Thanks to CMS Guides and CMS institutes!
Number of participants per year

- 2014: 2,768
- 2015: 7,771
- 2016: 7,781


Visitors per month

- Blue bars represent 2014
- Red bars represent 2015
- Orange bars represent 2016

1/13/2017
Main reasons for a CMS virtual visit

- Exhibition/Science Centre: 13.7%
- Open Days/Public Event: 17.5%
- School Event: 63.9%
- Teachers Workshop
- University Event
Type of audience

- Teachers: 11,454
- University students: 4,059
- General Public: 2,856
- High-school students: 2,856


CMS Virtual Visits
Top 14 countries

- Greece: 2254
- Egypt: 1880
- Hungary: 1715
- India: 1350
- Bulgaria: 1120
- Portugal: 1106
- Poland: 1090
- Russia: 1030
- US: 1007
- Italy: 750
- Brazil: 514
- Cyprus: 510
- Serbia: 470
- Turkey: 414
### Additional information

<table>
<thead>
<tr>
<th>subscription</th>
<th>via online survey</th>
<th><a href="http://cern.ch/go/T7f7">http://cern.ch/go/T7f7</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 hour</td>
<td>Average time of a Virtual Visit</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Number of staff involved</td>
<td>2 technical support (1 with static unit + 1 for mobile unit)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2 guides (1 with good internet connection + 1 mobile guide)</td>
</tr>
<tr>
<td>Evaluation</td>
<td>Feedback report</td>
<td>provided by CMS Virtual Visit requestor/local organiser and analysed by coordinator/admin</td>
</tr>
<tr>
<td></td>
<td>Satisfaction survey</td>
<td></td>
</tr>
</tbody>
</table>

### Data driven decisions

<table>
<thead>
<tr>
<th>50 participants</th>
<th>min. number of participants per Virtual Visit accepted (to assure ROI)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 connections e.g. 5 schools</td>
<td>max. number allowing to keep the visit interactive</td>
</tr>
<tr>
<td>webcast</td>
<td>on request</td>
</tr>
<tr>
<td>(Pre-visit) participants survey to assess the level of knowledge (e.g. sent to students via teachers)</td>
<td>helps guide to set the level of conversation</td>
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<tr>
<td></td>
<td>helps guide to understand participants' needs</td>
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<tr>
<td></td>
<td>helps students to preapare and think what they are expecting from this VV</td>
</tr>
<tr>
<td>(Post-visit) feedback report</td>
<td>compulsory (one needs to agree on providing it while filling out the form)</td>
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<td></td>
<td>admin needs to follow up with local organisers</td>
</tr>
</tbody>
</table>
2016 highlights

Included in the Protocol Office Programme of vising Ministries (left: Lithuania, March 2016 / right: Slovenia, Dec 2016)

Connection from Kigali (Rwanda)  
Connection from Addis Ababa (Ethiopia)
Thank you!

cms-communications-team@cern.ch