Virtual Visits Experience
Feedback and Statistics from Bulgaria
Mission statement:
Increase interest in Science, Technologies, Engineering & Physics
Target Audience Profile

- Students TRG 12+
- Teachers
- Some or limited knowledge about CERN
- Interested in science
- Event venues capacity 50-120 people

![Bar chart showing attendance increase from 2014 to 2016]

- 2014: > 150
- 2015: > 250
- 2016: > 1900
Outreach map

Webcast to **22 locations** in Bulgaria and reached **37 schools** in less than **3 years**.

- 20 Professional High Schools
  - Mechanics
  - Electrical Engineering
  - Telecommunications
- 6 Language Schools
- 7 Math Schools
- 4 Primary School
- 1 Planetarium
Virtual Visit Journey

Started as a team of 3 Bulgarians and have grown to an international collaboration >20 people

May 2014
- 1 school
- Audience of > 70

August 2014
- 1 school
- Audience of > 80

March 2015
- 4 schools
- Total number of > 250

February 2016
- 4 schools
- Total number of > 300

March 2016
- 11 schools
- Total number of > 600

December 2016
- 18 schools
- Total number of > 1000
Virtual Visit Milestones

**Step 1**
- School requests a visit
- Set a date for a virtual visit
- Invite more schools to join
- Schedule vidyo platform test session
- Send additional information to schools

**Step 2**
- Assign virtual guides
- Book CMS/SM18/CCC, etc.
- Prepare a script
- Distribute final script for the visit
- Perform technical test session with technical crew

**Step 3**
- Distribute webcast link to schools
- Share webcast link with third parties
- Promote the event via social media
- Update the official site
- Track Media Coverage
- Track webcast analytics
- Send post event survey to schools
- Case study based on received analytics and feedback from schools
Key Takeaways

Takeaway 1
- Up to 60 minutes visit
- Up to 4 locations
- Up to 5 schools for a single virtual event

Takeaway 2
- First hand feedback
- Time is a limited asset
- Students are impatient
- Audience loses concentration

Takeaway 3
- Real-time views
- URL traffic (Social, Direct, Referral, Organic search)
- Social Referrals (FB, Twitter, Google, 3rd party websites)
- Tracking sessions per region (by Country, City)