Reaching new audiences at Major Festivals

Roger Jones

Lancaster University
On behalf of the ATLAS Collaboration
Finding Our Audience

• We are very good at some forms of outreach
  – With the media
  – With schools
  – With visitors

• But the audience tends to be already interested or comes to us

• How can we find new audiences?
Festivals : a Worldwide Phenomenon

<table>
<thead>
<tr>
<th>Rank</th>
<th>Festival</th>
<th>Location</th>
<th>Estimated Attendance Per Day</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>BREEDEN FEST, USA</td>
<td>USA</td>
<td>150,000</td>
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<tr>
<td>2</td>
<td>Roskilde, Denmark</td>
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<td>3</td>
<td>Rock Werchter, Belgium</td>
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<td>4</td>
<td>Lollapalooza, Chicago, IL</td>
<td>USA</td>
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<td>5</td>
<td>Rock al Parque, Colombia</td>
<td>Colombia</td>
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<td>Scotland</td>
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<td>7</td>
<td>Exit, Serbia</td>
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<td>Coachella, USA</td>
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<td>75,000</td>
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<td>9</td>
<td>Reading/Leeds Festival, England</td>
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<td>Sziget, Hungary</td>
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<td>Big Day Out, Aus &amp; New Zealand</td>
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<td>Hurricane, Germany</td>
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<td>Download, UK</td>
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<td>Benicassim, Spain</td>
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<td>20</td>
<td>Wireless Festival, England</td>
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<td>15,000 – 20,000</td>
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</table>
More (impressive) numbers

U.K.

Attendance at music concerts and festivals in the United Kingdom from 2012 to 2016. The data refers to both local attendants and tourists from abroad. The number of festival visitors grew by over one million in the three years between 2012 and 2016, from 2.79 million to 3.9 million.

U.S.A.

In a survey carried out by Billboard in 2016, average 32,000,000 go to at least one U.S. music festival every year.

NORWAY

300,000 people go to a music festival every year!
Faced with stiff competition from an ever-growing number of festivals, organizers are looking to add areas and activities that are a bit different, something unexpected.

Many are now Cultural Festivals, not just Music Festivals. Their audience is often intelligent, curious but not necessarily scientifically literate.

They are not (yet) the people who come to us. Elements of addressing this audience trialed at the Montreux Jazz Festival.
The aim is a COLLABORATION between CERN and/or the CERN experiments AND Local institute teams, national physics outreach bodies & The festivals

This allows all partners to minimize their costs and at the same time build and strengthen relationships between CERN/Experiments and outreach teams of Member / non-Member States

These environments could be re-created almost anywhere Many countries have huge music and/or arts festivals
What is WOMAD?

Millions of festival-goers • Thousands of artists • 30 countries • One vision

WOMAD stands for the World of Music, Arts and Dance, and gives its name to the internationally established WOMAD Festival that brings together artists from all over the globe. As well as presenting and celebrating the huge array of art forms the planet has to offer, a central aim of WOMAD’s many festivals is to promote cross-cultural awareness and tolerance.

People camping for three days - are going for the music, the literature, the culture but not for any science. At least not until.....
WOMAD2016
Charlton Park, Wiltshire, UK

At the invitation of the director of Real World (after a special visit to CERN)

“Why don’t we have a World of Physics?”

Physics Pavilion ran for the full 3 days offering talks ... workshops ... ATLAS virtual visit

It was a first for WOMAD, a first for ATLAS and a first for CERN
The main elements

• The Physics Pavilion
  – The venue for talks, demonstrations, panels, Q&As
  – Stage with seated area
• The Lab
  – A workshop area, typically 40 mins plus turn around
• The gazebo
  – An open-fronted area for passers-by and people queuing
• A ‘prep’ area
  – Don’t underestimate the space
  – Remember sound travels!
• And a keen and engaged team!
12:00 Physics in the freezer
13:00 Make your own cloud chamber workshop (live link)
14:00 Virtual visit to Atlas control room at CERN
15:00 What’s the matter with anti-matter?
16:00 Mixing it up with neutrinos
17:00 Time travel - fact or fiction?
Team camped in basic tents provided by the festival

Physics Pavilion runs for the full 3 days offering talks ... workshops ... virtual visits to ATLAS@CERN https://atlasvirtualvisit.web.cern.ch/ (2016) and NASA, Houston (2017)
Comics, Academics, School students, Showrunners....
The success of 2016 resulted in WOMAD offering 2 additional spaces in 2017 for workshops.

4,500 people in 2016 !

5,400 people in 2017 !
“You must come back next year!”

“Great show, made very complex really interesting and accessible”

“Superb. I loved the clarity of the explanations given by the school and the teacher”

“I didn’t understand physics at all at school but I really enjoyed this”

“Really interesting – could be even longer!”
Lessons Learned

• The main lesson learned is to relax & enjoy
  – The best interactions and feedback are often from the least prepared sessions
  – Keep a talk (from a team member) and a panel idea in reserve in case of need
  – Ask a physicist, either written questions or questions from the floor, works well

• Check the talk titles
  – Academics have a poor grasp of what excites interest. A catchy title can help even a dry talk work

• Use celebrity – but make sure you keep a focus on the theme
  – A good chair for discussions can help this

• Work the crowd – have a team interacting with the queues for sessions
  – These are often the interactions the audience like best

• Remember diversity
  – Make sure there is space for wheelchairs etc even if people want to stand
First public Masterclass @ MOOGFEST2017 (heavily oversubscribed)

Pub talk and virtual visits very popular and Mark asked many times since to give more in other towns

Keynote talk went way over scheduled end time because of large number of questions from a very curious audience

In collaboration with Mark Kruse/US ATLAS
Wrapping up

What does this offer us?

A different forum for communicating and experiencing science, and the occasion for scientists to share their experience, knowledge and passion with a completely new audience

Taking science to where the people are

Offers an opportunity to engage with people who are normally indifferent to science by

‘popping up in the last place they expect to find it’
The Future’s So Bright......

- Discussions with other festivals beyond the UK ongoing
- Potential hosts are approaching us rather than reaching-out
- Speakers/performers are often coming to us
- The costs are low, there are potential sustained funding streams

......We’ve Gotta Wear Goggles

To see the Physics Pavilion at WOMAD in action, watch this short video