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## How Did the Higgs Boson Become a Rock Star?

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Almost everyone has heard of it and many are aware that it is one of the most important discoveries of the last 50 years, but few people understand anything about the Higgs boson. Indeed, CERN's media profile and visibility considerably increased in the last years with the start of the LHC and the discovery of the Higgs boson announced on 4 July 2012 and the related Nobel Prize awarded to François Englert and Peter Higgs in 2013. What are the ingredients that triggered such a media hype? How do social media change the landscape? How to capitalize on such visibility? How to work in a global context with involved partners from so many countries? This talk will address some of the challenges and lessons learnt at CERN from this very intense period.

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