



Contribution ID: 536

Type: **Parallel**

## **ATLAS On the Air! - Measuring the Success of the ATLAS Virtual Visit Programme**

*Thursday 10 July 2025 10:10 (20 minutes)*

Since 2010, ATLAS Virtual Visits have revolutionised HEP outreach by connecting its collaboration members with audiences worldwide. The Virtual Visit model brings inspiring scientific outreach events to visitors who would otherwise not have such an opportunity. Over the years, by offering the visits in a variety of languages and using a variety of online platforms, we have expanded their scope, engaging a broad and diverse audience, including parliaments, businesses, festivals, retirement homes, experiments, and even prisons. The visits, presented in front of the detector or the control room, stimulate audience engagement and offer excellent communication training to members of the collaboration. We present newly compiled statistics describing the growth, geographical, and demographical reach of the programme.

### **Secondary track**

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**Session Classification:** T14

**Track Classification:** T14 - Outreach, Education and EDI