

The European Research Council

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ERC Executive Agency

Communication Unit



PI-Centric, Paris

2 June 2017



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Why are we here?



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(link to video)





Our message



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Communication is key





Finding the right moment



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- New scientific results
- Press release planned
- Already featured in the press
- Highlighting your research in light of the news
- Attendance at events
- Major scientific prizes
- 'World days' / 'European weeks' / International years

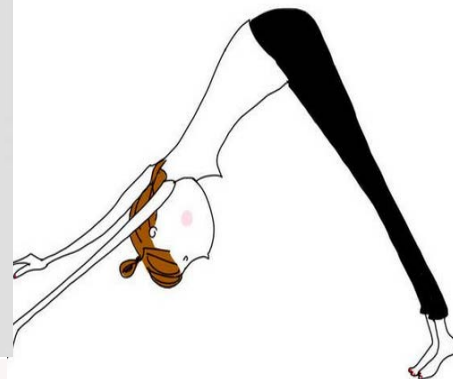
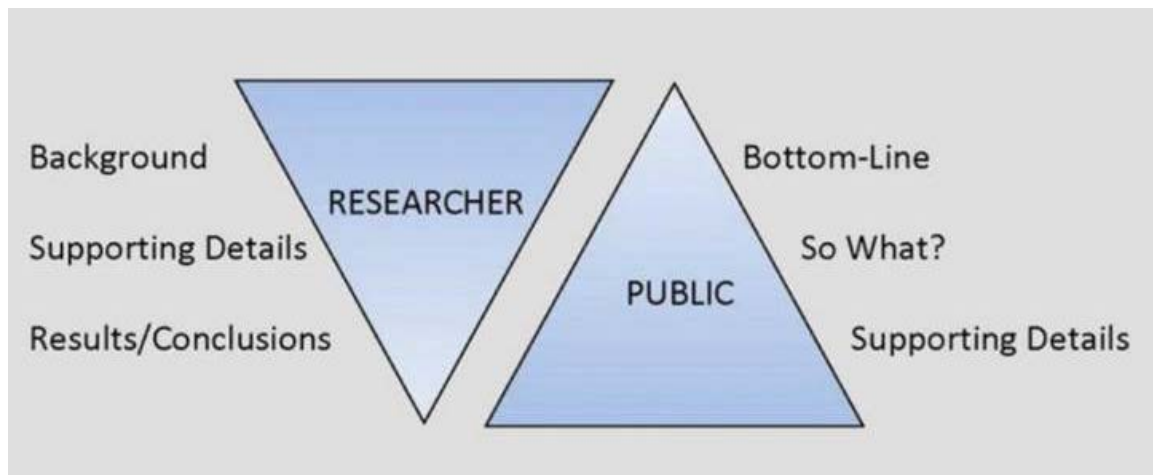




And the right angle



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Bruxelles - Paris en train
dès 29 €

Réservez ici

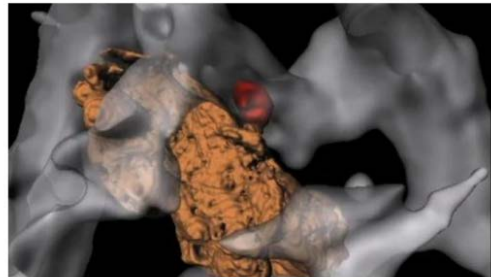


LA STAMPA SALUTE

SEGUICI SU    ACCEDI 

Epatite B, la guerra dell'organismo contro il virus è come un film

Per la prima volta al mondo i ricercatori del San Raffaele di Milano hanno osservato in diretta lo sviluppo della malattia. I video che mostrano le sequenze dell'attacco da parte del sistema immunitario



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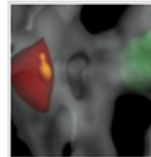
Ecco come si sviluppa l'epatite B «Viaggio allucinante» nel fegato

Come nel film tratto dal libro di Asimov è stato fotografato come i linfociti si fermano r capillari del fegato e da lì riconoscono e distruggono cellule infettate dal virus

di Redazione Online



Lymphocytes versus hepatitis B virus: caught in action



15/04/2015

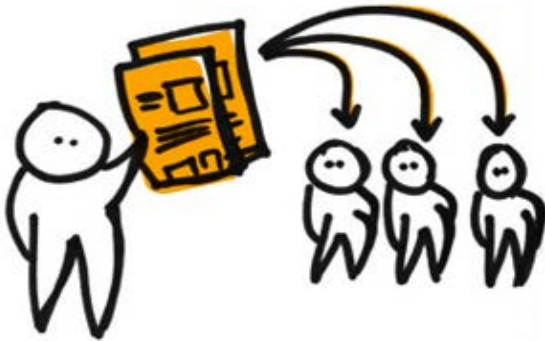
blood vessel

For the first time ever, two ERC grantees, Prof. Luca G. Guidotti and Dr Matteo Iannacone, have observed *in vivo* how specific white blood cells, so-called cytotoxic T lymphocytes, identify, target and attack liver cells that are infected with the hepatitis B virus. To witness these immune cells in action in real time, the two scientists developed advanced, dynamic imaging techniques. An estimated 240 million people are chronically infected with hepatitis B worldwide. This discovery, published today in the scientific journal *Cell*, opens new horizons for the development of novel therapies.

© Guidotti et al./Cell 2015 - Cytotoxic T lymphocytes (red) recognize and kill infected liver cells (brown) while remaining inside the



How to share your research?



- Social media
- Stories and press actions
- Events
- Audiovisual materials
- Brochures and leaflets
- Newsletter



We can help you



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- 3 teams




- 3 communication objectives





 Over **13,000** likes on Facebook

 Over **25,000** followers on Twitter

 Over **570,000** ERC website visitors

 Over **7,250** articles mentioning ERC
Nearly **90 million** potential print readers reached

 **20** events attended

 **34** stories and features on ERC projects



Tag and contact us



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European
Commission

Horizon 2020
European Union funding
for Research & Innovation

Where to find more info?

- **Tips for communicating your project**
<http://erc.europa.eu/funding-and-grants/managing-project>
- **Acknowledging EU and ERC funding on ERC website**
<http://erc.europa.eu/faq/how-do-erc-grantees-acknowledge-research-funding-received-european-union-and-erc>
- **ERC Banners and logos on ERC website**
<http://erc.europa.eu/media-and-events/logos-and-banners>



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Merci