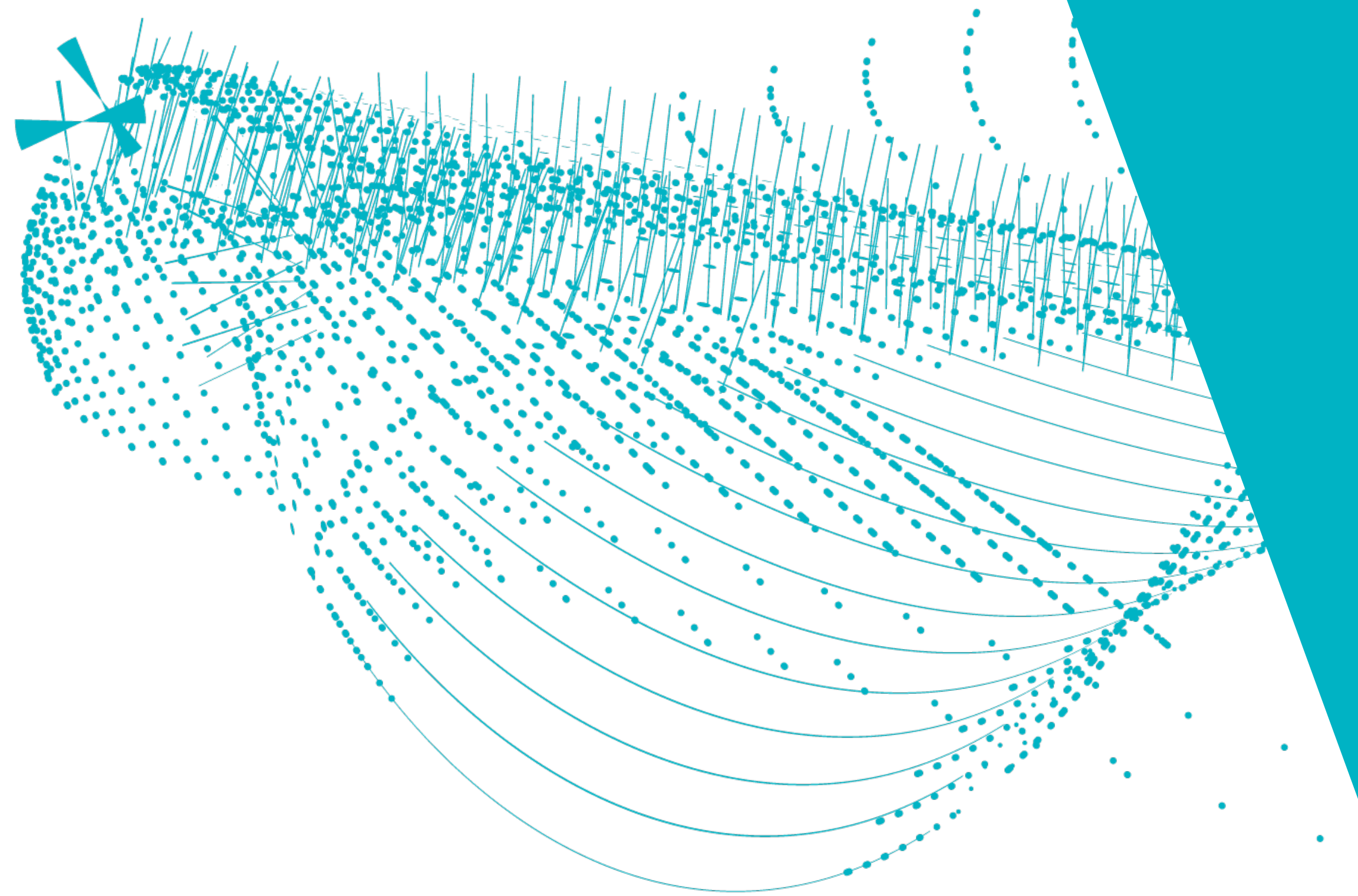




SCIENCE COMMUNICATION AT NIKHEF



Vanessa Mexner

NIKHEF COMMUNICATION DEPARTMENT – WHO ARE WE?



MARTINE
OUDENHOVEN



MARTIJN
VAN CALMTHOUT



VANESSA
MEXNER

And freelancers

MELISSA
VAN DER SANDE

MARJON
BERKHOF

REACH US AT communications@nikhef.nl or office H220

WORK TOGETHER WITH ALL OF NIKHEF



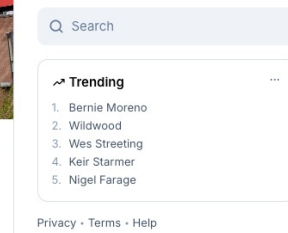
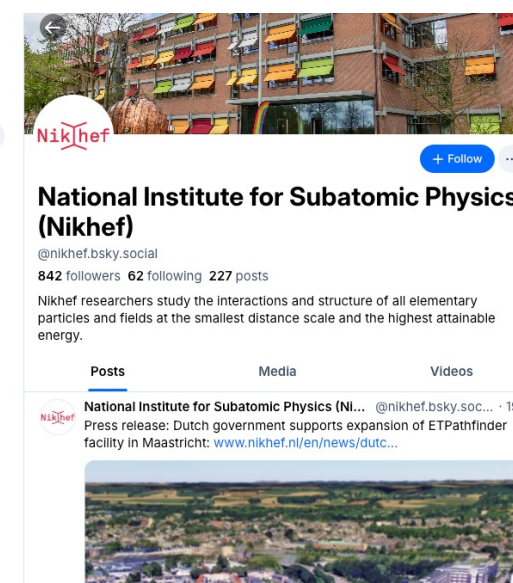
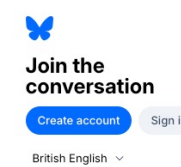
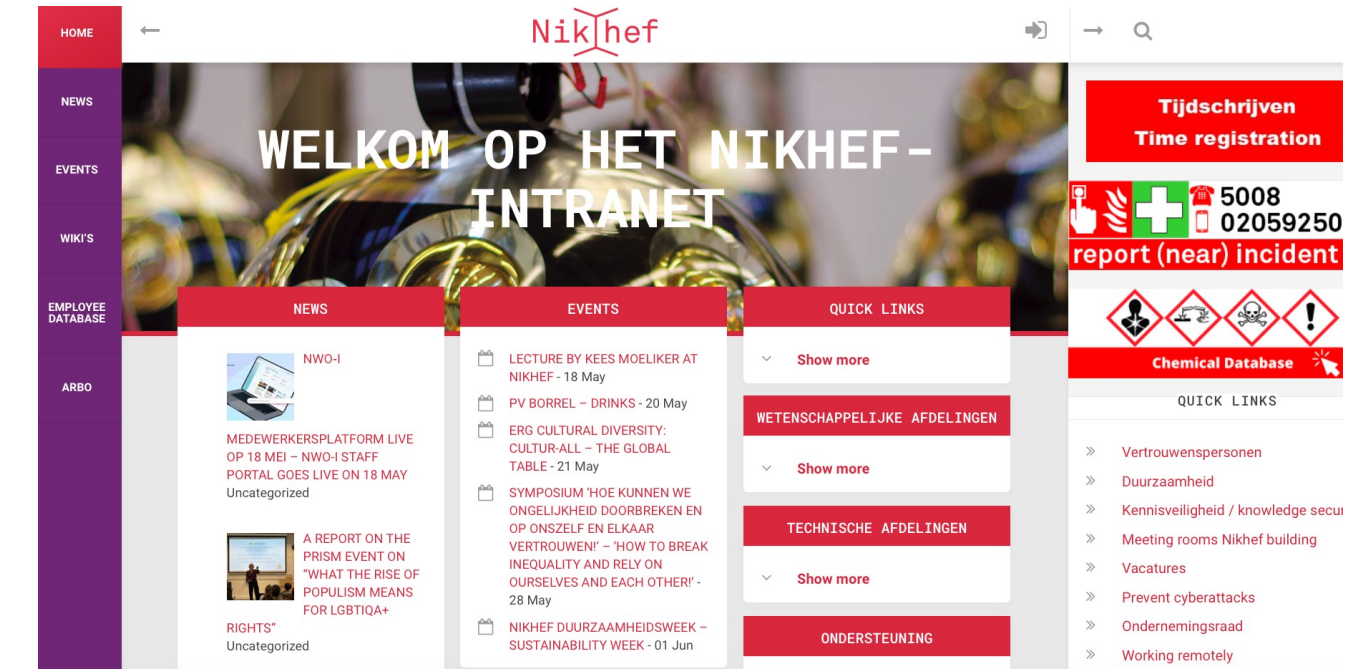
IN COLLABORATION WITH NATIONAL AND INTERNATIONAL COLLEAGUES



NIKHEF COMMUNICATION DEPARTMENT – WHAT DO WE DO?

We are involved in many different things

- Science Communication
- Media Relations
- Internal Communication
- External Communication
- Communication strategy & advice
- Crisis Communication
-



VARIOUS TARGET GROUPS FOR SCIENCE COMMUNICATION

SOME EXAMPLES for Nikhef

- Categorie 'Public'
Interested individuals & groups
- Categorie 'School'
School children & teachers
- Categorie 'Business'
Industrial partners, policy makers, funding agencies,...
- Categorie 'Science'
Researchers from other fields, physics students, technical students,....



OUR GOALS DEPEND ON TARGET GROUP

SOME EXAMPLES for Nikhef

(School) students

- Inspire to learn more,
- Encourage to choose physics or engineering as a field of study,
- Outline career opportunities

Policy makers & (Potential) Industrial partners

- Position Nikhef as a renowned institute,
- Contribute to creating and maintaining (financial) support and industrial partnerships

Scientific colleagues from other fields

- Showcase our field,
- Emphasize common ground with other fields,



➔ Tailor key messages to target group and goal

WE USE MANY DIFFERENT COMMUNICATION CHANNELS AND TOOLS

SOME EXAMPLES for Nikhef

- Website,
- Social media,
- Brochures, magazines, newsletters, (print and/or digital),
- Articles, videos, animations, infographics, images,
- Expostrip, showlab, demo setups,
- Lectures, science cafes,
- Interactive workshops, masterclasses, educational programmes,
- Science days, events,
- Guided tours,
-



Engage in dialogue

at Nikhef, at other
locations, online

Bring Nikhef to target groups AND get target groups to Nikhef

HOW CAN YOU GET INVOLVED?



CHOOSE WHAT YOU LIKE

Which target audience do you feel most connected with?

- Children, teens, or adults,
- Groups or individuals,
- With / without pre-knowledge physics,
- Formal or informal setting,
- ...?

Which communication tools are you most comfortable with?

- Written text,
- Images/videos,
- Animations/visuals,
- Lectures,
- Guided tours,
- One-to-one dialogue,
- ...?

HOW CAN YOU GET INVOLVED?

TALK TO US ABOUT POSSIBILITIES



Share interesting (science) results and stories

- For website, newsletter, social media,...
- For articles, videos, images,...
-?

Contribute to existing activities

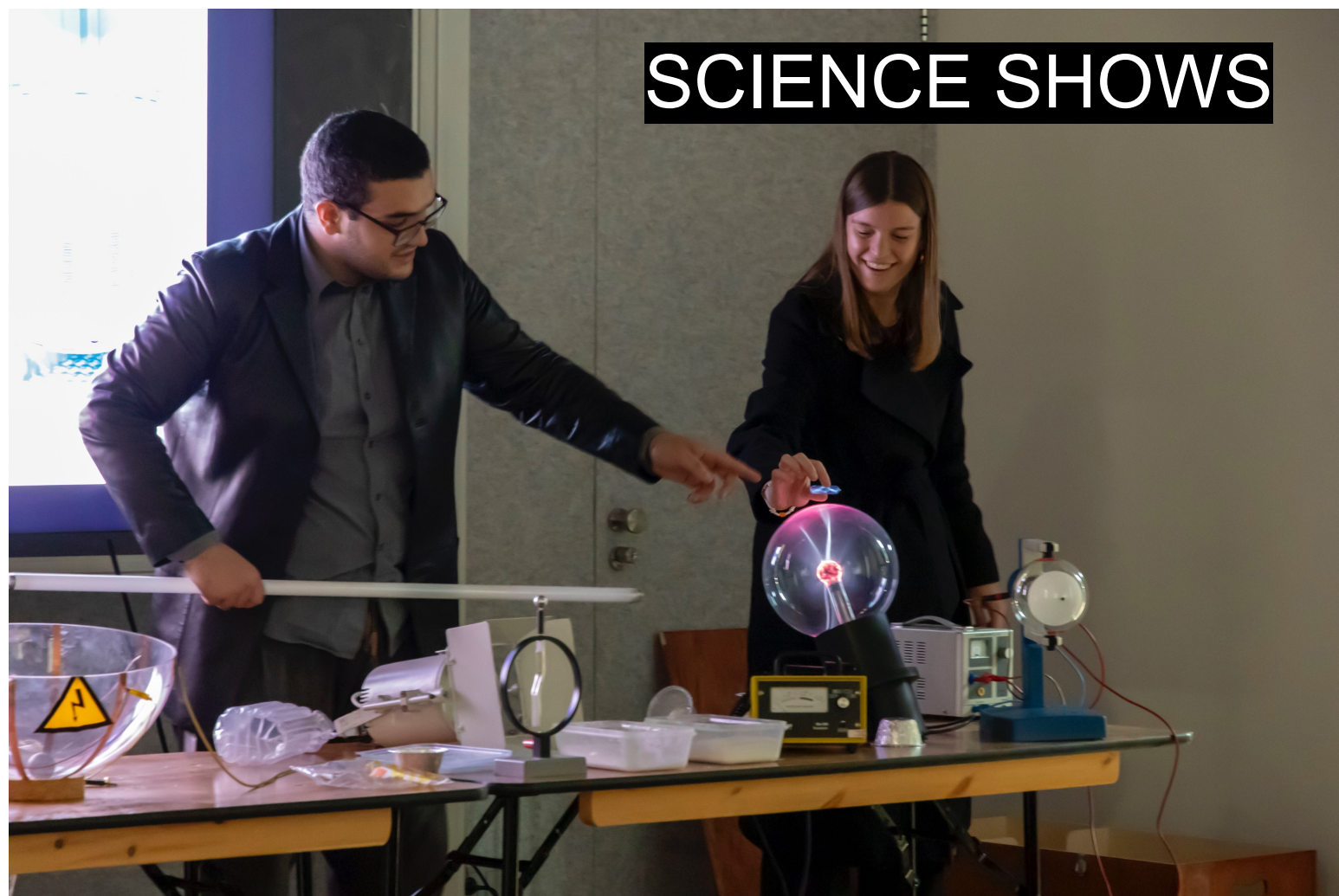
- Science Day
- Guided Tours
- Lectures / Talks
- Activities for schools
- ...?

Develop new ideas and experiment with them

- Target group?
- Channel / tool?
- Key message?
- Format / occasion?
-?

NIKHEF ACTIVITIES – SCIENCE DAY

FIRST SATURDAY OF OCTOBER



NIKHEF ACTIVITIES – GUIDED TOURS

For all kinds of groups
Many guided tours per year
Very positive feedback from visitors

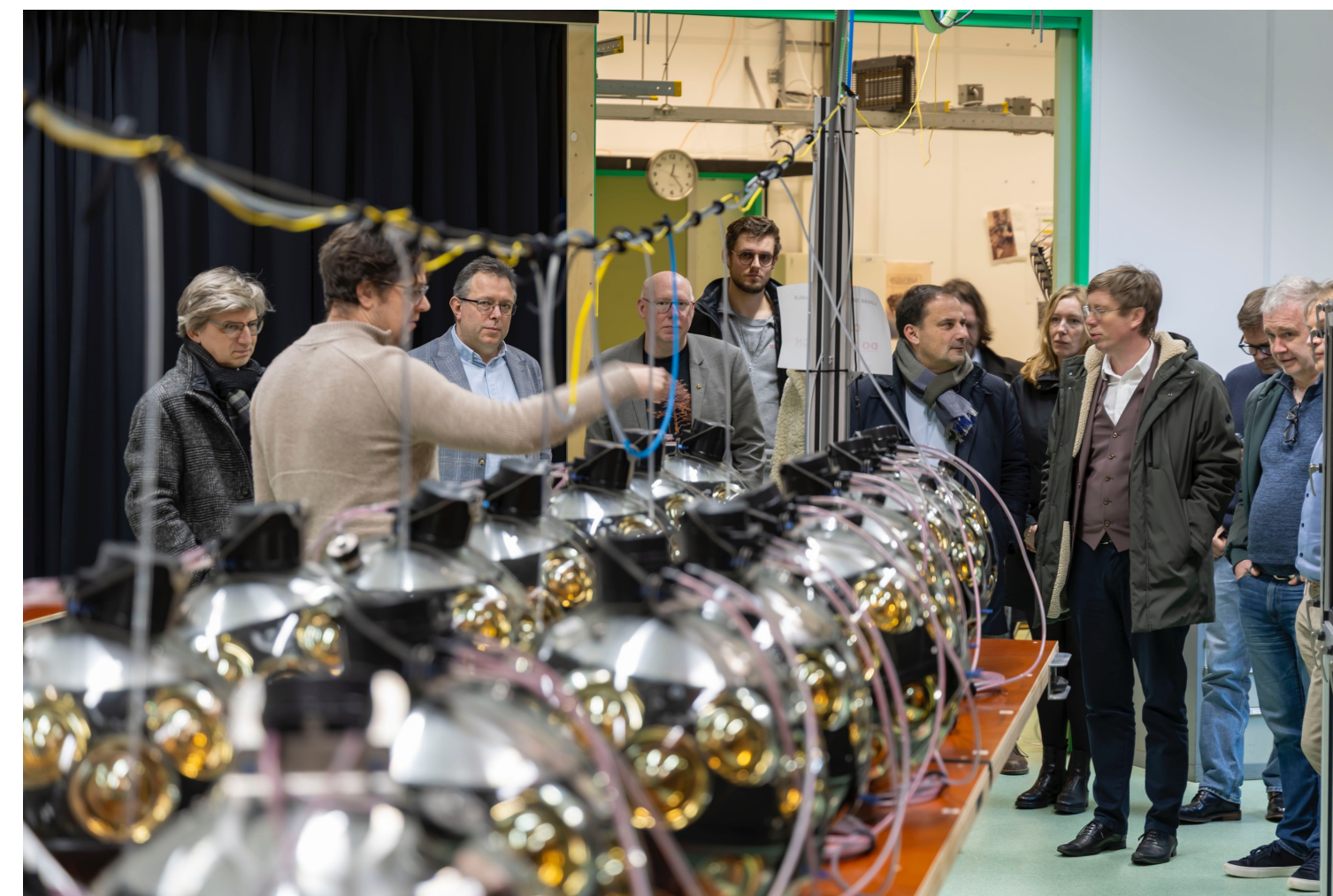
UPCOMING TOURS

- 29 May - High school students (about 45)
- 1 June - Students to become physics teachers (about 12)
- 5 June - Astronomy club (about 30)
- 12 June - Norwegian school (about 12)
- 18 June - High school physics teachers (about 15)
- 1 July - Dutch Physics Society (about 40?)

We are always looking for guides. Please consider to be one. We can help you get started.



EXPOSTRIP



LABS



WORKSHOPS

NIKHEF ACTIVITIES – FOR HIGH SCHOOL TEACHERS

DUTCH CERN TEACHER PROGRAMME



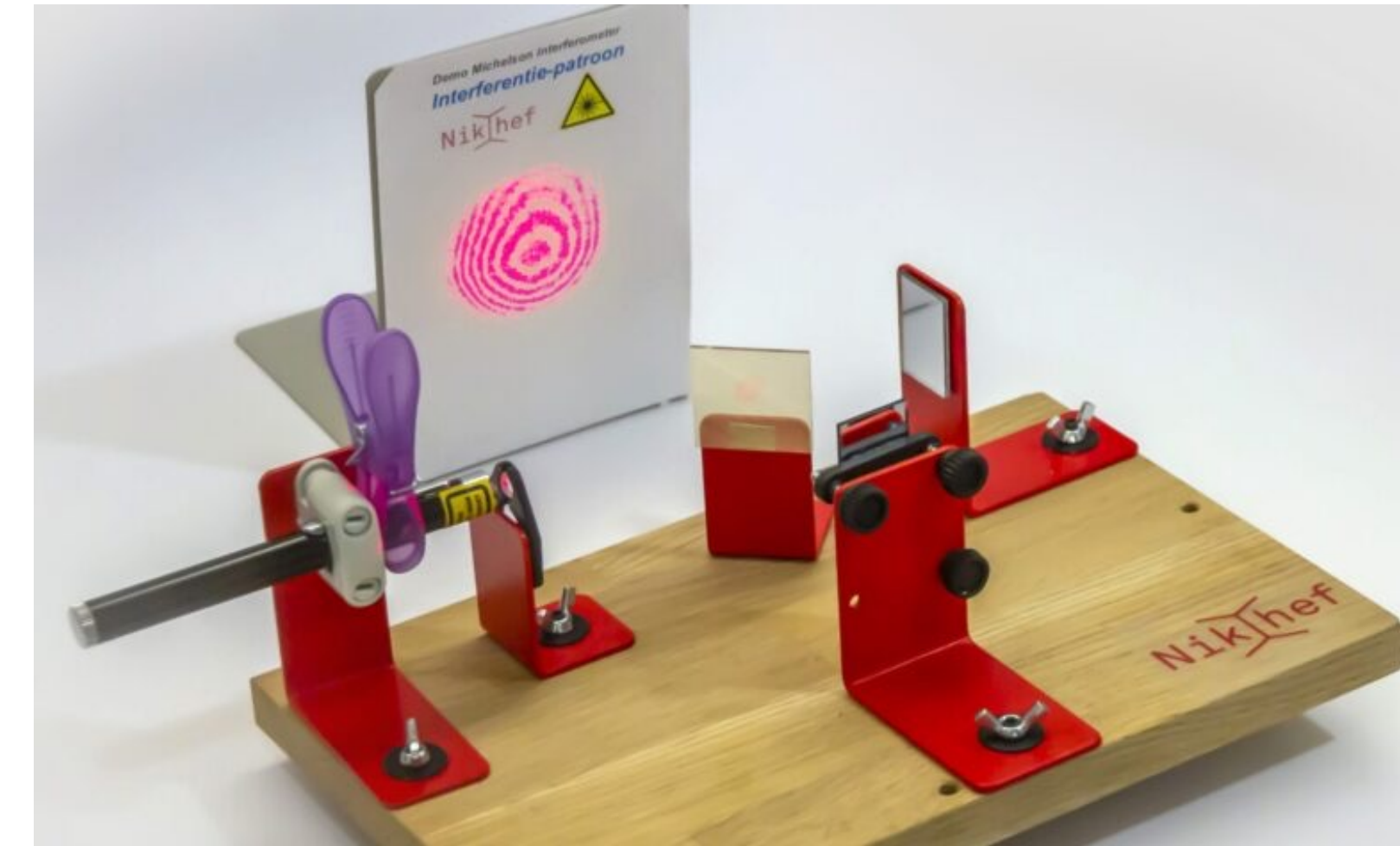
Four days at CERN in autumn

MUONLAB



Can be borrowed for the classroom

INTERFEROMETER – KIT



Can be bought for the classroom

NIKHEF ACTIVITIES – FOR HIGH SCHOOL STUDENTS

NIKHEF VISITS



Throughout the year

'PROFIELWERKSTUKKEN'



A few days in autumn

MASTERCLASSES



One day in spring

LOTS OF POSSIBILITIES AT NIKHEF AND ELSEWHERE

EXPLORE, ENGAGE, ENJOY

Create your own science communication activity

1 Choose your target audience*

- Families living close to the building I work in
- Children
- Teens
- Science fans
- Policy advisors
- Science journalists
- General journalists
- CEOs in industry
- Researchers in other fields
- Technical students
- Concerned citizen
- Other:

*NOT ALLOWED: the general public

Describe your target audience in a bit more detail:

2 Choose your comms tool

- Open day activity
- Video
- Blog article
- Article in Dimensions
- Interactive workshop
- Science cafe
- Guest lecture at a school
- Popular science media
- Book
- Infographic
- Social media (specify channel)
- Dialogue
- Other:

Describe your scicomm activity in a bit more detail:

3 Create your key message

Write it down here:

Helpful questions:

- What does your target audience already know about this topic?
- How do they feel about it?
- How are they behaving related to this topic and information?
- Where are they?
- What comms tools do they use themselves?
- How could you get to know your target audience beforehand?
- What do you like most about this topic?
- Which communication tools do you feel comfortable with?

Your name:

Is it ok if we contact you afterwards? Yes / No

Workshop material developed by Martine Oudenhoven, Nikhef communications