ATLAS VIRTUAL VISITS: BRINGING THE WORLD TO OUR DETECTOR

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On behalf of the ATLAS Collaboration
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INTRODUCTION

- **ATLAS Visits** (in person and virtual) are an important component of the ATLAS outreach efforts.

- **ATLAS Virtual Visits** (VV) are a way to bring the excitement of scientific exploration and discovery to the general public.

- The VV programme was initiated in 2010.

- When the ATLAS cavern is accessible, VVs take place underground. Otherwise, they are in the ATLAS Visitor Centre (AVC).

- A guide who is present in the ATLAS cavern or the AVC uses a phone and tripod to connect to a group via Zoom, and gives an interactive presentation of the space.

- Audiences are schools, science festivals, individuals, VIPs, ...
BOOKING SYSTEM

- Booking done via an online form.
- Information about the origin and context of the visit, useful for guides and for statistics.
- Possibility to request a specific guide.
- Ask authorization to record and publish the event.
## Statistics

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of visits</th>
<th>Number of countries (origin of booking)</th>
<th>Number of languages</th>
<th>Maximum number of participants in a single visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>121 (66 underground)</td>
<td>35</td>
<td>8</td>
<td>~200</td>
</tr>
<tr>
<td>2023 (so far)</td>
<td>41 (21 underground)</td>
<td>31</td>
<td>9</td>
<td>310</td>
</tr>
</tbody>
</table>

### Countries booking virtual visits in 2022
- Spain
- UK
- USA
- Brazil
- Italy
- Virtual
- Germany
- Colombia
- Morocco
- Switzerland
- Belgium
- France
- Greece
- Pakistan
- Portugal
- Taiwan
- Others (20 countries)

### Countries booking virtual visits in 2023
- UK
- Sweden
- India
- Australia
- Switzerland
- Germany
- Slovakia
- Morocco
- Colombia
- Norway
- Ukraine
- Others (11 countries)

### Languages of Virtual Visits in 2022
- English
- Italian
- Spanish
- French
- Portuguese
- German
- Japanese
- Greek

### Languages of Virtual Visits in 2023
- English
- German
- Italian
- Slovak
- Swedish
- Spanish
- Portuguese
- Turkish
- Slovakian
GLOBAL REACH

Map of countries booking Virtual Visits in 2022
REACHING WIDER AUDIENCES

- Some virtual visits are “open”, meaning that individuals can sign up without being part of a group.
- 6 open visits in 2022, including 3 in languages other than English.
- Some of these open visits were livestreamed to YouTube and TikTok.
- Between 30 and 50 participants each time, with lots of engagement.
FEEDBACK

Very positive feedback from virtual visitors:

▸ “For me and the students that were there it was an inspiring and, of course, fun experience. After your presentation we had a researcher talking about the discovery of Higgs boson and it was nice to see pictures of Atlas and feel that one had been there.”

▸ “Really insightful and engaging! I loved hearing about how important the research being conducted is and how it answers so many questions about our universe :))” (from a student)

▸ “One of [my students] on the way out of the room said, ‘In six more years, I could be doing that.’ That's exactly what we wanted to have happen - that feeling of possibilities.”

▸ “[The guides] at CERN made me, someone who could not care less about physics, want to visit the LHC.”
VIRTUAL VISITS FROM THE ATLAS VISITOR CENTRE

- When the cavern is not accessible, Virtual Visits take place from the ATLAS Visitor Centre.

- A corner of the room is dedicated to VVs (can be closed off from the rest of the room in case of a simultaneous in-person visit).

- Plans to have a built-in video system here in the future.
CONCLUSION

▸ Through the Virtual Visit programme, we have been able to introduce many visitors to the detector and the work that we do.

▸ We have been able to reach people from all over the world thanks to our multilingual guides and platforms such as Zoom and YouTube.

▸ Feedback from visitors is usually very positive.

▸ Continuing to improve the programme for a better experience for guides and visitors.