Virtual Visits Experience

Feedback and Statistics from Bulgaria
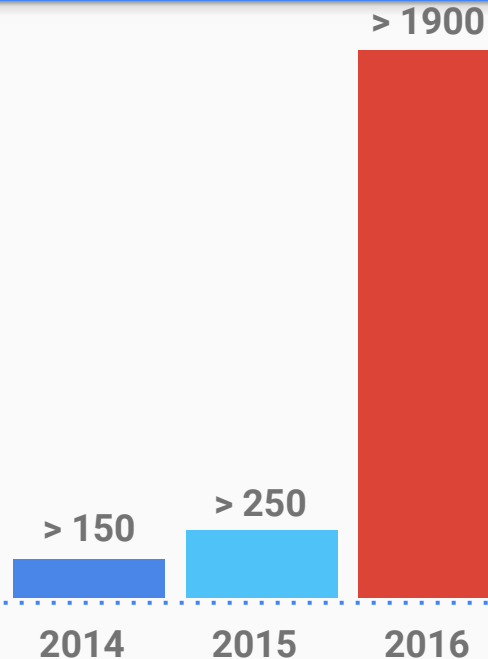
Mission statement:

**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

> 1900

> 150

> 250

2014   2015   2016

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**
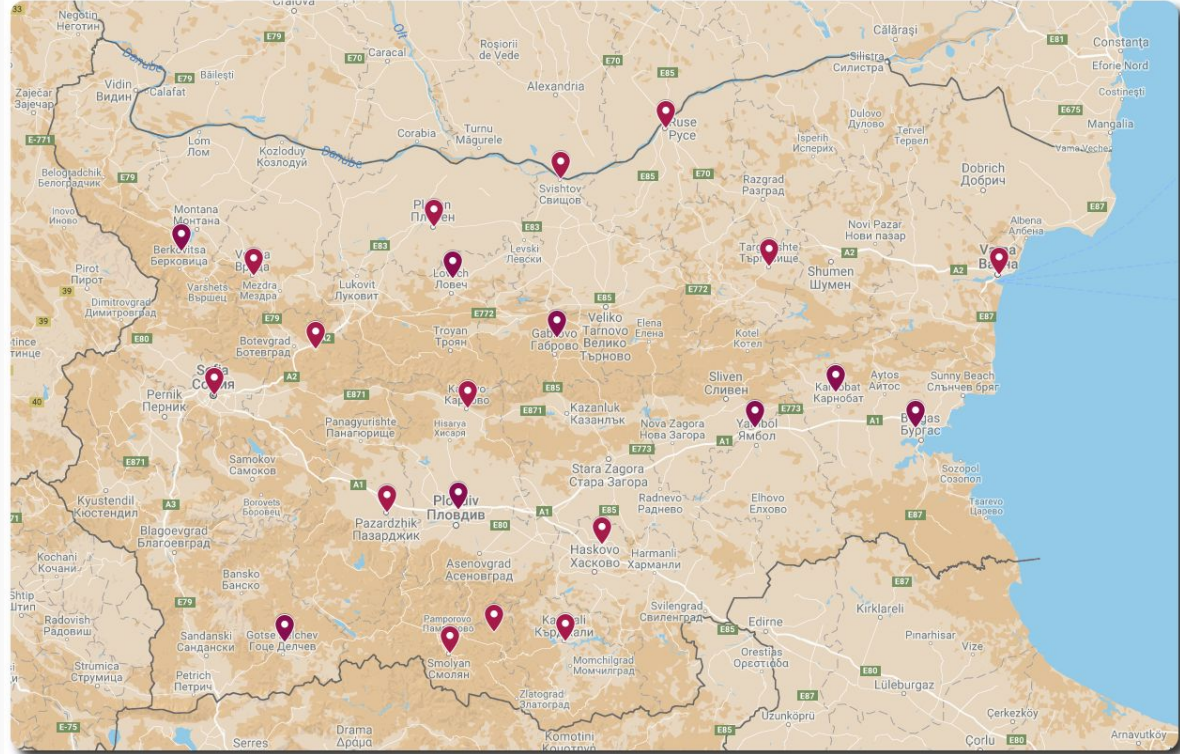
Virtual Visit Journey

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

May 2014
- **1** school
- Audience of **> 70**

March 2015
- **4** schools
- Total number of **> 250**

March 2016
- **11** schools
- Total number of **> 600**

August 2014
- **1** school
- Audience of **> 80**

February 2016
- **4** schools
- Total number of **> 300**

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
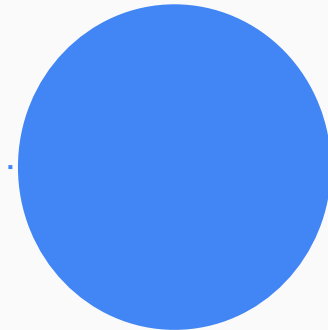
Key Takeaways

Takeaway 1

60/4/5

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

Takeaway 2

Q&A Engagement

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

Takeaway 3

Public webcast analytics

- **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)