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## ATLAS Outreach and Education

*Thursday 10 July 2025 08:50 (20 minutes)*

The ATLAS Experiment on the Large Hadron Collider at CERN is one of the largest most complex scientific instruments ever constructed. It has been built and operated by an international collaboration of over 5900 members of 103 nationalities from 243 institutes around the world. While the scientific goals and results of the experiment are continually reported to colleagues in the field through conferences, journals and seminars, the collaboration makes a dedicated effort to engage other key audiences with the excitement of its achievements. These audiences range from young children and students, members of the media, politicians and scientists in the same or different fields. Efforts include effective sustained online communication, development of educational material, including Masterclasses and open data programmes, creation of exhibitions and events at festivals, hosting of local and virtual visits to the experiment, and much more. The work is led by members of the collaboration, supported by a dedicated Outreach team including expertise in education and communication. We report on recent developments and plans, as well as the challenges faced by the current fragmented media landscape.

### Secondary track

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