Enabling Grids for E-sciencE

NA2 Dissemination and Outreach

Joanne Barnett, EGEE External Relations Officer, TERENA Secretariat

EGEE Second EU Review

7 December 2005

www.eu-egee.org

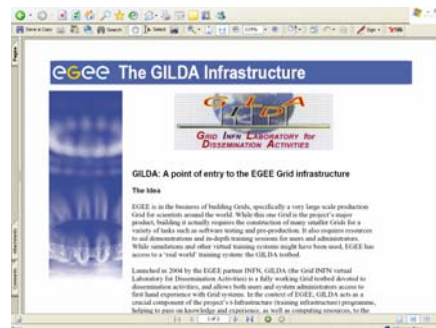Information Society and Media

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- **NA2 update following last review**

- **Publicity material & websites**

- **NA2 metrics**

- **NA2 major achievements**

- **Plans for future**

- **NA2 have put a lot of effort into better capitalising on EGEE success stories and issuing more news releases**

- **Since the last review, 70 news items (news releases and news items on the website) have been issued across Europe including:**

  - EGEE Makes Rapid Earthquake Analysis Possible

  - EGEE Speeds Up Hunt for New Malaria Drugs

  - World's Largest Computing Grid Surpasses 100 Sites

  - First Industrial Application is Running on EGEE

  - EGEE Battles Malaria with Grid Wisdom

  - Global e-Infrastructure Reports Landmark Results at European Conference

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- **NA2 has improved appeal of material to better target key audiences**
- **Glossy brochure**
  - Distributed to all NA2 partners across Europe to target executives, politicians and non-technical audiences
  - Second print run of 2500 just completed
  - Frequently included in the general EGEE material distributed at events
- **Video**
  - A new multimedia video has been produced which will shortly be available to all project partners and streamed from the public website
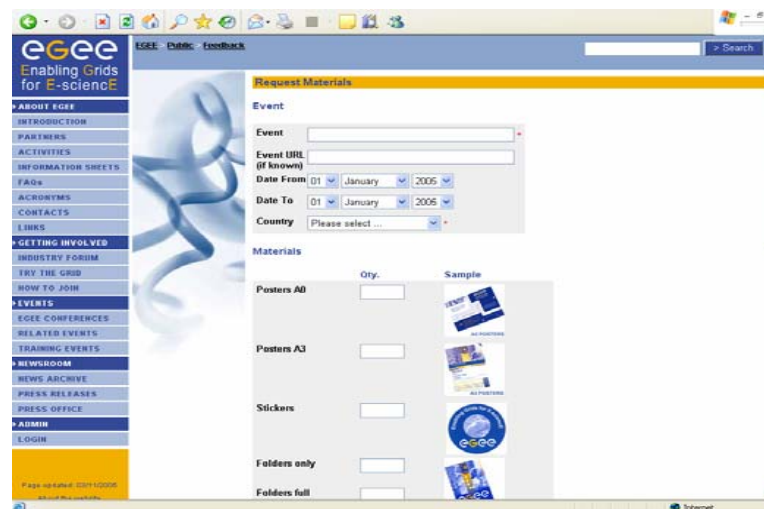
- **Industry Forum Newsletter**
  - Edited in close partnership with EGEE and used as a vehicle for dissemination (may be merged with the general EGEE newsletter in the future)

- **EGEE conferences**
  - In Cork and in Pisa, the Industry Forum had a special plenary session as well as their usual Round Table session

- **In collaboration:**
  - The Industry Forum, Project Office and NA2 produced two flyers about gLite and GILDA (translated into different languages)

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- **EGEE has continued to participate in international meetings**

- **Last Review:**
  - EGEE had been promoted or presented at 137 events

- **Today:**
  - In excess of 300 – many of which were high profile, international events
  - Wide range of disciplines including: Computational Chemistry, Computational Mechanics, Nuclear Electronics, Nuclear Energy, Biomedical Developers, Pharmaceutical, Meteorology, Space, Biophysics, Industry, Political, etc.

- **Key events include:**
  - Supercomputing 2005, Chinese-European Networking Symposium 2005, Linux Tag (Germany), Euro-India ICT Workshop, Telematika 2005 (Russia)

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- **An example:**
  - At Supercomputing 2005 in US, EGEE was represented by six partners who were supplied with EGEE promotional material to hand-out at their individual stands
  - There was a number of EGEE demonstrations given at stands as well as several presentations
  - To assist with raising EGEE's profile, publicity material can be easily ordered from TERENA via a web-form and is sent directly to events

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- **Last Review:**
  - 15 information sheets (English)
  - 23 translations (into Bulgarian, Russian and Greek)

- **Today:**
  - 17 information sheets and 2 leaflets (English)
  - 147 translations (into Bulgarian, Dutch, French, German, Greek, Hebrew, Italian, Hungarian, Russian and Swedish)

- **All sheets updated on regular basis**
  (latest update November 2005)

eGee — Enabling Grids for E-sciencE

	Month 6 (Sept 04)	Month 9 (Dec 04)	Month 12 (Mar 05)	Month 15 (Jun 05)	Month 18 (Sept 05)	Latest (Nov 05)*
Press Cuttings	79	104	140	194	231	250*
Equivalent cost in paid advertising	£49K (€72K)	£65K (€94K)	£87K (€126K)	£121K (€175K)	£144K (€209K)	£156K (€226K)*
Radio Interviews	3	3	5	5	5	5*
TV Interviews	2	2	3	6	9	9*
Public website unique visitors (average per month)	3972	4341	4241	5768	4429	6026*
No. of websites locally	7	15	16	16	20	20*

	Month 6 (Sept 04)	Month 9 (Dec 04)	Month 12 (Mar 05)	Month 15 (Jun 05)	Month 18 (Sept 05)	Latest (Nov 05)*
Number of information sheets	15	15	16	17	19	19*
No. of information sheet translations	23	23	35	88	129	147*
News releases issued centrally	6	8	12	16	19	25*
News releases issued locally	16	24	36	53	71	93*
Events where EGEE was promoted and / or presented	59	137	166	178	298	309*

Teamwork
- **29 partners in 21 countries**
- **NA2 team working together to drive Dissemination Plan (last updated in June 2005)**

Events:
- **EGEE promoted and presented at over 300 events all over the world**

Branding
- **Easily recognisable EGEE brand and style**
- **EGEE Style Guide**
- **Templates for posters, fact sheets, presentations, websites etc.**

Publicity Material
- **Glossy brochure**
- **17 information and 2 leaflets**
- **Material available in 11 different languages**
- **Video (coming shortly)**
- **Folders**
- **Posters**
- **Business Cards**
- **EGEE Stickers**

- **Public, technical and 20 local websites constantly updated**
- **Over 16,000 people visit an EGEE site every month**
- **Visitors are able to download publicity material, register to receive more information, ask questions, read EGEE news stories, try the grid, etc.**

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The four planned EGEE conferences have been successfully completed, each with Increasing attendance:
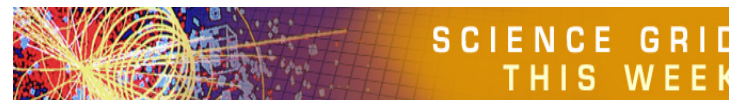
- **EGEE-01**
  - Cork, Ireland, April 2004
  - **301 delegates**
  - Including special Industry Forum plenary session

- **EGEE-02**
  - Den Haag, The Netherlands, November 2004
  - **434 delegates**
  - Combined with First EU Concertation Meeting on eInfrastructures

- **EGEE-03**
  - Athens, Greece, April 2005
  - **454 delegates**
  - Grid project partners also participated (SEE-GRID, DILIGENT, NEXTGRID etc.)

- **EGEE-04**
  - Pisa, Italy, October 2005
  - **461 delegates**
  - Expanded scope of conference to include a special session for related projects and special Industry Forum plenary session

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Proof that NA2 does reach targets:

"The impressive momentum that has been generated through these grid projects has in turn attracted the attention of several biochemical, pharmaceutical and molecular biology laboratories. Following the press release of the WISDOM data challenge we have been contacted by several groups working on the molecular physiology of pathogens."

Martin Hofmann, SCAI, Grid Computing and the Combat against Neglected Diseases

eGee

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Media relations resulting in coverage in wide-range of publications, as well as several TV and Radio interviews, including:

LE VIF L'EXPRESS   FINANCIAL TIMES DEUTSCHLAND   COMPUTERWORLD

GRID today   SCIENCE GRID THIS WEEK   OÖNachrichten

Le Monde.fr   symmetry — dimensions of particle physics — A joint Fermilab/SLAC publication   la Repubblica.it

Il Sole 24 ORE .com   PRIMEUR Weekly — The monthly news service for the European HPCN community   РЕФОРМА по ДНЕВНИК reforma.dnevnik.bg

Libération.fr   ΠΟΛΙΤΗΣ online   DER STANDARD digital

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- **Lack of NA2 representation in all key geographic areas limits reach**

- **We enlisted help in some key areas (e.g. France) and manage as much as possible centrally**

- **Wide NA2 representation essential for dissemination to be truly successful**

- **Final Dissemination and Usage Report (the last NA2 deliverable) to be completed in December**

- **Measuring success (metrics) until end of project**

- **Continual update of public and local websites (especially to make Applications more visible)**

- **Continue to issue news releases about key items (gLite, User Forum event, etc.)**

- **Target key events with publicity material and presentations**

- **EGEE Newsletter (January and March 2005)**