



Enabling Grids for E-science

## NA2 – Dissemination and Outreach

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[www.eu-egee.org](http://www.eu-egee.org)



- **Recommendation 40:**
  - Mandate the **Industry Forum** to fulfil its important role. If this appears to be impossible, think of substituting the Industry Forum by another organisation or different organisations which are more willing to take the responsibility of interfacing with industry.
  - See talk by Bob Jones “EGEE and Industry” tomorrow
- **Recommendation 41:**
  - Start small when conveying the vision of Grid computing to **industry**. Do not forget to address the cultural, personnel and organisational aspects. Present a “roadmap” on how commercial Grid computing can become a reality.
  - See talk by Bob Jones “EGEE and Industry” tomorrow
- **Recommendation 42**
  - See below
- **Recommendation 43**
  - See below
- **Recommendation 44:**
  - Encourage more participation from the **Industry Forum**.
  - See talk by Bob Jones “EGEE and Industry” tomorrow
- **Recommendation 45**
  - See below

- Recommendation 42: Improve the analysis of **web statistics** for more focused public relations activities.
- Web statistics collected by TERENA for public site and by partners for local sites
  - Unique visitors
  - Hits
  - Most popular pages visited
  - Average views per visitor (pages)
  - Entry and exit pages
  - Number of downloads
  - Top 20 countries visiting the website (see DNA2.7)
- **Not possible for all partners to provide this information**
  - Will try to address this in EGEE-II
  - Also for the technical pages hosted by CERN



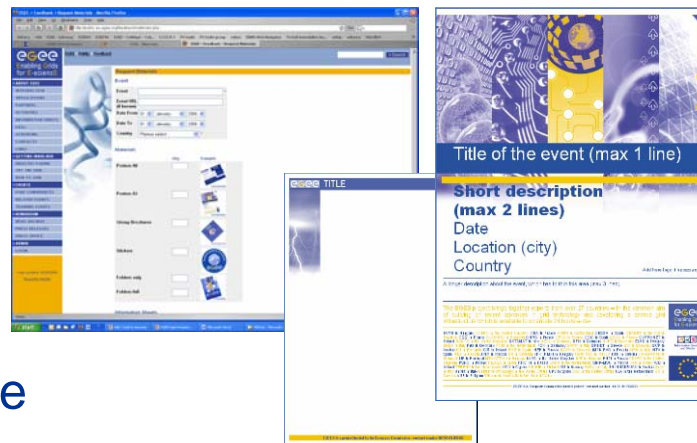
- **Recommendation 43: Apply standard techniques to improve and maintain the **search engine ranking** of the public EGEE web site.**
- **Search engines do NOT rank according to**
  - Keywords
  - META tags
  - Submitting pages
- **Efforts to improve ranking of public page**
  - Ensure that any broken links are fixed
  - Ensure clean, valid, well structured HTML
  - Encourage “high quality” sites to link to the public website
    - For example, Grid Café
  - NA2 partners were encouraged to improve links to the public site from their own language sites
  - Ensure all the Federations also linked to the public website
- **Google ranking**
  - Keyword: “EGEE” – place 1
  - Keyword: “Grids” – place 9
  - Keyword: “e-Science” – place 15
  - Keywords: “European” + “e-Science” – place 1



- **Recommendation 45: Continue to have strong participation in international meetings and increase presence at key HPC and Grid international events (e.g., SC in the US or ISC in Europe, GridWorld in Japan).**
- **EGEE was present at**
  - GGF16 in Athens, Greece
  - GGF17/GridWorld Asia in Tokyo, Japan
- **EGEE-II will be present at**
  - ISC 2006 in Dresden, Germany
  - SC 2006 in Tampa, USA
  - Many more events
    - > 1 event per application domain per year
- **Trip Notification form**
  - To notify Project Office of trips
  - To coordinate EGEE presence at events

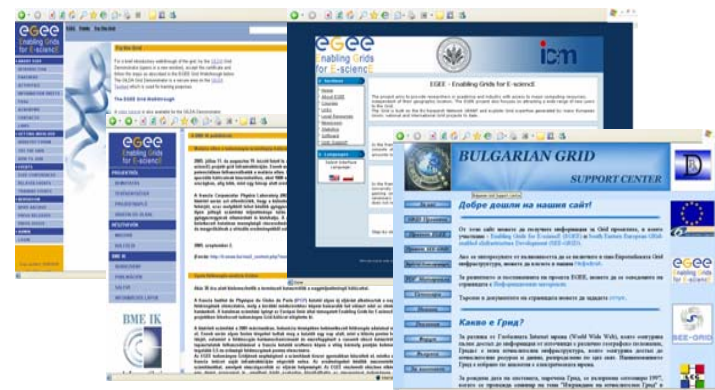


- **Successful teamwork**
  - 29 partners in 21 countries
  - NA2 team worked closely together to drive Dissemination Plan
  
- **Building the brand**
  - Easily recognisable EGEE brand and style
  - EGEE Style Guide
  - Templates for posters, fact sheets, presentations, websites etc.
  
- **Publicity material developed**
  - Glossy brochure
  - Information sheets and folders
    - In 13 different languages
  - Multimedia video
  - Business cards
  - Stickers
  - EGEE newsletters



- **Websites:**

- 21 websites (public and local)
- Over 16,000 unique visitors to an EGEE website every month



- **Events**

- EGEE promoted and presented at 461 events all over the world
- A wide-range of events targeted with EGEE publicity material
- Four successful project conferences held

- **Media relations:**

- 145 news releases about EGEE issued across Europe and beyond
- Resulted in 360 press cuttings, 11 television interviews and 5 radio interviews
- Equivalent in paid advertising of over 500K Euros



	Month 9 (Dec 04)	Month 12 (Mar 05)	Month 15 (Jun 05)	Month 18 (Sept 05)	Month 21 (Dec 05)	Month 24 (Mar 06)
<b>Press Cuttings</b>	116	153	210	253	301	360
<b>Equivalent cost in paid advertising</b>	£73K (€106K)	£96K (€140K)	£131K (€191K)	£158K (€230K)	£188K (€274K)	£225K (€328K)
<b>Radio Interviews</b>	3	5	5	5	5	5
<b>TV Interviews</b>	2	3	6	9	9	11
<b>Public website unique visitors (average per month)</b>	3446	3565	5115	4421	5281	5255
<b>No. of websites locally</b>	15	16	16	20	20	20



	Month 9 (Dec 04)	Month 12 (Mar 05)	Month 15 (Jun 05)	Month 18 (Sept 05)	Month 21 (Dec 05)	Month 24 (Mar 06)
<b>Number of information sheets</b>	15	16	17	19	20	20
<b>No. of information sheet translations</b>	23	35	88	129	147	158
<b>News releases issued centrally</b>	8	12	16	19	26	31
<b>News releases issued locally</b>	24	36	53	73	99	114
<b>Events where EGEE was promoted and / or presented</b>	137	166	178	298	424	461

- **NA2 activity in EGEE-II**

- Building on experience gained and contacts established in EGEE
- Most NA2 partners to continue in EGEE-II
- New NA2 partners to strengthen NA2 presence in all Federations

- **Branding and Style**

- Well-known branding, continue to use
- Material developed will be updated
- Public website to move to root address ([www.eu-egee.org](http://www.eu-egee.org))
- Will continue to be used in EGEE-II

- **Related projects**

- Making dissemination material and templates available
- Advice and help in disseminating information