CERN Guide Charter

Integrity, commitment, professionalism, creativity and diversity are the cornerstones of CERN's pursuit of excellence. The CERN Code of Conduct, which you have received, reiterates these values and is the primary document for any guide taking visitors around CERN.

Being a volunteer guide is an exciting way of introducing people to CERN's mission and achievements. As a guide, you are the public's first line of contact with CERN. You are both an ambassador for the Laboratory and a purveyor of knowledge, which you share with all types of visitors. As a guide, you must commit to complying with the CERN Code of Conduct and applying the following overarching principles:

Punctuality – guides must be on time.
- Be punctual as a mark of courtesy and respect for the members of the public.
- Arrive on time with your materials and talk prepared.

Welcome – guides welcome visitors as guests.
- Place visitors at their ease with a smile.
- Pay heed to the visitors’ wishes.
- Use clear and precise language to put visitors at ease.
- Give precise information, thereby earning the visitors’ trust.

Responsibility – guides take responsibility for their group and the resources provided.
- Know and abide by the safety rules.
- Keep to the planned itineraries, timings and transport arrangements.
- Make sure that any human resources and materials made available are used in CERN’s best interests.

Supervision – guides are attentive to all members of their group.
- Make sure you direct your remarks at all members of the group and include everyone equally.
- Wait for everyone when moving around on foot or by bus.
- Do not let the group split up when moving or at a visit location.
Appropriate content – guides adapt to the level of their group and endeavour to make themselves understood by all visitors.

- Identify the visitors’ level and pitch your talk accordingly.
- Adapt the talk and the language used in order to be understood by all.
- Avoid excessively technical language when addressing non-specialist audiences.

Ethical behaviour – guides behave respectfully towards visitors.

- Always behave in the interests of the Organization.
- Listen to what the visitors have to say and, if you wish to express a different point of view, do so without being disrespectful.
- Refrain from any form of harassment or verbal or non-verbal aggression.

Respect – guides are respectful towards visitors and colleagues.

- Respect other guides following with their own groups by keeping to the visit itinerary.
- Follow the itinerary and timings to facilitate the efficient work of the Visitor Traffic Controller and the Visits Service.

Every CERN guide is obliged to comply with this Charter and non-compliance may result in the withdrawal of authorisation to act as a guide.