



**COMMUNICATIONS**  
**HEPTech Board – 24 June 2021**



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# Communication objectives

January-May 2021:

Interviewed 9 nodes to get info about

- their institution's projects
- their expectations from HEP Tech
- their motivations to promote the network's activities

Main feelings after the interview:

- Members have slightly different needs depending on the size of their KT office
- According to many, HEP Tech could offer more



# Communication objectives

After the interviews it was thought to create some more networking events correlated to knowledge transfer.

A new series of entrepreneurial events online was a proposed activity, without the need of extra budget.

Communication of those events was done through invitations (emails) LinkedIn like the others but also through Facebook



# Social media communication

LinkedIn



## Contribution of the members to the LinkedIn account

Provide information about:

- ✓ Experts with expertise in TT and KT-related areas
- ✓ Events and webinars organized by the nodes
- ✓ Awards and nominations
- ✓ Job position offers in the field of TT and KT
- ✓ Video-clips of success stories and show cases

Picture from presentation of E. Getsova "Communication activities board meeting Dec 2020"



# Social media communication

## LinkedIn

Reached some members but still not used by anyone in the network.

Please join the page, invite your colleagues:

[LinkedIn](#)



# Social media communication

## Facebook

The page has been used in 2015-2017

Good channel for the events.

Please join the page, invite your colleagues:

[Facebook](#)



# Website

Some slight modification to the menu and the addition of HEPTRepreneurs series page

The screenshot displays the HEPTech website's home page. On the left is a vertical navigation menu with the following sections: HOME, ABOUT US, ACTIVITIES, NEWS, and MEMBERS AREA. Each section contains several sub-links. The main content area is titled 'HOME' and 'NEWS!' and features a grid of news items. The top row includes 'HEPTrepreneurs Episode 3', 'Board Meeting', 'Best Practice', and 'ENRIITC your Knowledge'. The bottom row includes 'ENRIITCyourCoffee 53E7', 'ENRIITCyourCoffee 53E6', 'HEPTrepreneurs Episode 2', and 'RI.Logistica Conference'. The HEPTech logo is positioned in the top right of the main content area.

**HOME**

- ▶ NEWS AND EVENTS

**ABOUT US**

- ▶ MISSION
- ▶ ORGANISATION
- ▶ COORDINATION
- ▶ MEMBER INSTITUTIONS
- ▶ PARTNERS
- ▶ CONTACT US

**ACTIVITIES**

- ▶ AIMS
- ▶ BEST PRACTICE WORKSHOPS
- ▶ HEPTREPRENEURS

**NEWS**

- ▶ NEWSLETTER
- ▶ PRESS RELEASES
- ▶ FROM THE MEMBERS
- ▶ YEARBOOK ARCHIVE

**MEMBERS AREA**

**HEPTrepreneurs Episode 3**

We want our actions to change the world & we are therefore looking for innovative partners to support us. [Read more](#)

**Board Meeting**

June 24th 2021 at 09:30 CET [>> more](#)

**Best Practice**

The webinar is aiming to reveal the opportunities for Digital Innovations in the HEP area with focus on Software (IP, Licensing & Startups). June 23rd 2021 at 14:00 CET [>> more](#)

**ENRIITC your Knowledge**

ENRIITC your Knowledge - Webinar #3. "If you are an expert involved in setting up collaborations between Research Infrastructures and Industry, this webinar series is the place to be" Friday 18 June @ 10:00 CEST [>> more](#)

**ENRIITCyourCoffee 53E7**

**ENRIITCyourCoffee 53E6**

**HEPTrepreneurs Episode 2**

**RI.Logistica Conference**

**2021**  
19 - 20 May  
Online Conference

[HEPTech](https://www.heptech.eu)





# Events and news advertised

Along with advertising 22 events from all over the institutes, the EU and partner networks, 2 HEPTech newsletters were produced in January and June.

Other news shared:

- NCRS Demokritos February newsletter
- Mini Interviews about research on Cyber & Physical Security from the Institute of Informatics & Telecommunications (IIT) from Demokritos
- EIT Calls 2021





# Events and news advertised

## *January*

- 28.01 ENRIITCYourCoffe season 2 Episode 1: “A Brave New World: moving to remote access and training”

## *February*

- 04.02 ENRIITCYourCoffe season 2 Episode 2: “E-platforms for Technology/Knowledge Transfer between Industry & RIs”
- 11.02 ENRIITCYourCoffe season 2 Episode 3: “Joint E-platforms for Procurement from Research Infrastructures”
- 18.02 ENRIITCYourCoffe season 2 Episode 4: “The role of a Scientific Service Provider in the collaboration between RIs and Industry: the case of Finden Ltd.”
- 18.02 3rd Big Science Business Forum Webinar
- 25.02 ENRIITCYourCoffe season 2 Episode 5: “What is innovation procurement and why is it important?”

## *March*

- 04.03 ENRIITCYourCoffe season 2 Episode 6: “The role of industry in technology development and testing at RIs”
- 11.03 ENRIITCYourCoffe season 2 Episode 7: “Monitoring and Impact assessment of research Infrastructures”
- 18.03 11.03 ENRIITCYourCoffe season 2 Episode 8: “Training Opportunities for ILOs”

## *April*

- 21.04 A succesful proposal for Horizon Europe: online conference
- 22.04 ENRIITCYourCoffe season 3 Episode 3: “Bringing Industry into the European Open Science Cloud – the EOSC Digital Innovation Hub”ENRIITC Your Knowledge
- 23.04 HEPTrepreneurs Episode 1: “Deep Tech startups: idea to market”
- 29.04 ENRIITCYourCoffe season 3 Episode 4: “ATTRACT - the deployment of a co-innovation European ecosystem of breakthrough detection and imaging technologies for scientific and commercial uses”



# Events and news advertised

## *May*

- 06.05 ENRIITCYourCoffe season 3 Episode 5: “Innovation Impact of RIs through Supplier Relationships - a specific case of RIs' socio-economic impact”
- 19.05-20.05 RI:Logistica (ESS, BightnESS2)
- 27.05 ENRIITCYour Knowledge Webinar #1: “The ILO and ICO roles for beginners”
- 25.05 HEPTrepreneurs Episode 2: “From Quarks to Drugs: a cross-disciplinary journey in technology transfer”

## *June*

- 03.06 ENRIITCYourCoffe season 3 Episode 6: “Towards the new EU Strategy on Technology Infrastructures”
- 10.06 ENRIITCYour Knowledge Webinar #1: “The basics of physical brokerage events for first time organiser”
- 19.06 ENRIITCYourCoffe season 3 Episode 7: “Applied and industrial VS fundamental science”
- 23.06 -24.06 European Research and Innovation days
- 23.06 HEPTech Best Practice June: “Software”
- 24.06 HEPtech Board Meeting



# Events and news advertised



**Thank you!**