



European Middleware Initiative NA2.2 – Events, Public Relation and Materials

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OVERVIEW: Done so far Year 1

- From May 2010 to May 2011
 - Events
 - Material Produced
 - Contacts (press)

OVERVIEW: Done so far Year 1

- EGI-TF: Amsterdam 14-17 September 2010
 - co-organization with EGI of the in-reach session and first tentative of "meet the expert" session within the conference program
 - EMI exhibition booth
 - Five posters produced and exhibited (4 technical areas and 1 general)

OVERVIEW: Done so far Year 1

- SC10: New Orleans, 13-19 November 2010
 - EMI technical poster (Cream CE) exhibited in the NGI/IGI booth
 - produced a brochure distributed to all EMI related partners booths and in the IGI booth
 - produced and distributed, as above, a logo/branded sticker
 - a short EMI article was published on the "Scientific Computing World" magazine, special SC10 edition

OVERVIEW: Done so far Year 1

- ISGC 2011: Taipei, 21-25 March 2011
 - Exhibited technical areas posters (4) and a general EMI project (1)
 - distributed the brochure.

OVERVIEW: Done so far Year 1

- EGI-UF/EMI-TF: Vilnius, 11-14 April 2011
 - Organization of the "meet the expert" session within the conference program;
 - Organization of many Tutorial Sessions;
 - EMI exhibition booth;
 - Exhibited technical areas posters (4) and 1 brand new produced on EMI 1 release;
 - produced and distributed a logo/branded promotional cotton bag;
 - produced and distributed a revised version of the brochure with the update about the imminent EMI 1 release and details on its features;
 - produced, distributed and gathered a questionnaire on EMI technical user expectations (with related draw of a prize);
 - Interviewed, in cooperation with Grid-Talk team, about 10 key-note people from the various user communities and from the European Commission

OVERVIEW: Done so far Year 1

- The Role of e-infrastructures on Climate Change Research, Miramare-Trieste (16-20 May)
 - Exhibited technical areas posters (4) and 1 brand new produced on EMI 1 release;
 - distributed the brochure with the update about the imminent EMI 1 release and details on its features.

OVERVIEW: Done so far Year 1

- All Hands Meeting: Lund, 30 May-2 June
 - No REAL contribution has been given in the overall organization but support to the PO for administrative duties HAS OCCURRED: in particular the purchasing of the gadget for this event has been followed up by NA2.
 - This is to be considered a "**critical**" aspect of the **NA2 duties**, but the issue is more deeply faced in the slides to come.

OVERVIEW: Planned actions Year 2

- ISC11: Hamburg, June 20-23, 2011
 - EMI exhibition booth already organized (booth n. 113 – please spread out the news);
 - Will be exhibited technical areas posters (4) and 1 produced on EMI1 release;
 - will be distributed logo/branded promotional cotton bags;
 - will be distributed a revised version of the brochure with the update on the EMI 1 release and details on its features;
 - booked a "meet the experts: question time" at the booth on June 22, h 15.30 (Peter Stefan)
 - a monitor will show, in a loop, a demo prepared by Emidio

OVERVIEW: Planned actions Year 2

- ISC11: Hamburg, June 20-23, 2011
- SUGGESTIONS TO IMPLEMENT THE BOOTH?
 - it was proposed to the NA2 mail list to implement the number of posters, but the idea **did not receive** too many feedbacks. We actually have 5 posters to exhibit, but we could present 9 !
 - Posters with "slogan like" appearance would help us to better impress the visitors, especially because of the HPC oriented audience

OVERVIEW: Planned actions Year 2

- Some examples for the extra posters could be:
 - "Need to interoperate with your research team with no middleware conflicts? Try EMI, ***The Middleware*** that gives you the key to an easier interaction and interoperability!"
 - "Tired of installing too many middleware tools on your workstation and change them many time to cope with the need to cooperate with your colleagues? Not longer necessary! ***EMI - The Middleware***, that speaks and understands the language you need!"
 - "No more conflicts! You'll be able to interoperate with no hindances with the rest of the world. Prevent and overcome interoperability obstacles with ***The Middleware*** offered by EMI"
 - "**How a European unified middleware can solve your interoperability problems: don't miss the chance to know more about the features of *The Middleware* provided by EMI!**"

OVERVIEW: Planned actions Year 2

- What do we think?
- We have to decide quickly!
- Any other suggestions?
 - Mathilde proposed a poster with the picture of the Kebnekaise mountain. This would attract people curiosity and would give the chance to give more details on the release (Let's decide!)

OVERVIEW: Planned actions Year 2

- Desy - WLCG Collaboration Workshop:
Hamburg, July 11-13, 2011
 - EMI will contribute with 5k Euro;
 - EMI will be allowed to:
 - a talk (Di Meglio?)
 - to have the logo on the event web site and on the indico page;
 - to distribute logo/branded promotional cotton bags and the brochure

OVERVIEW: Planned actions Year 2

- OGF32- TeraGrid Workshop: Salt Lake, Utah (USA) July 15-18, 2011
 - Although is late, EMI is still trying to have a booth there. Contacts are occurring with the organizers.

OVERVIEW: Planned actions Year 2

- EGI-TF: Lyon, September 19-23, 2011
 - EMI will have a booth in the exhibition area
 - EMI could try to have some slot in specific sessions
 - Application to all calls for presentations, demonstrations, posters is strongly encouraged!
 - Some EMI workshop and/or training would increase visibility!

OVERVIEW: Planned actions Year 2

- SC11: Seattle (WA) - USA, November 19-23, 2011
 - EMI will have a booth in the exhibition area: Booth (already confirmed) will be n. 763
 - not yet started to organize the contents.
 - strongly conviction that EMI could enhance visibility if participation to the conference program could be investigated: this means that application to all call is strongly encouraged (keep on visiting the web site for upadtings)

OVERVIEW: Planned actions Year 2

- PRACE event: Not yet decided where, 2012 (usually April)
 - In view of the EMI interest to reinforce collaboration with PRACE, **it would be strongly suggested** that next year edition could see the EMI presence at their event (if this doesn't overlap with EGI or EMI ones, as it happened in 2010).
 - Will investigate at ISC11 if the date is settled and/or if contacts with other providers have already occurred.

OVERVIEW: Planned actions Year 2

- EMI annual event: IT HAS TO BE DECIDED THE DATE AND THE PLACE, 2012 (preferably by end of Feb-mid of March)
- *issues*
 - Are we ready for an autonomous event?
 - Would we be able to attract some 200/300 people?
 - Would it be wiser to co-organize it together with EGI (or PRACE?)
 - Action should already start: it's late!

OVERVIEW: Planned actions Year 2

- CHEP 2012: New York (USA) 21-25 May
 - EMI should have a booth at this event exhibition area
 - Contacts with the organizers have already occurred: they don't seem to have "a research exhibition area" in the event, but after my request they are evaluating the possibility to include it. Updates will follow.

CRITICAL ISSUES

- available resources for NA2.2 are very low
 - In order to be well organized, events need much more effort; so do the material production and the press/communication contacts.
 - Suggestions from all are requested but rarely obtained (except some!)
 - More interactivity with the PO is desirable:
 - decisions are often taken with no communication with the NA2 team which is relegated to solve only bureaucratic issues;
 - very difficult to communicate through the all-member-list (severe control of messaging and relevant forbids).
 - **Occasional participation of PO to the NA2 meeting and its inclusion in the team, or in NA ML, should be considered.**
 - Presence at events requires technicals availability to interact with participants in order to give technical explanations, etc.
 - Presence at events does not mean ONLY booths at the exhibition areas, but also presence at all sessions of the main event. Submission of abstracts, reply to all call for posters, talks, tutorials etc. is strongly encouraged



Thank you!

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