

## NA2 – DISSEMINATION, OUTREACH & COMMUNICATION

Dissemination, Outreach and Communication are key areas of the Enabling Grids for E-science (EGEE) project. In order for the project to succeed, it is vital to proactively raise awareness of the EGEE project and the services it offers to attract interest and ultimately participation from many different scientific disciplines, business and government. As EGEE moves into its second phase, NA2 is now led by CERN (the European Organization for Nuclear Research) and based at the EGEE Project Office, ensuring that the activities' messages remain timely and accurate.

During the first phase of EGEE, NA2 successfully built a clearly recognisable brand for the project, helping EGEE to be recognised as one of the key players in the field of Grid computing. It also helped to attract many different application groups that now make use of EGEE by producing promotional material, ensuring press coverage and organising conferences and events.

NA2 has developed a range of promotional items, including information sheets on all aspects of the project, a high-quality glossy brochure for policy makers and executives, a video on the project, business cards, and stickers. These are handed out regularly at events and to visitors, as well as being made available online.

In addition, NA2 provides support for the production of EGEE material by members of the project, providing templates for word documents, presentations, promotional and technical posters and a range of logos and graphics. The activity has also produced a style guide to help project members conform to the EGEE look and feel.

NA2 is also responsible for the project websites, managing the public site ([www.eu-egee.org](http://www.eu-egee.org)), as well as the EGEE technical pages ([www.cern.ch/egee-technical](http://www.cern.ch/egee-technical)). These sites serve a number of functions, as they are used internally by the project in its day-to-day work, as well as externally to provide information about the work of EGEE to the public. For the second phase of EGEE, a community database and a discussion area have been added to provide members of the public with a more interactive channel for learning about the work of the project.

Further, NA2 is now responsible for the Industry Forum, whose overall aim is to promote the take-up of Grids in industry and understand the industry requirements of Grids. It is thus a key body for the relations between the project and business and industrial sectors. Led by industrial partner Metaware SpA, it is a pro-active forum, which runs a number of special Industry Day events to help bring the business community onboard.

### Activity Contacts

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### NA2 Webpages

<http://cern.ch/egee-na2>

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