



NA2

Enabling Grids for E-scienceE (EGEE) provides benefits to an extensive network of scientific researchers, business leaders and policy makers. The project must keep users who currently rely on the grid up to date with new developments but also actively seek to attract new user communities to grid computing. To achieve these aims, clear and coordinated communication is essential.

EGEE's dissemination, outreach and communication activity (NA2) is responsible for maintaining a set of central project communication channels: the public website, materials and publications, conferences and events, media relations, regional activities and business outreach.

The public website is the main tool for spreading information about the project and as well as creating an online user community: the site includes news items, RSS feeds, events calendar, contact information, media content together with the general and technical project information.

The dissemination team publishes a newsletter for the EGEE community as well as regularly contributing articles to international publications. A range of materials from books, brochures and posters to leaflets and conference freebies are produced and printed for various audiences. Multi-media content, along with online versions of all publications, is available to download from the project website.

NA2 supports all of EGEE's events, such as the annual conference, which regularly attracts over 600 participants, the user forums and the more frequent Business Days. However one of the most important ways of communicating to the scientific community is through a visible presence at conferences and events specific to those areas. NA2 coordinates the EGEE presence at these events providing printed materials, EGEE stands and grid experts for relevant sessions.

To attract the media to EGEE events and to raise the profile of the project with the international press, NA2 coordinates and issues media invites, information packs, press packs and press releases. This includes a concentrated media schedule during the annual conferences as well as ongoing releases throughout the year. This has been very successful attracting journalists from specialist publications and more mainstream outlets (including The Economist) to the conferences. There has also been interest from mainstream media with stories in The Times, Fox News, BBC radio and further afield.

EGEE has partners located in 24 countries and they all support NA2 in its outreach efforts by cultivating relationships with local media, translating materials, organising local events and maintaining local language websites.

Under the NA2 umbrella, there is a dedicated effort to reach out to the business community through the Business Forum and the EGEE Business Associates scheme. The overall aims are to promote the take-up of grids and grid applications by various commercial sectors and to understand industry's requirements of grids. Led by industrial partner Trust-IT, this is a proactive programme, which includes a specialist Business Track at the EGEE annual conference, a series of Business Days and one to one site visits to explore potential areas for technology transfer and to help bring the business community onboard.

Activity contacts

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For more information

Visit the Press Room of the EGEE website at <http://www.eu-egee.org>