

Academia Meets Industry Symposium 2018

23-24th April 2018
University of Bologna, Italy

COMMUNICATION & MARKETING PACK



[HTTP://AIDA2020.WEB.CERN.CH](http://AIDA2020.WEB.CERN.CH)

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INTRODUCTION

Since 2015, AIDA-2020 has worked towards bridging the gap between academic and industrial communities in the field of detector science and technology.

As such, AIDA-2020 launched its series of annual Academia Meets Industry (AMI) events, with the aim of fostering interdisciplinary collaborations.

In 2018, the second AMI symposium will be held at the INFN Bologna in Italy. The event will focus on the topic of non-destructive testing.

This communications pack provides materials and suggested content for the promotion of the 2018 AMI event to a range of interested parties.

Who is the pack for?

Communications professionals and researchers at European research labs, universities, and industry with a link to or interest in non-destructive testing.

What is in the pack?

Key information about the 2018 Academia Meets Industry event, marketing materials, promotional texts, contact details, and links to related reading.

Who is the audience?

The pack should be used to advertise the event to researchers and companies with a link to non-destructive testing interested in interdisciplinary collaboration.

How should it be used?

The visual materials may be used for presentations, newsletters, websites and social media. The suggested texts may be adapted as needed.

ABOUT AIDA-2020

AIDA-2020 is an multi-national project in the field of detector development and testing.

Particle accelerator-based detectors have a range of applications across many industries.

The project aims to upgrade and enhance detector testing facilities across Europe with a view to fostering the development of future detectors and their related technology

This work will push forward the frontier of detector science and technology, ensuring Europe remains a world-leader in the field.

In total, 38 institutes from 19 European countries and international institutions will contribute to the comprehensive four-year work programme.

38

PROJECT
PARTNERS

15

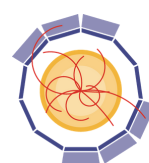
DEDICATED
ACTIVITIES

19

EUROPEAN
COUNTRIES
& CERN

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ABOUT THE EVENT



The AIDA-2020 2018 Academia Meets Industry (AMI) symposium will continue to promote cross-fertilisation and information exchange between divergent research communities.

This year's event will focus on the use of detectors and sources for non-destructive testing (NDT) and the synergies between members of industry and academia in this field.

KEY INFORMATION

Organiser	AIDA-2020 project
Dates	23-24th April 2018
Location	Istituto Nazionale Di Fisica Nucleare (INFN), Bologna, Italy
Topic	Detectors and sources for non-destructive testing
Invitees	Academics and members of industry with experience and/or an interest in NDT using detectors and sources.

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MATERIALS

In an effort to advertise this event across multiple channels and reach the widest possible audience, AIDA-2020 provides materials for use in the following forms of marketing:

PRESS RELEASE

A press release which may be reproduced, repackaged or used as reference material for additional content.

EMAIL MARKETING

- Email newsletter text content
- Visual content for email banners

WEBSITE MARKETING

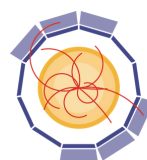
- Repackage our press release
- Event poster
- Web graphic
- AIDA-2020 link
- Event Indico link

SOCIAL MEDIA MARKETING

- Social media optimised web graphic
- Suggested texts
- Suggested hashtags

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PRESS RELEASE

Academia Meets Industry with AIDA-2020 in Bologna

GENEVA, Switzerland (CERN), February 2018 - The AIDA-2020 project invites researchers to its Academia Meets Industry symposium on non-destructive testing using detectors and sources at INFN Bologna, 23-34 April 2018

On 23-24th April 2018, the AIDA-2020 project will host its second annual Academia Meets Industry symposium at the Istituto Nazionale Di Fisica Nucleare (INFN), in Bologna, Italy.

The event aims to promote interdisciplinary discussion and idea exchange between academic researchers and members of industry with experience or an interest in the use of detectors and sources for non-destructive testing (NDT).

NDT is a minimally damaging technique for evaluating materials, components and systems to ensure all aspects of a system function correctly, reliably and cost-effectively.

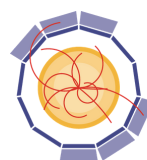
The event will highlight the following areas of interest: material analysis, aerospace, automotive, food and beverage, and the integration of detectors and readout electronics.

AIDA-2020 is a project which aims to enhance detector science and technology in Europe. It is co-funded by the European Union's Horizon 2020 programme (GA: 654168)

Contact: Aurelie Pezous, CERN (aurelie.pezous@cern.ch)

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SOCIAL MEDIA

This communications pack provides web graphics optimised for sharing via social media as well as suggested texts for use on several different platforms.



SUGGESTED TEXTS

AIDA-2020 hosts the Academia Meets Industry event on non-destructive testing! [\[link\]](#) #AIDA2020 #AMINDT2018

Interested in non-destructive testing? Attend the AIDA-2020 Academia Meets Industry event in Bologna this April: [\[link\]](#) #AIDA2020 #AMINDT2018

How might researchers and business use detector technology for non-destructive testing in the future? Find out at the Academia Meets Industry event this April: [\[link\]](#) #AIDA2020 #AMINDT2018

Ever wondered how detector technology could benefit wider society? The AIDA-2020 Academia Meets Industry event will promote cross-fertilisation of ideas between researchers and business this April: [\[link\]](#) #AIDA2020 #AMINDT2018

Hashtags

#AIDA2020
#AMINDT2018

Platforms

Twitter
LinkedIn
Facebook
Instagram

Best Practice

Event name
Dates
Location
Link
Hashtag
Image

ACADEMIA MEETS INDUSTRY SYMPOSIUM

Detectors & Sources for Non-Destructive Testing

23-24 April 2018
INFN Bologna, Italy

    <http://cern.ch/aida2020>

CONTACT

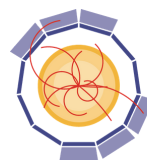
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