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Humanising Science through CMS Outreach initiatives

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In the increasingly fragmented media landscape where there is an overload of information reaching any one member of the public, it is a human connection that cuts through. In order for our experiments to speak to people, to keep people engaged in the ongoing process of science, we need to humanise it where possible. In this talk we show how CMS outreach tries to platform a diverse set of people as much as possible, and take our audiences through our journey with us.

Secondary track

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