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## CERN - Education and Outreach

*Thursday, 18 June 2015 14:50 (20 minutes)*

CERN's communication strategy goes beyond publishing scientific results. Education and outreach are equally important ways of communicating with the general public, and in particular with the young generation. Over the last decade, CERN has significantly increased its efforts to accommodate the very large interest of the general public (about 300,000 visit requests per year) by ramping up its capacity for guided tours (from 25,000 visitors per year to 112,000 in 2014), by creating six new of state-of-the-art exhibitions and by touring the member states with several traveling exhibitions. The offer for school teachers has also been expanded, to 37 weeks of teacher courses with 1200 participants from more than 50 countries in 2014. The talk will give an overview about these programmes and their impact.

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