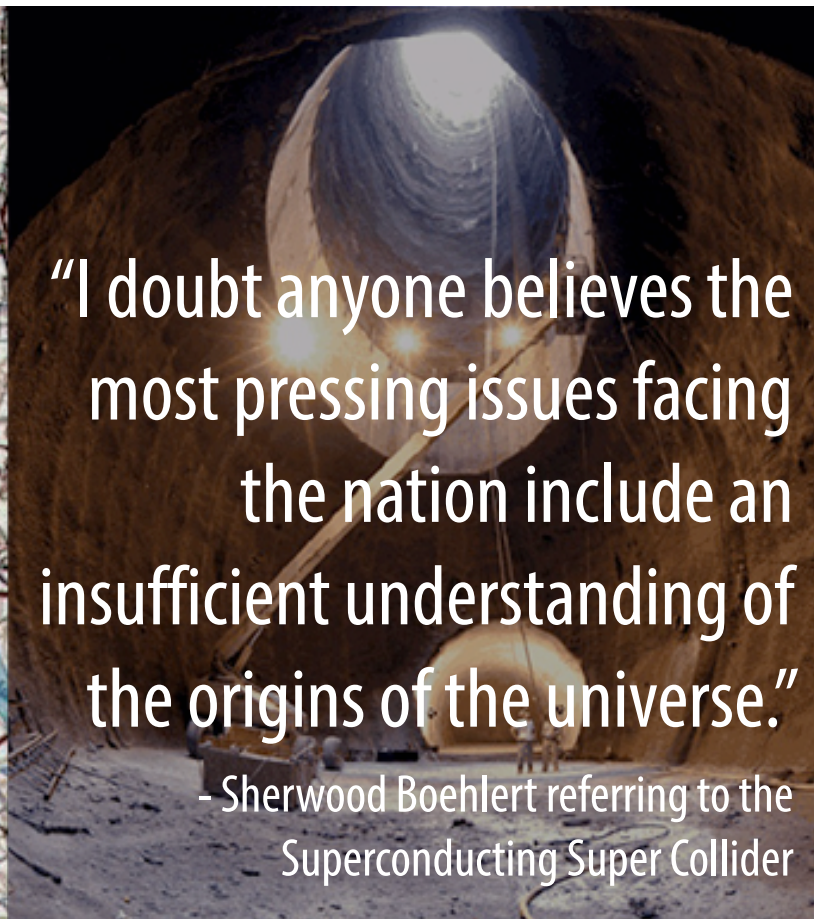
- What is the value proposition for each of your audiences?
 - What motivates them, really?
 - Physics case
 - Wonder of discovery
 - Next generation technology
 - Economic interests
 - Training opportunities
 - International cooperation
 - Etc.





“I doubt anyone believes the most pressing issues facing the nation include an insufficient understanding of the origins of the universe.”

- Sherwood Boehlert referring to the Superconducting Super Collider



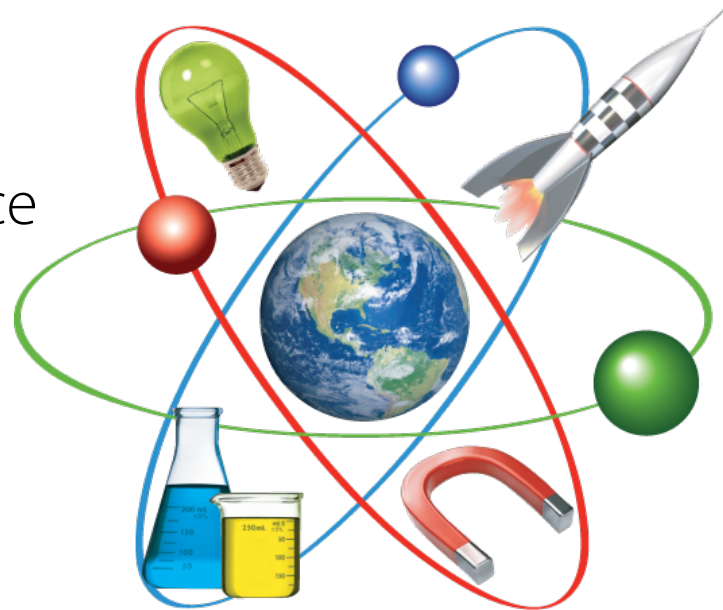
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- [illegible]

- Quality content is not enough
 - After you craft it, what happens?
- Need to disseminate
 - Be strategic
 - Be coordinated
 - Be consistent
 - Collaborate
 - Experiment



- HEP community has international communications resources like InterActions
 - Global network of senior-level science communicators
 - Experienced in connecting this kind of science with society
 - Sources of insight on local contexts
- Look at models from other large-scale initiatives





“With an international project of the complexity and scale of the SKA, clear and consistent communication with all stakeholders is essential.”

- <https://www.skatelescope.org/skacomms/>

- Square Kilometre Array (SKA)
 - SKA Communications And Outreach Team
 - Secretariat at organization headquarters (SKA Comms)
 - SKA Communications and Outreach Network Steering Committee (SC)
 - Includes SKA Comms plus one rep per SKA member country
 - SKA Communications And Outreach Network (SKACON)
 - Includes SC, reps from SKA member *and* “not yet” member countries. Liaise with SKA Communications and Outreach Manager
 - Working Groups





- The key roles (non-exhaustive list)
 - Set strategic direction for international communications
 - Facilitate growth of SKA by generating global interest in the project and supporting key players across the SKA partnership to communicate its value to stakeholders (including other governments and leading research institutions)
 - Support and coordinate international SKA presence at events



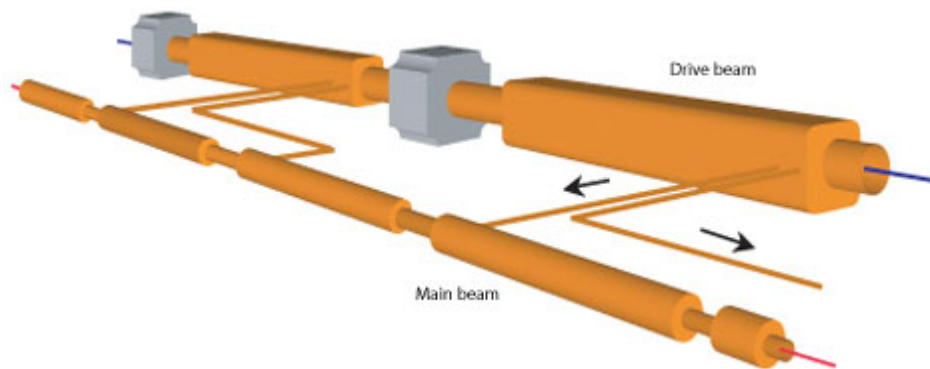
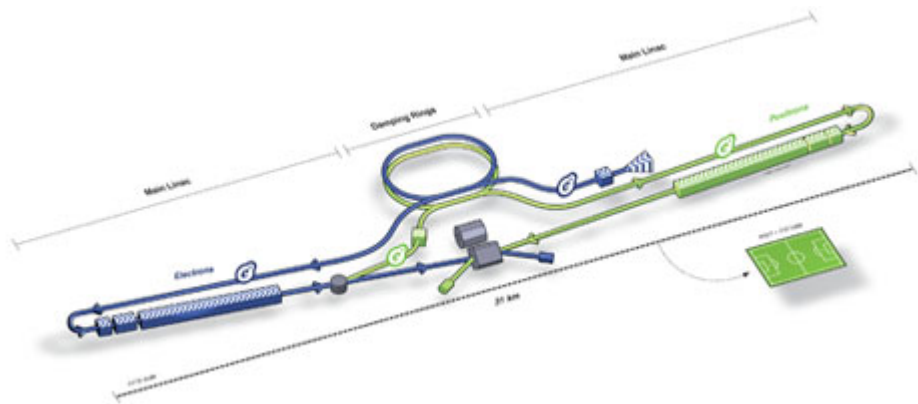
- Key roles, cont'd
 - Foster international collaborations in outreach, communications, and educational projects
 - Initiate and support SKA communications projects
 - Find avenues to engage with non-member countries of strategic interest for SKA
 - Manage the overarching SKA brand
 - Manage the international online presence

- It's going to take effort
 - And it's ongoing. Stick with it! And keep at it throughout the lifespan of the project
- Global strategy required
- Engage science communicators to take part
 - Consider a committee of communications advisors



- Effective communications requires investment, but what investments are you missing out on by not communicating effectively?

Costs to communicate < costs to not communicate





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Thank you! Merci!

lisa@triumf.ca

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