



Enabling Grids for E-science

Dissemination and Outreach

*Joanne Barnett, EGEE External Relations Officer,
TERENA*

*For EGEE Second EU Review
3 October 2005*

www.eu-egee.org



- **NA2 update following last review**
- **NA2 achievements**
- **NA2 deliverables**
- **NA2 metrics**

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, 43 news items 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

(add actual releases and resulting cuttings here?)

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

Since the last review, a glossy brochure aimed predominantly at executives, politicians and non-technical people has been written, designed and published by CERN. This has since been distributed to all NA2 partners across Europe to target these specific audiences.

(will add jpeg of glossy brochure)

Encourage more participation from the Industry Forum.

The industry forum has been involved in putting together the two leaflets aimed specifically at industry: gLite and GILDA. The Industry Forum Newsletter, which is edited in close partnership with EGEE, is also used as a vehicle for dissemination and feedback. At both the first conference in Cork and the last 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 the number of events where EGEE had been promoted or presented was 111. The figure today is in excess of 280 – many of which are high profile, international events.

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

At the time of the last review, 23 information sheets had been translated from English into other languages. Today, there 19 information sheets available in English and 126 translations into Bulgarian, Dutch, French, Greek, Italian, Hungarian, Russian (and Swedish to come shortly).

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

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

- 17 Fact Sheets
- 2 Leaflets
- A Glossy brochure
- EGEE Folders
- A Style Guide
- EGEE Stickers
- Video
- EGEE Business Cards
- Templates
 - Posters
 - Word documents
 - Presentations
 - Website



- 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, try the grid etc.





20 Localised EGEE Websites

Enabling Grids for E-science



- **EGEE-01**
 - Cork, Ireland, April 2004 (300 delegates)
- **EGEE-02**
 - Den Haag, Netherlands, November 2004 (400 delegates)
- **EGEE-03**
 - Athens, Greece, April 2005 (465 delegates)
- **EGEE-04**
 - Pisa, Italy 24-28 October 2005 (to be confirmed)

NA2 Metrics	Month 6 (Sept 04)	Month 9 (Dec 04)	Month 12 (Mar 05)	Month 15 (Jun 05)	Month 18 (Sept 05)
Press Cuttings	79	104	140	192	228
Equivalent cost in paid advertising	£49K (€72K)	£65K (€94K)	£87K (€126K)	£120K (€174K)	£142K (€206K)
Radio Interviews	1	3	5	5	5
Television Interviews	0	2	3	4	7
Public Website unique visitors (average per month)	3972	4341	4241	5768	3881
Websites set-up by other NA2 partners	7	15	16	16	20
Number of information sheets	15	15	16	17	19
Number of different language information sheets	23	23	35	88	126
Press Releases Issued Centrally	6	8	12	16	19
Number of different language press releases	16	24	36	53	71

NA2 Metrics Continued	Month 6 (Sept 04)	Month 9 (Dec 04)	Month 12 (Mar 05)	Month 15 (Jun 05)	Month 18 (Sept 05)
Number of Events where EGEE has been promoted (material only)	18	26	36	39	66
Number of Events where EGEE has been presented (material and/or presentations)	41	111	130	139	223
Number of contacts made (including face-to-face, via websites etc.)	64	140	257	267	449
Newsletters	1	4	5	7	9

- **Four successful EGEE conferences**
- **NA2 team: 29 partners in 21 countries**
- **Easily recognisable EGEE brand and style**
- **Templates for posters, fact sheets, presentations etc.**
- **Production of a range of publicity material including new glossy brochure, industry forum leaflets and new video**
- **Material available in 9 different languages (over 126 translations so far)**
- **External public website with over 4000 unique visitors a month, 20 local websites – each with unique visitors growing each month**
- **Media relations resulting in:**
 - More than 280 press cuttings
 - 5 radio interviews
 - 7 television interviews
 - *Over 200,000 euros in equivalent paid advertising*

- Will the reviewers be the same individuals?
- Last time the paper written specifically for them at the PO, I believe, confused them – they thought that was the material we use to promote EGEE, resulting in their point about more succinct material – what should we give them this time (less is more)?
- What events to highlight?
- What facts and figures to include?
- What else can be said that differentiates it from the last presentation?