



Enabling Grids for E-science

Dissemination and Outreach

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- **NA2 update following last review**
- **NA2 deliverables**
- **Publicity material/websites**
- **NA2 metrics**
- **NA2 major achievements**

Reviewers' Recommendations:

1. **Better capitalise on success stories from all activities through a constant solicitation of the activity leaders. Special emphasis is to be given to innovation in scientific areas triggered by the deployment onto EGEE of key applications.**
2. **Improve the appeal of flyers and publicity material to better target executive and politician audiences.**
3. **Encourage more participation from the Industry Forum.**
4. **Continue to have strong participation in international meetings and increase presence at key HPC international events (for example SC in the US or ISC in Europe).**
5. **Publish press releases for each new production-quality service which goes live, portraying its added value to EGEE user communities.**
6. **Put more effort into making information sheets available in most European languages.**

“Better capitalise on success stories from all activities through a constant solicitation of the activity leaders. Special emphasis is to be given to innovation in scientific areas triggered by the deployment onto EGEE of key applications” and “Publish press releases for each new production-quality service which goes live, portraying its added value to EGEE user communities.”

Since the last review, 55 news items (news releases and 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

Improve the appeal of flyers and publicity material to better target executive and politician audiences.

- A glossy brochure aimed at executives, politicians and non-technical people has been written, designed and published (second edition)
- It has been distributed to all NA2 partners across Europe to target these specific audiences
- It is frequently included in the general EGEE folders.
- A new multimedia video has been produced and will shortly be available to all project partners

Encourage more participation from the Industry Forum.

- In collaboration with the Industry Forum, the Project Office and NA2, two flyers have been produced about gLite and GILDA
- The Industry Forum Newsletter (which is edited in close partnership with EGEE) is also used as a vehicle for dissemination and may be merged with the general EGEE newsletter in the future
- At both the first conference in Cork and the last conference in Pisa, the Industry Forum had a special plenary session as well as their usual Round Table session

Continue to have strong participation in international meetings and increase presence at key HPC international events (for example SC in the US or ISC in Europe).

- **In February EGEE had been promoted or presented at 111 events**
- **Today, the figure is in excess of 300 – many of which were high profile, international events**
- **At Supercomputing 2005, EGEE was represented by six partners who were supplied with a wide-range of EGEE promotional material to hand-out at their individual stands.**
- **EGEE material can be easily ordered from TERENA via a web-form and is sent direct to events**

Put more effort into making information sheets available in most European languages.

- At the time of the last review, 17 information sheets had been written in English with 23 translations (in Bulgarian, Russian and Greek)
- Today, there are 19 information sheets available in English with 131 translations into Bulgarian, Dutch, French, German, Greek, Hebrew, Italian, Hungarian, Russian (and Swedish to come shortly)
- All the sheets are updated on a regular basis (latest update November)

MONTH	DEL	ITEM	PARTNER
M01	DNA2.1	Production of Project Information Presentation	TERENA
M01	DNA2.2.1	Initial Customer Facing website	TERENA
M01	DNA2.3.1	Initial Internal Project website	CERN
M03	DNA2.4.1	First Dissemination Plan	TERENA
M06	DNA2.2.2	Full Production of Customer Facing Website	TERENA
M06	DNA2.3.2	Full Production of Internal Project Website	CERN
M06	DNA2.6.1	First Dissemination Progress Report	TERENA
M06	DNA2.5	Production of Appropriate Printed PR Material	TERENA & CERN
M09	DNA2.4.2	Revised Dissemination Plan	TERENA
M12	DNA2.6.2	Second Dissemination Progress Report	TERENA
M15	DNA2.4.3	Final Dissemination Plan	TERENA
M18	DNA2.6.3	Third Dissemination Progress Report	TERENA
M21 (M24)	DNA2.7	Final Dissemination & Usage Report	TERENA

NA2 Metrics	Month 6 (Sept 04)	Month 9 (Dec 04)	Month 12 (Mar 05)	Month 15 (Jun 05)	Month 18 (Sept 05)	Month 20 (Nov 05)*
Press Cuttings	79	104	140	194	231	241*
Equivalent cost in paid advertising	£49K (€72K)	£65K (€94K)	£87K (€126K)	£121K (€175K)	£144K (€209K)	£150K* (€218K)
Radio Interviews	3	3	5	5	5	5*
Television Interviews	2	2	3	6	9	9*
Public Website unique visitors (average per month)	3972	4341	4241	5768	3881	5152*
Websites set-up by other NA2 partners	7	15	16	16	20	20*
Number of information sheets	15	15	16	17	19	19*
Number of different language information sheets	23	23	35	88	129	131*
Press Releases Issued Centrally	6	8	12	16	19	24*
Number of different language press releases	16	24	36	53	71	79*

Teamwork

- 29 partners in 21 countries
- NA2 team working together to drive Dissemination Plan

Events:

- EGEE promoted and presented at over 300 external 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 ten 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/order publicity material, register to receive more information, ask questions, see EGEE news stories, try the grid, read about EGEE in a range of languages etc.



Four successful EGEE conferences:

- **EGEE-01**
 - Cork, Ireland, April 2004 (301 delegates)
- **EGEE-02**
 - Den Haag, Netherlands, November 2004 (434 delegates)
- **EGEE-03**
 - Athens, Greece, April 2005 (454 delegates)
- **EGEE-04**
 - Pisa, Italy, October 2005 (461 delegates)

Media Relations

Coverage in wide-range of 240 publications including:

