

NA2 – DISSEMINATION AND OUTREACH

One of the key areas of the Enabling Grids for E-science (EGEE) project is Dissemination and Outreach. In order for the project to succeed, it is vital to proactively raise awareness of the EGEE project activities, attract interest and ultimately participation from many different science disciplines, the academic community, business and government. The lead partner for dissemination, TERENA in the Netherlands, works closely with the Project Office at CERN in Switzerland and its dissemination partners.

The Dissemination Plan (finalised in June 2004) aims to provide the NA2 partners with a clear communications strategy to ensure dissemination efforts are consistent across the project, as well as providing measures to evaluate success.

TERENA and CERN have finalised the corporate style and branding for EGEE (which is summarised in the EGEE Style Guide) and supplied templates for generic posters, technical posters, word documents (information sheets and news releases), presentations and printed folders to contain EGEE information.

The EGEE "Public" website is fully operational and is constantly updated to reflect advances in the project. TERENA undertakes the design, content and upkeep of the public website. Visit <http://public.eu-egee.org> to view the site. Managed by CERN, the EGEE "Technical" website is fully operational. Visit <http://egee-intranet.web.cern.ch/egee-intranet/index.html> to view the site.

Media relations play a key role in raising the profile of EGEE. Around 25 news releases have been written and distributed by the NA2 partners resulting in over 70 press cuttings about EGEE.

NA2 is responsible for the organisation of two EGEE conferences a year. The first EGEE conference in Cork was a success, with the second EGEE conference taking place in The Netherlands in November 2004. Planning is already underway for a third conference in Athens in April 2005, and for a fourth conference in Scotland in October 2005.

A series of printed publicity material has been developed and is available to download from the public website.

A monthly newsletter aimed at EGEE internal audiences is written and distributed monthly by CERN. The team at CERN is also planning an EGEE film, due for release in early 2005.

Both the NA2 teams at TERENA and CERN maintain a series of internal mailing lists for the project.

The success of the NA2 activity depends in many ways on project partners. It is vital that all partners realise the importance of dissemination and assist NA2 by updating them about project developments, newsworthy stories and upcoming events.

Team Contacts

John Dyer (TERENA), Information Dissemination and Outreach Manager, email: john.dyer@terena.com

Joanne Barnett (TERENA), email: barnett@terena.nl or pressoffice@eu-egee.org

Licia Florio (TERENA), email: licia.florio@terena.nl

Leticia Martignon (CERN), email: Leticia.Martignon@cern.ch or projectoffice@eu-egee.org