



Switzerland.

Swiss Talk with CERN & Geneva Tourism.



Switzerland.



A photograph of three women sitting on a grassy hillside, looking out over a valley. The woman on the left is wearing a maroon long-sleeved shirt and sunglasses. The woman in the middle has long, wavy blonde hair and is wearing a yellow long-sleeved shirt. The woman on the right has long, dark hair and is wearing an orange long-sleeved shirt. They are sitting on a colorful patterned blanket. In the background, there is a valley with green fields, a lake, and mountains under a blue sky with white clouds. The text "Housekeeping guidelines." is overlaid in white on the right side of the image.

Housekeeping guidelines.



Switzerland.

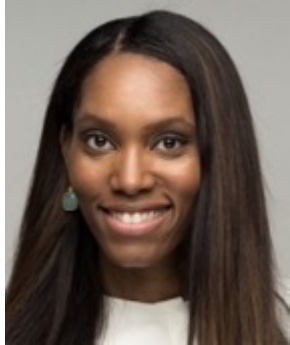
Housekeeping.

- You can use the **Q&A** box during the whole webinar to ask any questions you might have. Please use **ONLY** the Q&A box and not the chat function.
- The whole presentation will be available on our media corner:
www.MySwitzerland.com/media
- If you have any other questions or comments, do not hesitate to contact us through the following e-mail : media.northamerica@switzerland.com / nyc.trade@switzerland.com

Our Media Team North America.



Switzerland.



Divine Bonga
Head of Media & Communications
North America and Tristate
New York



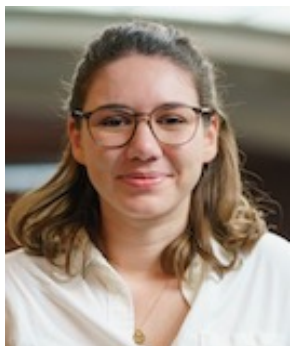
Laura Fairweather
Media Relations Manager Canada and
Midwest
Toronto



Fabio Zurmühle
Social Media Manager North America
Media Relations Manager Eastern USA and Texas
New York



Manuela Hess
Media Relations Manager West Coast
Los Angeles



Patricia Bauer
Support Media and Promotion
New York



Matteo Zala
Support Media and Promotion
New York



Switzerland.

Answer to the questions that will appear on your screen for a chance to win a CERN surprise package.



Switzerland.

Switzerland is closer than you think.

Weekly direct flights from North America to Switzerland operated by **SWISS** and **Edelweiss**.

Flights to **ZRH** from (SWISS):

- NY (JFK) 14x/weekly
- NY (EWR), Miami, Boston, Chicago 7x/weekly
- **NEW:** Washington D.C. 7x/weekly (starting March 28th, '24)
- Los Angeles 7x/weekly (6x/weekly in Dec. & Mar.)
- San Francisco, Montreal 6x/weekly
- **NEW:** Toronto 5x/weekly (seasonal, from May 10th, '24)

Flights to **GVA** from (SWISS):

- NY (JFK) 7x/weekly

Flights to **ZRH** operated by Edelweiss Air:

- Tampa 4x/weekly Summer 2024
- Las Vegas 3x/weekly Summer 2024
- Vancouver 7x/weekly Summer 2024
- Denver 3x/weekly Summer 2024
- Calgary 3x/weekly Summer 2024



SUMMER 2024:
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long-haul flights,
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Swiss Talks

October 18th, 2023

GENEVA

X





Meet with your hosts



GENEVA TOURISM

Kristelle Charré

Market Manager North America & Asia

kristelle.charre@geneve.com

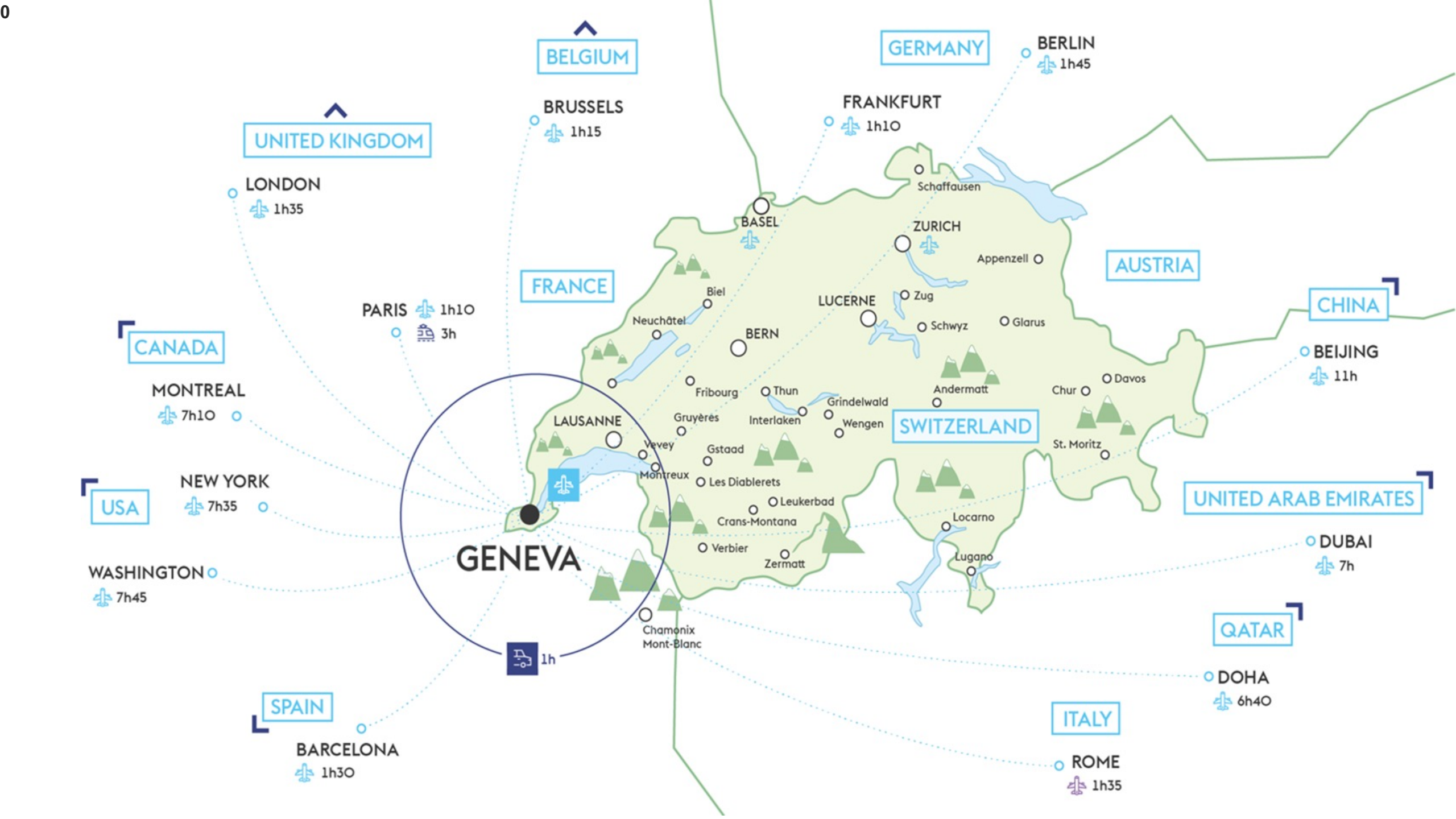


CERN

Arnaud Marsollier

Head Media relations & digital

arnaud.marsollier@cern.ch



Welcome to Geneva



Top attractions

NEWS



Re-opening of the MIR - International Museum of the Reformation

Since April 2023

After 18 months of work, the International Museum of the Reformation reopened its doors and offers two exhibition spaces: permanent and temporary.

As in the past, the visit to the permanent exhibition unfolds the history of the Reformation, a religious and political movement that transformed Europe in the 16th century and whose effects are still visible in our societies in the 21st century.

Highlights:

- Guided tours, audio guides and augmented reality
- Visitors will be able to discover the permanent exhibition with an adapted cultural mediation or through their smartphone



More information : <https://www.musee-reforme.ch/>

Geneva's Escalade Festival

8th to 10th Dec 2023 (2nd weekend of December - every year)

- The **Escalade** is a Geneva festival that is celebrated every year in December to commemorate the city's victory over the troops of the Duke of Savoy in 1602.
- A procession of some **800 people dressed in costumes**, on foot or on horseback, wanders through Geneva's old town.

Did you know?

- On the occasion of the [Fête de l'Escalade](#), people in Geneva eat a chocolate pot to celebrate the night of 1602 during which the Savoyards tried to take Geneva by storm.
- Mother Royaume, a brave cook, was simmering a vegetable soup and threw it on the head of a Savoyard to prevent him from climbing the ramparts of Geneva. From there was born the gourmet and famous tradition of the chocolate pot.

More information : <https://www.1602.ch/>



Geneva Christmas Market

«Noël au Quai» - Nov 16th to Dec 24th, 2023

- Stroll along the shores of Lake Geneva and discover “Noël au Quai”, Geneva's most majestic Christmas Market!
- After its birth in the Parc des Bastions and its magic in the Jardin Anglais, this year it will be shining on the Quai du Mont-Blanc.

Highlights:

- Huge selection of local craftsmen chalets
- More than 30x food stalls open every day including international cuisine & typical swiss food
- Wide range of X-mas activities for kids & adults including concerts, kids workshop, santa claus visit, horse riding

More information : <https://noel-au-jardin.ch/>



WHERE THE WEB WAS BORN

In the offices of this corridor, all the fundamental technologies of the World Wide Web were developed.

Started in 1990 from a proposal made by Tim Berners-Lee in 1989, the effort was first divided between an office in building 31 of the Computing and Networking Division (CN) and one in building 2 of the Electronics and Computing for Physics Division (ECP).

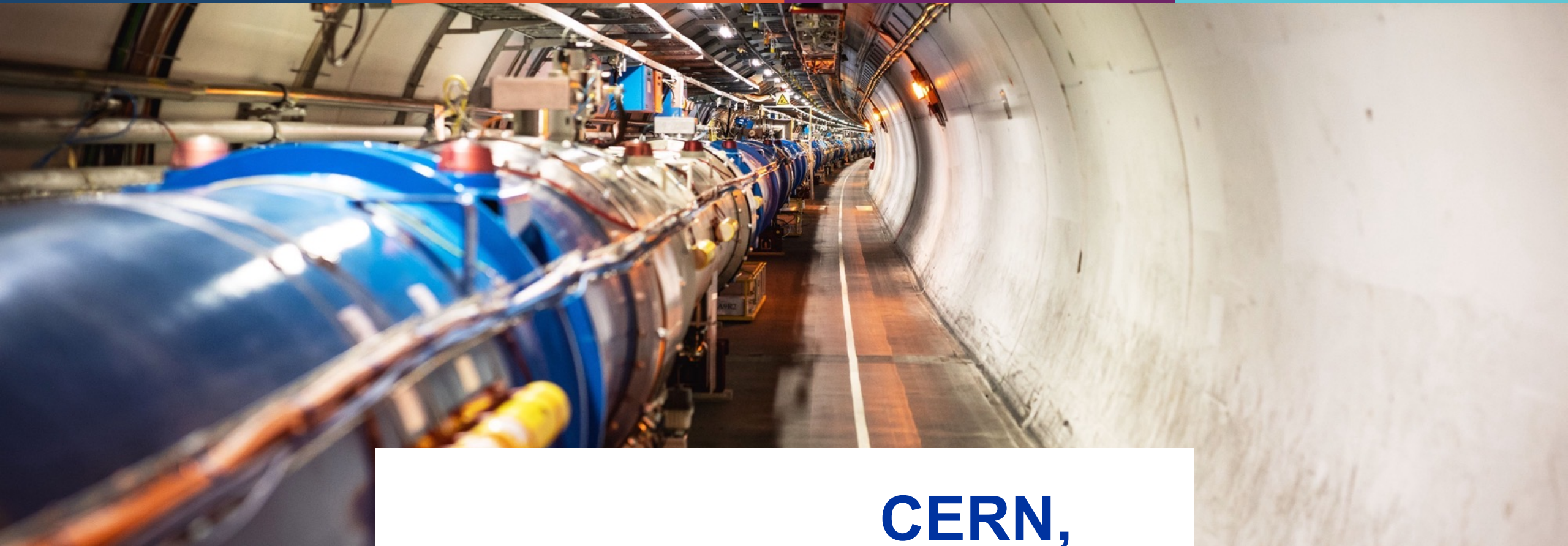
In 1991 the team came together in these offices, then belonging to ECP. It was composed of two CERN staff members, Tim Berners-Lee (CN) and Robert Cailliau (BE), aided by a number of Fellows, Technical Students, a Coopérant and Summer Students.

At the end of 1994 Tim Berners-Lee left CERN to direct the WWW Consortium (W3C), a world-wide organization devoted to leading the Web to its full potential. The W3C was founded with the help of CERN, the European Commission, the Massachusetts Institute of Technology (MIT), the Institut National pour la Recherche en Informatique et en Automatique (INRIA), and the Advanced Research Projects Agency (ARPA).

In 1995 Tim Berners-Lee and Robert Cailliau received the ACM Software System Award for the World Wide Web. In 2004, Tim Berners-Lee was awarded the first Millennium Technology Prize by the Finnish Technology Award Foundation.

The CERN Library
June 2004

LET'S MEET WITH THE CERN !



CERN,

home of the Large Hadron Collider

Where the WWW was born

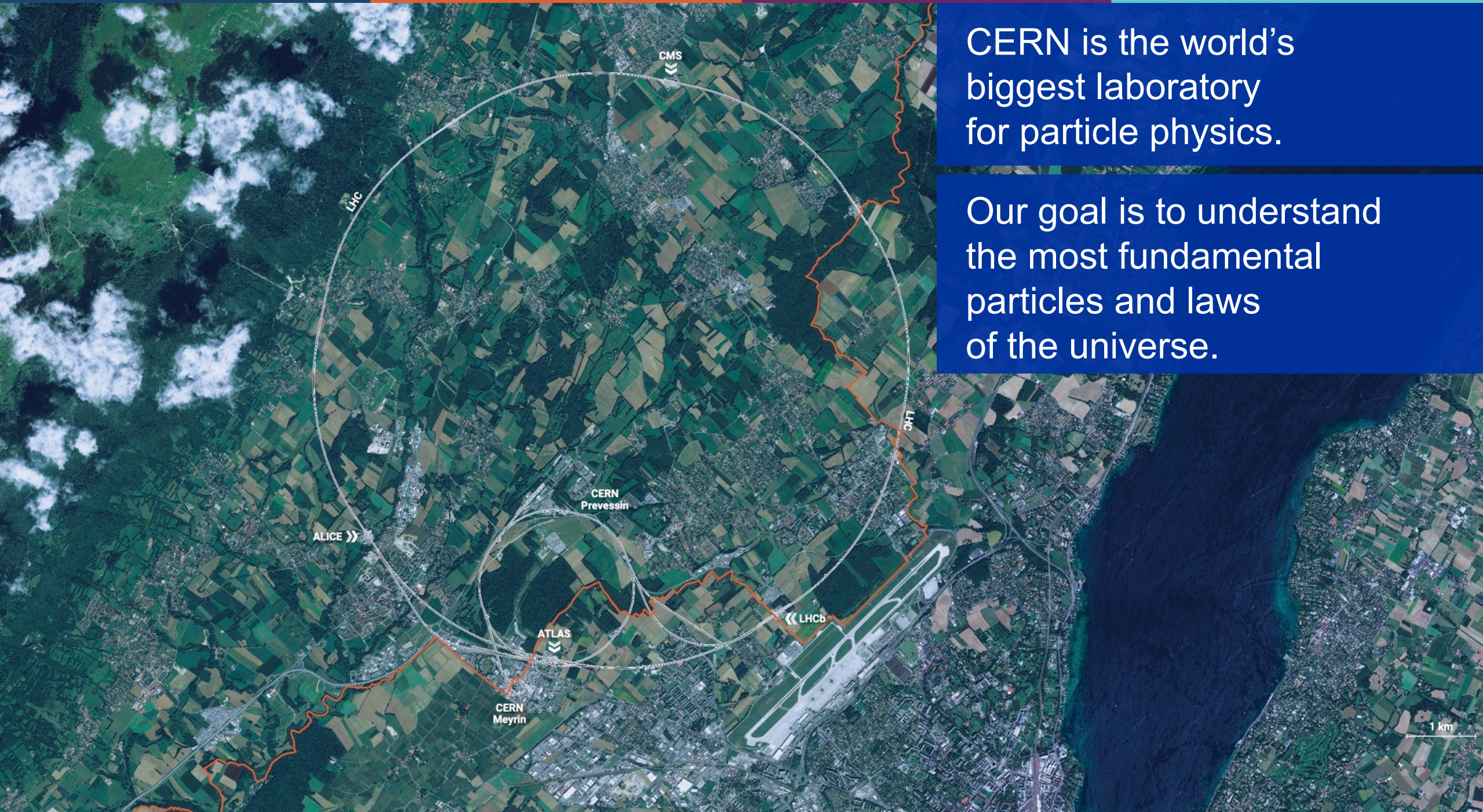


Arnaud.Marsollier@cern.ch

+41 75 422 27 89

CERN is the world's biggest laboratory for particle physics.

Our goal is to understand the most fundamental particles and laws of the universe.

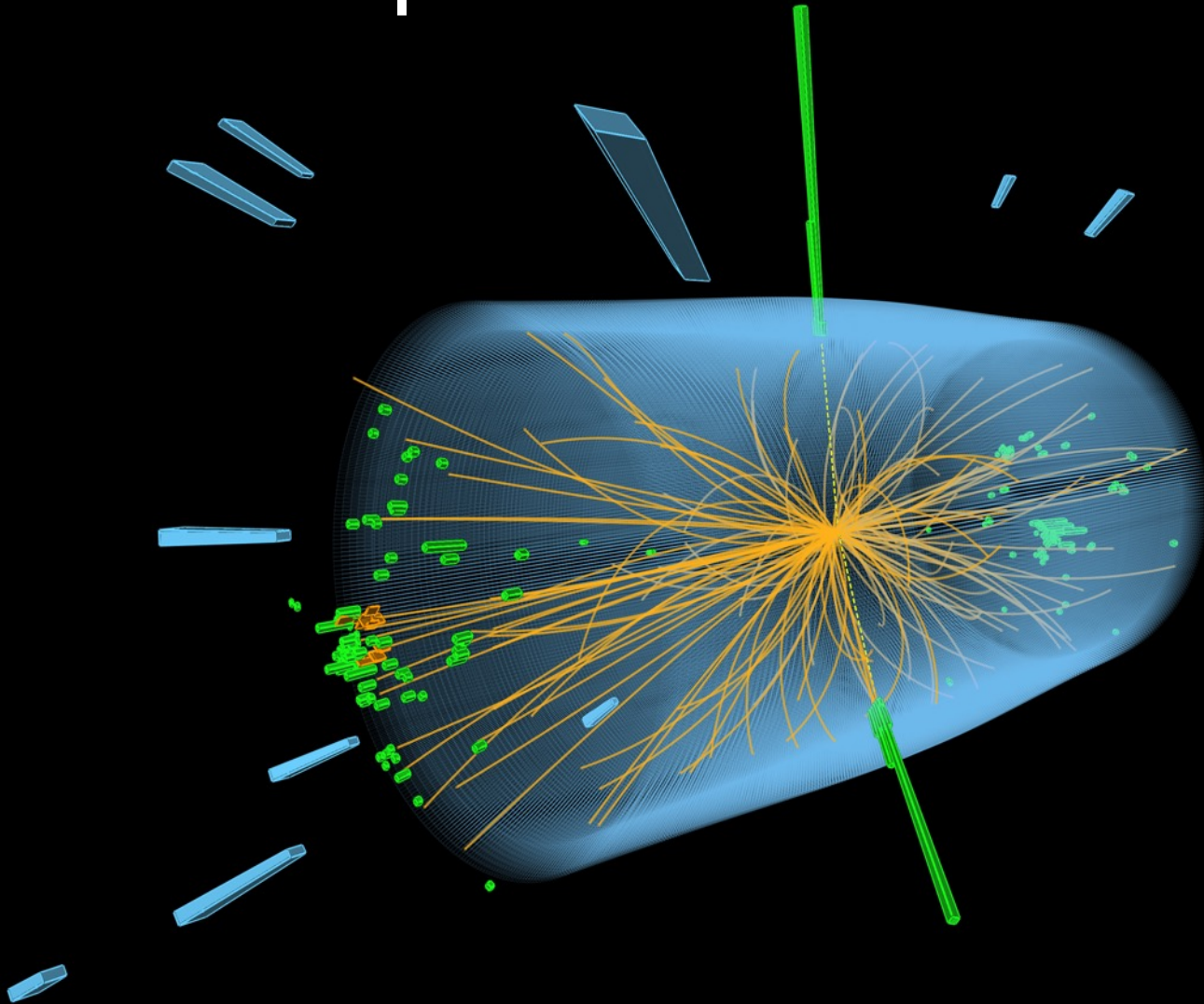




Large Hadron Collider (LHC)

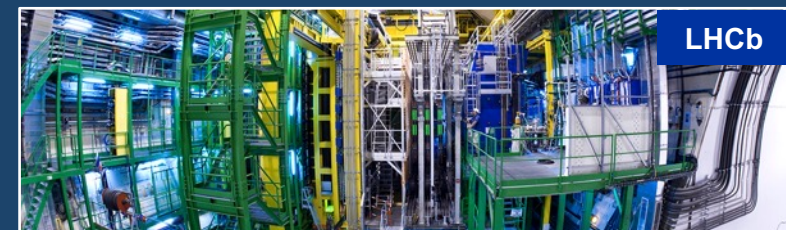
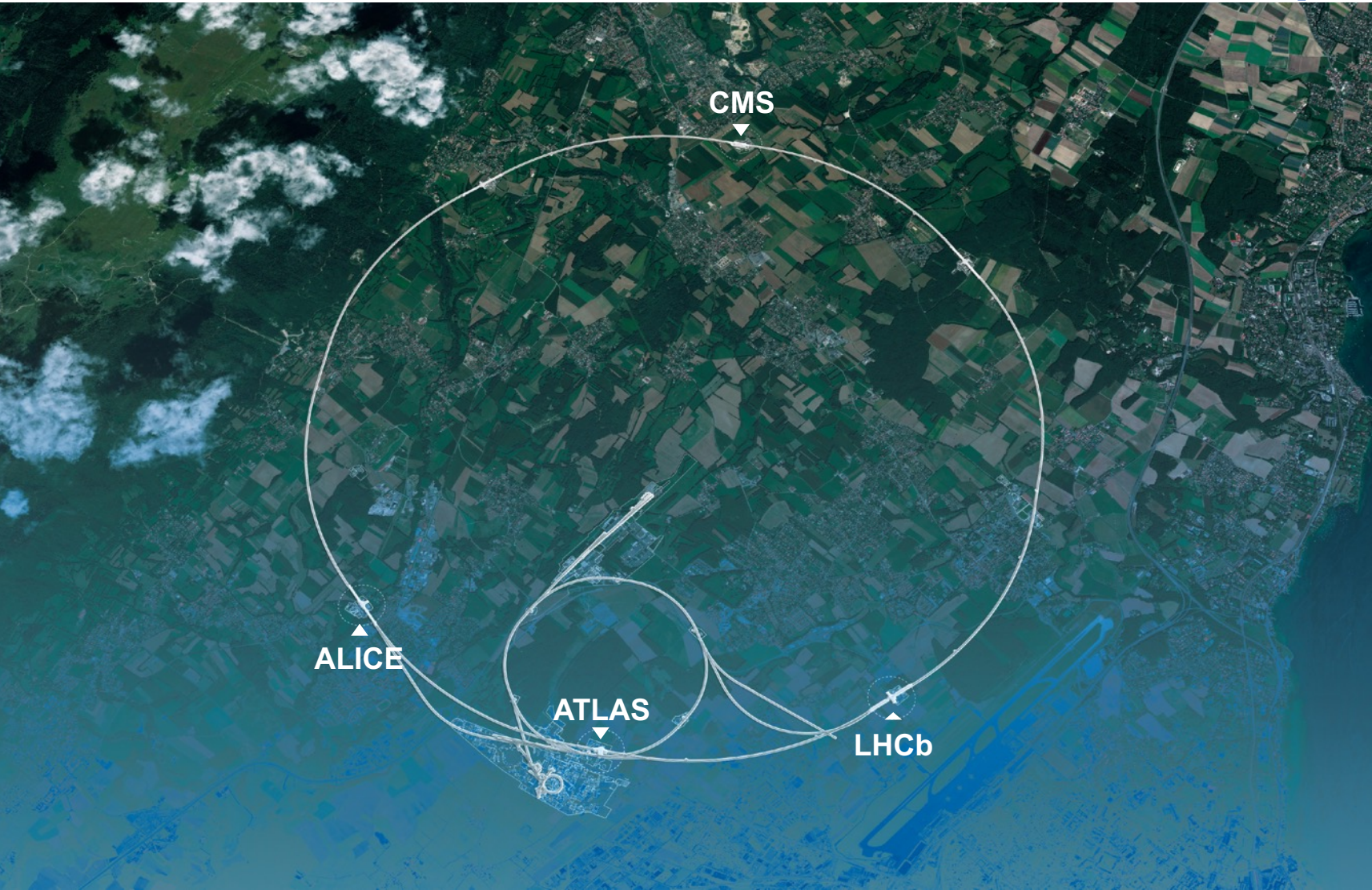
- 16.7 miles / 27 km in circumference
- About 109 yard / 100 m underground
- Superconducting magnets steer the particles around the ring
- Particles are accelerated to close to the speed of light

The LHC produces more than 1 billion particle collisions per second



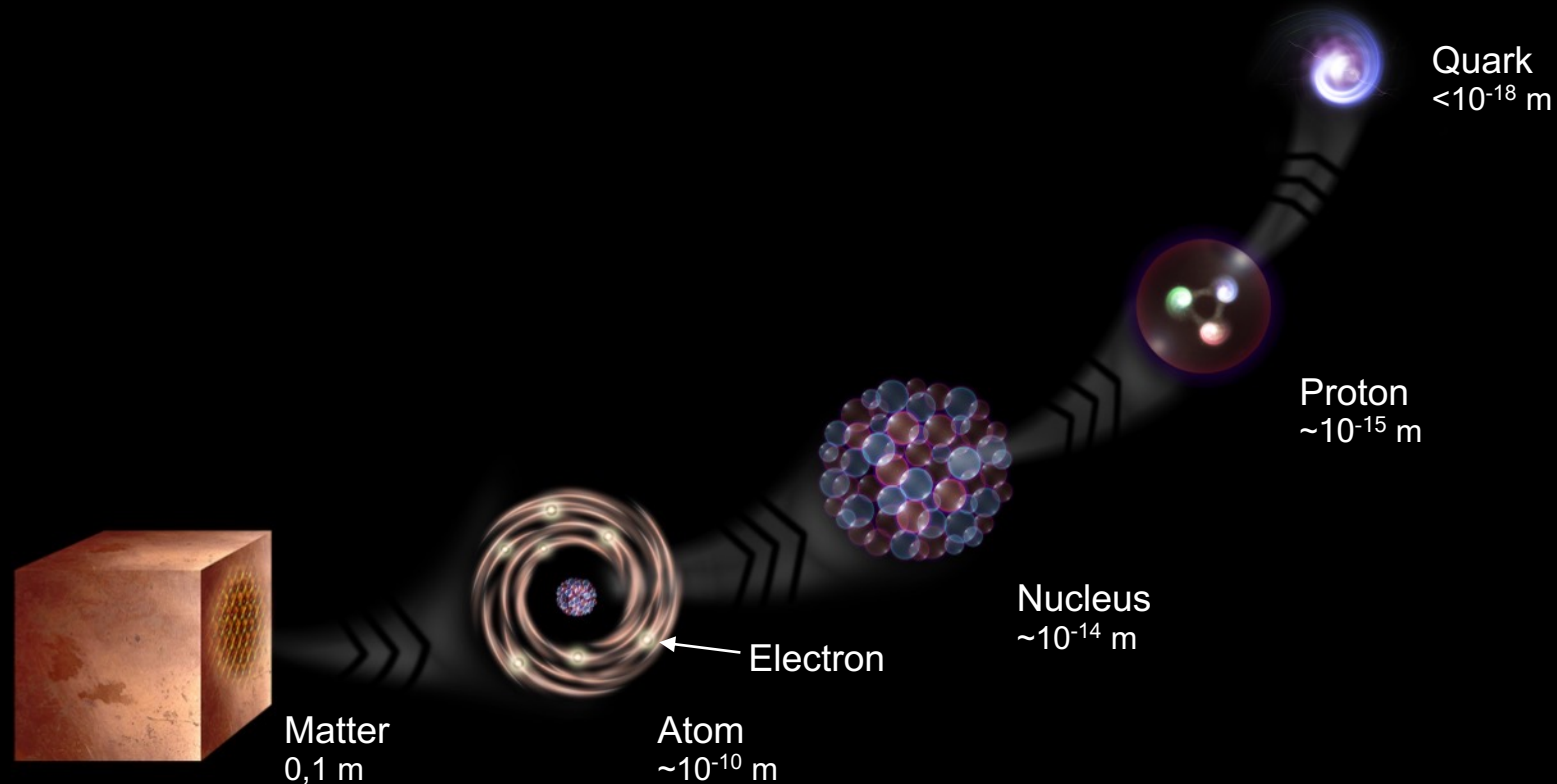
The energy of the particles in collision is converted into new particles.

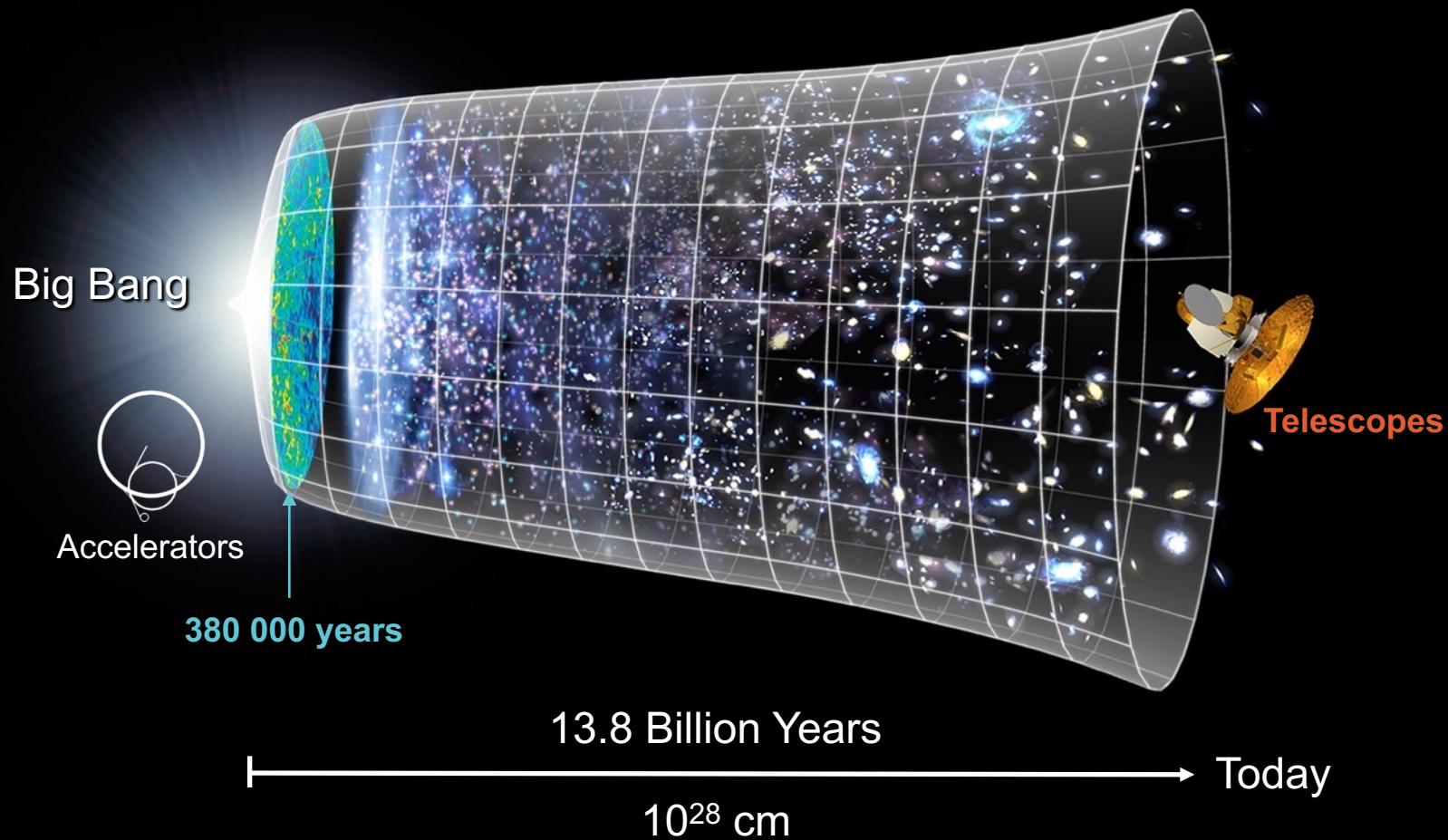
Giant detectors record the particles formed at the four collision points



What is the universe made of?

We study the elementary building blocks of matter and the forces that control their behaviour





How did the universe begin?

We reproduce the conditions a fraction of a second after the Big Bang, to gain insight into the structure and evolution of the universe.

There are many unanswered questions in fundamental physics

Including

What is the unknown
95% of the mass
and energy
of the universe?

Is there only one Higgs
boson, and does it
behave exactly as
expected?

Why is the universe
made only of matter,
with hardly any
antimatter?

Why is gravity so weak
compared to the other
forces?

At CERN we help to answer these questions



Carlo Rubbia



Simon Van der Meer



Georges Charpak

Several CERN scientists have received Nobel Prizes for key discoveries in particle physics.

The Higgs boson was discovered in 2012; without it fundamental particles would be massless and atoms could not form.

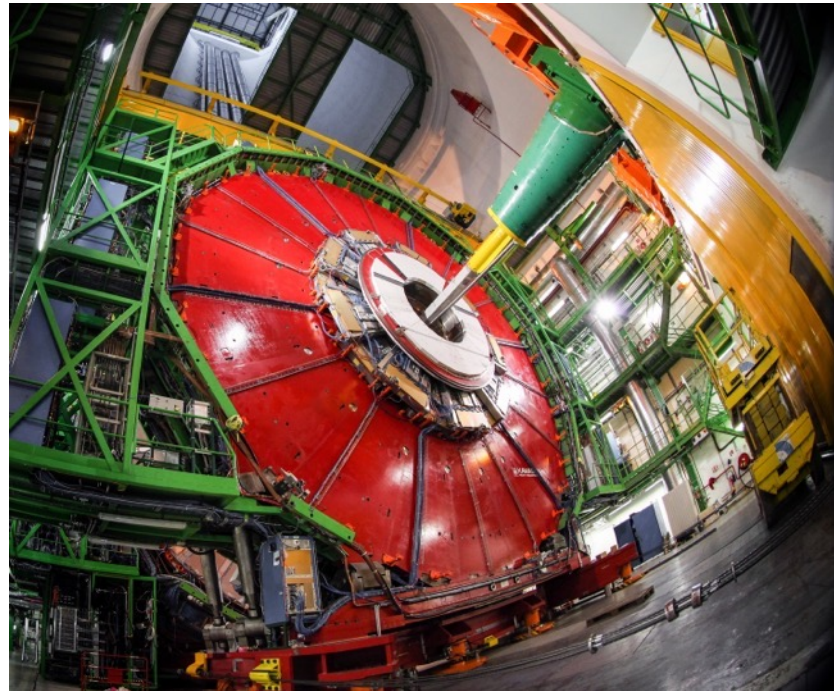


François Englert and Peter Higgs. With Robert Brout, they proposed the mechanism in 1964.

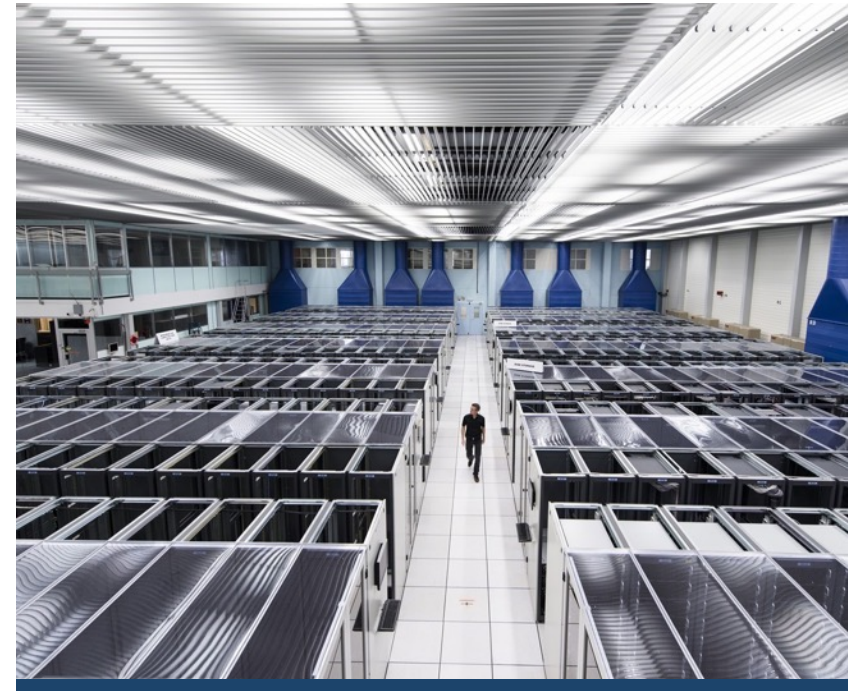
We develop technologies in three key areas



ACCELERATORS



DETECTORS

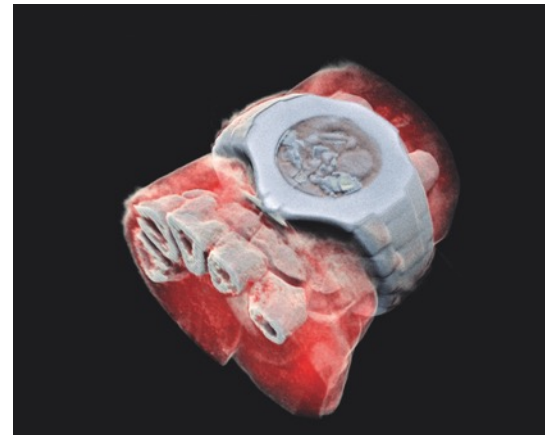


COMPUTING

CERN's technological innovations have important applications in medicine and healthcare

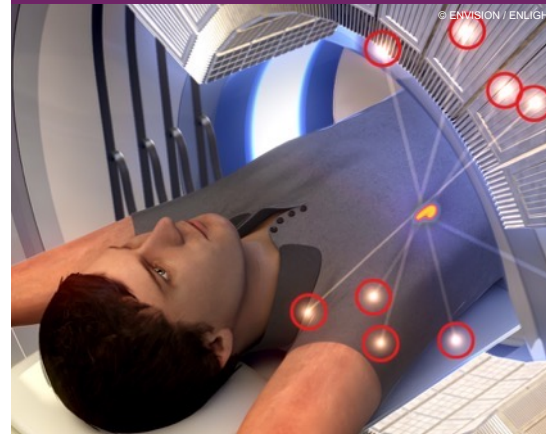


Technologies applied at CERN are also used in PET, for medical imaging and diagnostics.

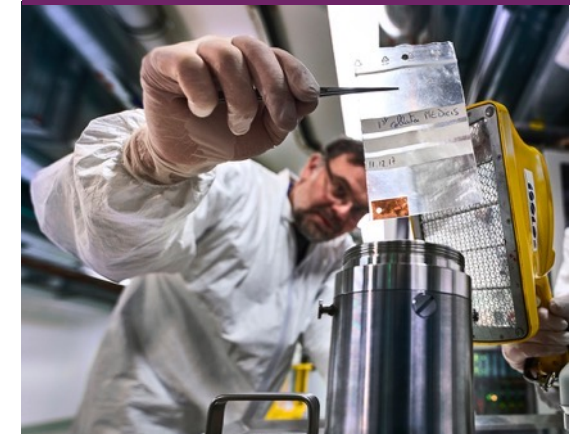


CERN produces innovative radioisotopes for nuclear medicine research.

Accelerator technologies are applied in cancer radiotherapy with protons, ions and electrons.



Pixel detector technologies are used for high resolution 3D colour X-ray imaging.



CERN Science Gateway

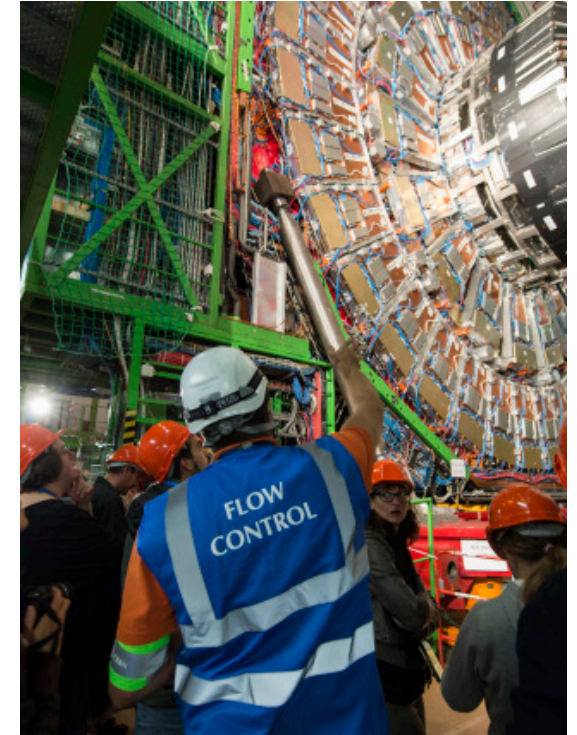


CERN's new education and outreach centre for all publics aged 5-plus.

Inaugurated
7 October 2023.

Immersive exhibitions,
education labs, events
and shows.

Exhibitions, Animations, Guided Visits...



Free entrance, open 6 days a week

GENEVA

LET'S KEEP IN TOUCH!

GENEVA TOURISM

Kristelle Charré

Market Manager North America & Asia

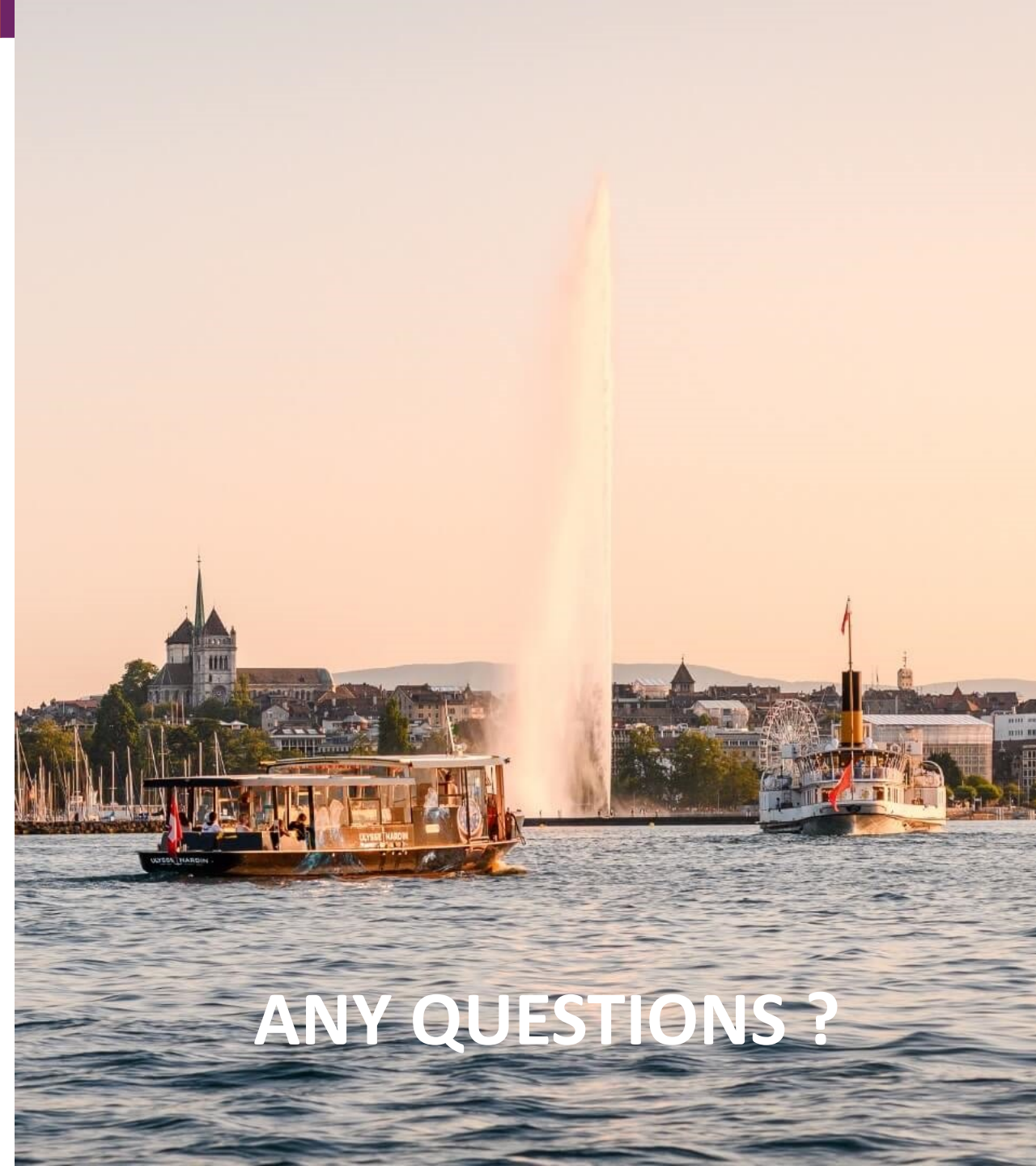
kristelle.charre@geneve.com

CERN

Arnaud Marsollier

Head Media relations & digital

arnaud.marsollier@cern.ch



ANY QUESTIONS ?



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Switzerland.