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LHCb overview of outreach activities

The LHCb experiment aims to address one of the most fundamental questions in particle physics: what distinguishes matter from antimatter? This compelling scientific quest captures the imagination not only of the general public but also of policymakers, funding bodies, and the broader scientific community. In this talk, we present the wide range of outreach activities undertaken by the LHCb members to communicate the significance of our research and maintain strong engagement with diverse audiences. These efforts include the revitalization of the LHCb social media presence, active participation in international masterclasses, organized visits for the public, VIP, funding agencies and artists, as well as development of branded merchandise, creation of underground exhibitions, improved documentation and public news sharing.

Secondary track

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