

Abstract Submitted  
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**Using Online Seminars as an Outreach Strategy to Promote Science**<sup>1</sup> MAGDALENA WALESKA ALDANA SEGURA, Universidad de San Carlos de Guatemala, JULIN FLIX VALDEZ, Universidad de Guanajuato — During the Pandemic in 2020, we adapted our face-to-face presentations to online delivery via platforms that will allow easy access, low bandwidth consumption and at the same time to reach a broader audience interested in Science. Although this way of work is not new, it's advantages provided us the opportunity to diversify contents and reach a broader audience achieving gender equality. With those things in mind, from the International Elementary Particle Laboratory, a strategy as a binational collaboration established the Leon Lederman Seminars Series. Over 400,000 people were reached from all over the American Continent, 20 sessions, and 11 invited speakers, our audience primarily 18-25 years of age. Over 40% of the audience has participated in 90% of the Seminars. Our speakers come from Universidad de Guanajuato, Cinvestav Mexico, Fermilab, IAS Princeton, DAMTP Cambridge, IPN Mexico, and Universidad Nacional de la Plata in Argentina. Each seminar is streamed over social media, and remain online so they can be accessed later and their questions are answered during the Ask a Scientist seminar once a month.

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