

COMMUNICATIONS HEPTech Board – 24 June 2021



- Communication objectives
- Social media communication
- Website
- Events and news advertised



Communication objectives

January-May 2021:

Interviewed 9 nodes to get info about

- their institution's projects
- their expectations from HEPTech
- 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, HEPTech 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



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.

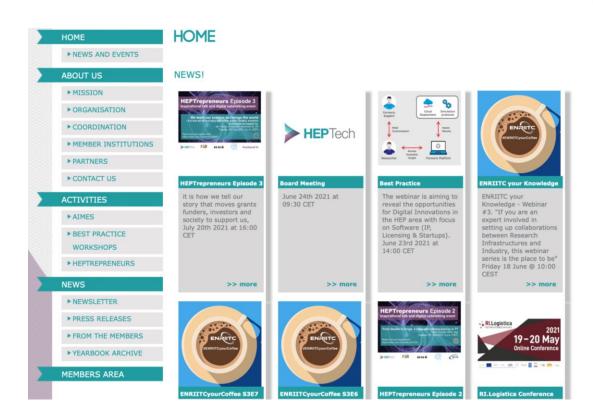
Please join the page, invite your colleagues:

<u>Facebook</u>



Website

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



HEPTech



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





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"



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



Thank you!