

30th International Symposium on Lepton Photon Interactions at High Energies



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Outreach at LHCb

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Since March 2020, the landscape of science communication has radically changed to adapt to a situation of limited mobility and exploding internet usage. Following this trend, the LHCb collaboration has increased its online presence through a wide communication around its latest results, and has built experience in organising virtual visits of the experiment, while pursuing its efforts to strengthen its previous outreach activities.

This talk will include an overview of the coverage of recent LHCb results in social and internet-based media. We will also discuss our experience and future plans for virtual tours of the detector, and cover updates of the LHCb Masterclass aimed at improving the students experience.

In parallel with this, the collaboration is preparing for the future. As part of this process, we are designing and preparing a brand new physical exhibit at the LHCb site at CERN. We will present the current status and plans for this exhibit.

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