

## **Engaging the Public at Festivals and Conferences**

Festivals, conferences and other public events provide scientists and science communicators with an opportunity to reach new audiences. To do this successfully ATLAS collaboration members have come up with attractive material and programmes targeting these audiences. Science tents have been set up at music, art and dance festivals, such as WOMAD in the U.K. and the Colours of Ostrava in the Czech Republic. Other examples, include the Music of Physics programme, featured at the Montreux Jazz Festival, the Sofia Science Festival and hosted at the Indian embassy in Kathmandu, Nepal, and Universal Science, an event focused on science and diversity, and hosted at conferences, such as CHEP, ICHEP and the ATLAS Collaboration meeting in Lisbon, Portugal. We describe these activities and discuss their effectiveness in reaching new audiences, worldwide.

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