



Enabling Grids for E-science

# NA2: Dissemination Outreach & Communication

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- **Activity Status**
- **Successes in first year of EGEE-II**
- **Issues**
- **Plans for second year of the project**

- **Activity on track with current plans**
  - Deliverables up to date
  - Preparing for major deliverables in Q4
  - Some small issues with milestones but now solved
  - Started organising EGEE07 & other future events
  - Plans for NA2 in EGEE-III firming up
  - Industry efforts considerable and successful

- **EGEE'06 conference**
  - Working very closely with NA1 (in particular, Kristina Gunne), organised highly successful conference in Geneva
  - Wider range and higher number of attendees than previous conferences
  - Very popular business track
  
- **Industry Days**
  - Organised by Metaware for NA2 in collaboration with local partners
  - Co located with other events where possible (IST2006, Grid summer school etc) to increase impact

- **iSGTW**
  - Launch of new publication in collaboration with OSG (with GridPP and TeraGrid as minor partners)
  - Aimed at becoming a global brand for Grid news for the research community
  - EGEE newsletter re-branded to simple email
- **Event attendance**
  - Attendance at wider range of events, with high quality stands
- **Materials**
  - All EGEE material updated to EGEE-II, many new items

- **Spread of effort**

- NA2 has ~22 FTES, but only 6 are at CERN and MTW. Remaining 16 FTEs spread across more than 130 people  
→ very low average effort level
- Will change for EGEE-III but must find ways to improve situation already now

- **Industry days: resources**

- Need to reduce 'central' effort in organising events, move more of the effort to local partners
- Must work on how best to attract business people not just researchers, asses sector or technology focus approaches

- **Information gathering**
  - Despite repeated requests, still not getting information from other parts of the project
  - Has proved hard to find methods to gather info that aren't intrusive on other activities
  - Can find solutions for EGEE-III but continues to be a challenge in current phase
  
- **Not enough media coverage/published papers**
  - Media attendance at events is poor, only interest in biomed apps (malaria and avian flu)
  - NA2 not being asked to do so many overview papers as in first phase

- **Events**

- EGEE'07

- Site selected at EGEE'06 – Budapest, Hungary, first week of October 2007
    - Site visited by NA2 and NA1 (Kristina Gunne)

- UF/OGF20

- Discussion ongoing and NA2 playing a part in this (general organisation & business track)

- **Industry Forum reactivation**

- A lot of work has gone into the ITF and Industry Days, leaving the IF less active



- **Media**
  - Boost media profile of project
  - Prepare for increased media interest around LHC startup in November
    - Work with press/media contacts at CERN, LCG, WLCG etc
  - Boost readership and contributor base for iSGTW
  
- **Review**
  - Preparations for review, both NA2 parts and general logistics/organisation of event in collaboration with NA1