

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 scientific 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 across Europe.

The achievements for NA2 to date include: the successful completion of a range of formal deliverables, including a Dissemination Plan (a communications strategy for the project); several Dissemination Reports (highlighting the successes of NA2 every six months of the project); and the design, content and upkeep of the Public and Technical websites. Visit <http://public.eu-egee.org> to view the public site and <http://egee-intranet.web.cern.ch/egee-intranet/index.html> to view the technical site.

The EGEE corporate style and branding (which is summarised in the EGEE Style Guide available via the NA2 technical pages) has also been finalised and templates supplied for generic posters, technical posters, word documents (information sheets and news releases) and presentations. Printed folders are also available to hold EGEE publicity material produced, and the activity has also produced a high quality brochure aimed at government and decision makers.

NA2 was also responsible for the coordination of the four EGEE conferences which have taken place over the last two years (see <http://public.eu-egee.org/conferences/> for more information).

NA2 plans for the remainder of the project include:

- Update the project websites on a regular basis;
- Keep EGEE firmly in the media spotlight by frequently issuing news releases about key developments in the project;
- Continue to capitalise on the success stories from all activities through a constant solicitation of the activity leaders;
- Ensure the range of publicity material is published in as many different languages as possible;
- Issue a bi-monthly EGEE newsletter aimed at EGEE internal and external audiences;
- Continue to attend key events through a structured approach to event management;
- Finalise the EGEE video, reprint the EGEE brochure and update other publicity material.

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NA2 Webpages:

<http://public.eu-egee.org/internal/NA2-intranet/>