



Enabling Grids for E-science

DNA2.4.3 Dissemination Plan Revisions (Final)

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www.eu-egee.org



- **The Dissemination Plan Revision due end of June and will be the final for phase 1 (so is work in progress)**
- **The Plan will be a revision of the last two - produced M3 and M9 respectively**
- **It is predominantly a strategy and aims to guide the NA2 partners through remaining months of EGEE1**
- **Your suggestions are welcome at the end of this presentation!**

What is it?

- **A communications strategy (and implementation plan) for EGEE**
- **Provides guidance to NA2 partners**
- **Identifies roles and responsibilities**
- **Identifies the key messages**
- **Identifies potential audiences**
- **Lists the methods of communication to utilise**
- **Outlines key measures for success and metrics**

Audiences will remain pretty much the same:

- **SCIENCES** (HEP, Life Sciences, Computational Chemistry, Astro-particle physics, Meteorology etc.)
(the only change here is that we now need to address some sciences not as potential new audiences but as current users of the grid)
- **INDUSTRY** (network vendors, software vendors, hardware vendors – more active collaboration with the Industry Forum)
- **GOVERNMENT** (policy makers, decision makers, IT departments, funding bodies)
- **MEDIA** (press agencies, scientific magazines, educational magazines, IT magazines, newspapers, broadcast (T.V., and radio) etc.
- **NATIONAL RESEARCH NETWORKS** (and ultimately) universities, schools and research institutes.

Messages to date include:

- **Project launch**
- **What the project is about**
- **The project's aims**
- **The project's potential to revolutionise the way scientists work**
- **Who is involved in the project**
- **New organisations/industries coming on board**
- **Key milestones in the project (Conferences, EU Review etc.)**
- **New user communities and applications coming on-board**
- **Charting the scale of the Grid resources available as it increases during the project (i.e. number of sites connected to the production service, total CPUs and storage capacity etc.)**
- **How to join the project.**

Messages for future include:

- **New organisations/industries coming on board**
- **New user communities**
- **New applications coming on-board (especially with popular appeal)**
- **Key milestones in the project (Conferences, EU Reviews etc.)**
- **Charting the scale of the Grid resources available as it increases during the project (i.e. number of sites connected to the production service, total CPUs and storage capacity etc.)**
- **What the project is achieving rather than its aims**
- **Ensure information users need is readily available (working closely with the User Information Group)**
- **Benefits to Industry in getting involved**
- **Plans for Phase II**

The new methods of communication to utilise in order to reach target audiences with relevant messages include:

- High quality brochure (aimed at politicians, general public, etc.)
- New fact sheets on HEP, Life Sciences and Generic Applications etc.
- Leaflets on gLite, Production Service, GILDA
- Fact sheets available in more languages including French, Dutch, Swedish, Greek, German and Italian (currently available in Russian, Bulgarian and English)
- Drip feeding media with stories such as the Drug Discovery press release that went out yesterday
- Newsletters/press releases sent to contacts made
- Target key events
- EGEE Video
- Postcards and other merchandise such as business cards

Continue to measure results of Dissemination

- **Media coverage**
- **Website hits (public and local)**
- **Publicity material produced (and in what languages)**
- **Press releases issued (centrally and locally)**
- **Events where EGEE is presented/promoted**
- **Contacts made and followed up**

NA2 Metrics	Month 6 (Sept 04)	Month 9 (Dec 04)	Month 12 (Mar 05)
Press cuttings	72	93	122
Equivalent cost in paid advertising	£45K (€64K)	£56K (€80K)	£73K (€102K)
Radio interviews	1	2	5
Television interviews	0	2	3
Public website visits (average a month)	3972	4341	4241
Websites set-up by other NA2 partners	7	15	16
Number of information sheets in English	15	15	16
Number of information sheets in other languages	Russia – 15 Cyprus – 4 Bulgaria – 4	Russia – 15 Cyprus – 4 Bulgaria – 4	Russia – 15 Cyprus – 5 Bulgaria – 15
Newsletters (in English)	1	4	5
Press releases issued centrally	1	5	9
Number of press releases issued locally	20	24	33
Number of events where EGEE has been promoted (material only)	18	26	36
Number of events where EGEE has been presented (material and / or presentations)	41	111	130
Number of personal contacts made at events	36	110	224

To conclude:

- **The structure of the plan will not change**
- **Slight amendments to audiences/messages**
- **Some new methods of communication highlighted**
- **Aim to concentrate more NA2 effort on communicating with users of the grid**
- **Concentrate some NA2 effort to liaising with Industry in some countries**
- **Target key events**
- **Highlight what is now being achieved**