Dissemination and Outreach

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www.eu-egee.org

Information Society

Overview

- Objectives of NA2
- Publicity material produced
- Website
- Media coverage
- EGEE conferences
- Dissemination strategy and metrics

NA2 Objectives

"In order for the project to succeed, it is vital to proactively raise awareness of the EGEE project, attract interest and ultimately participation from many different science disciplines, the academic community, business and government."

(EGEE Technical Annex)

The mission of the NA2 partners is defined as:

"To identify key audiences, actively promote and raise awareness of the EGEE project through clear, consistent and timely communications."

(EGEE Dissemination Plan)

Publicity Material

In conjunction with the Project Office a series of publicity material has been produced:

- **15 Fact Sheets**
- **EGEE folders**
- **Style Guide**
- **Templates**
  - **Posters**
  - **Word documents**
  - **Presentations**
  - **Website**

Public Website

- Interim website was set-up prior to launch
- New public website designed & implemented in month 1
- Finalised by month 6
- Constantly updated for duration of project
- Over 4000 unique visitors a month
- Visitors are able to download publicity material, register to receive more information, ask questions, see EGEE news stories etc.

16 Localised EGEE Websites

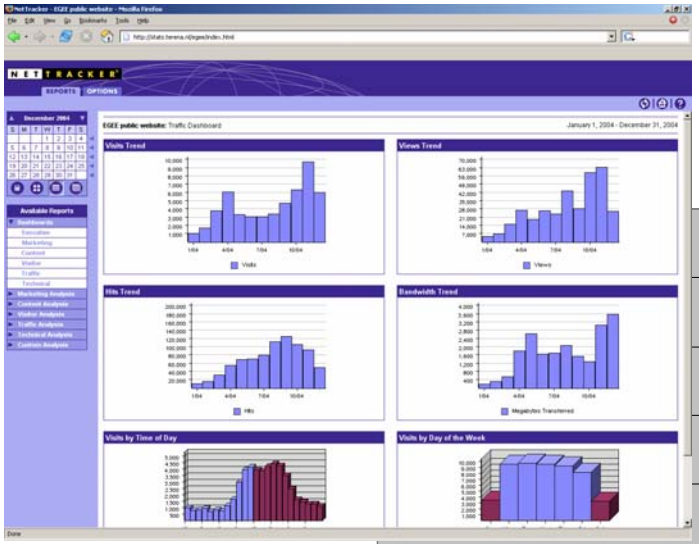
Enabling Grids for E-sciencE

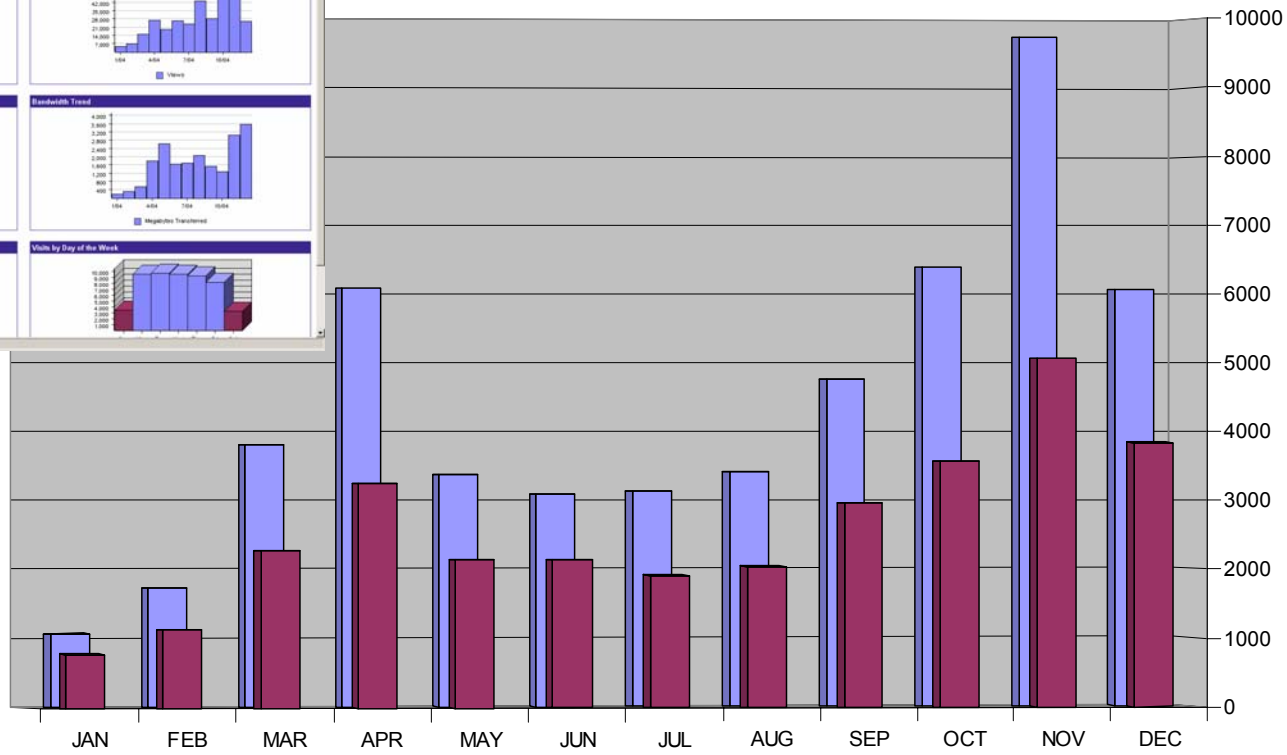
NetTracker Statistics 2004

Public Site, Total Traffic

Oct – Dec 2004

> 4000 Unique Visitors monthly

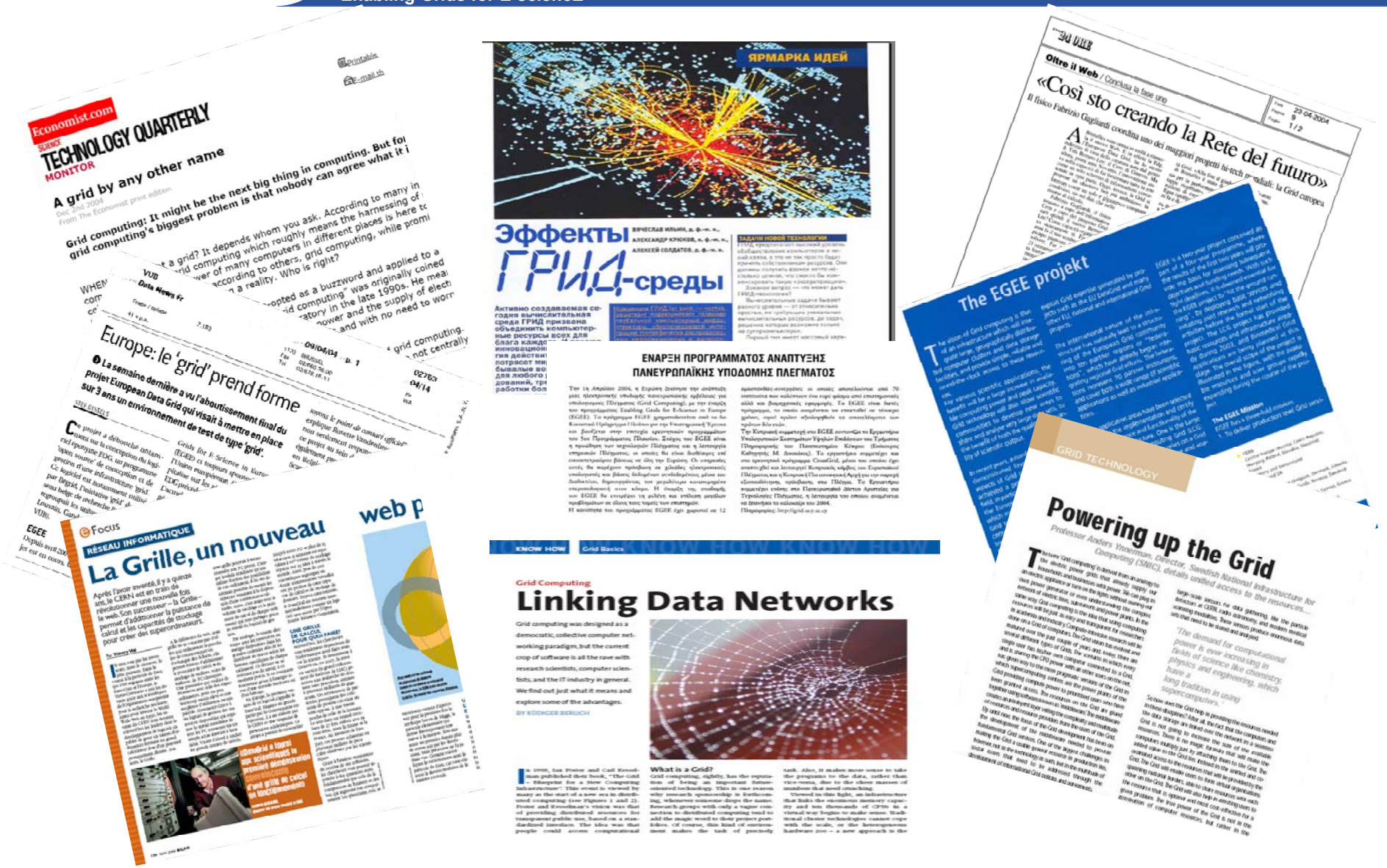




Media Coverage

- Press cuttings library
- Coverage in over 15 countries
- Range of publications
  - national newspapers
  - online publications
  - specialist journals and magazines
- Some key titles include: Economist, Le Figaro Magazine, Irish Times and Linux Magazine
- Radio interviews (Poland and Austria)
- Television interviews (Denmark and Italy)

Media Cuttings



EGEE Conferences

- EGEE-01
  - Cork, IE, April 2004 (300 delegates)
- EGEE-02
  - Den Haag, NL, November 2004 (400 delegates)
- Two in planning:
  - EGEE-03 Athens, GR, April 2005
  - EGEE-04 October 2005

Dissemination Plan

- Communications strategy for EGEE
- Provides guidance to NA2 partners
- Identifies roles and responsibilities
- Key messages
- Potential audiences
- Methods of communication to utilise
- Outlines key measures for success and metrics
- Identifies “Where are we now?”, “Where do we need to be?” and “How will we get there?”

NA2 Completed Deliverables

MONTH		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

Remaining NA2 Deliverables

MONTH	DELIVERABLE	ITEM	PARTNER
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
M24	DNA2.7	Final Dissemination and Usage Report	TERENA

NA2 Metrics

NA2 Metrics	Month 6 (Sept 04)	Month 9 (Dec 04)
Press Cuttings	72	93
Equivalent cost in paid advertising	£45K (€64K)	£56K (€80K)
Radio Interviews	1	2
Television Interviews	0	2
Public Website visits (average per month)	3972	4341
Websites set-up by other NA2 partners	7	16
Number of information sheets	15	15
Number of different language information sheets	23	23
Newsletters in English	1	4
Press Releases Issued Centrally	1	3
Number of different language press releases	18	26

NA2 Metrics Continued

NA2 Metrics Continued	Month 6 (Sept 04)	Month 9 (Dec 04)
Number of Events where EGEE has been promoted (material only)	18	26
Number of Events where EGEE has been presented (material and/or presentations)	34	111
Number of contacts via Public Websites	28	30
Number of personal (face-to-face) contacts made at events (all Federations)	36	210
Number of mailing lists set-up (TERENA and Russian Federation)	Not recorded	26

Issues and Mitigation

- **Lack of NA2 representation in key geographic areas**
  - *Mitigated by managing centrally as well as possible*
- **Being activity leader but removed geographically from Director and Project Office causes communications problems**
  - *Mitigated by regular face-to-face meetings and weekly teleconferences*
- **Lack of Dissemination Plan buy-in from NA2 partners (in part due to lack of PR experience, different cultures, different levels of funding etc.)**
  - *Mitigated by regular contact via email, face-to-face meetings when possible, monthly teleconferences and motivation via email*
- **Lack of timely input to NA2 from technical activities on key items**
  - *Mitigated by PEB meetings, plans to raise the profile of NA2 within project and add this as important point in NA3 inductions*
- **I3 Admin overhead**

Future Plans

- NA2 plans for the next few months include:
  - New publicity material
    - High quality EGEE brochure
    - Stickers, slogans, postcards, facts sheets
  - Increase media relations about key developments in project
  - Third EGEE conference
  - Leaflets on key areas: production service, GILDA Testbed, LCG and gLite
  - An improved “How to Join” section of website (with assistance from User Information Group)

User Information Group

- Result of NA2/NA3/NA4 meeting at Den Haag
- Need to coordinate information from project
- Easy steps visible on public and technical website
- Consists: NA2/NA3/NA4/NA5/SA1
- Identified three main groups:
  - *Users,*
  - *Application Developers*
  - *Operations Personnel*
- Work has begun on identifying all relevant information

Challenges

- Further build the NA2 team
- Ensure NA2 partners adhere to the Dissemination Plan
- Ensure all NA2 partners report right results
- Create more publicity material
- Target key events
- Increase media relations centrally and locally
- Ensure technical activities keep NA2 informed of newsworthy developments

Major Achievements

- Two successful EGEE conferences
- NA2 team: 29 partners, 21 countries, 80+ individuals
- Branding and style
- Templates for posters, fact sheets, slides etc.
- Production of a wide-range of publicity material
- External website with over 4000 unique visitors a month
- Dissemination Plan
- Media relations resulting in:
  - More than 90 press cuttings
  - 2 radio interviews
  - 2 television interviews