

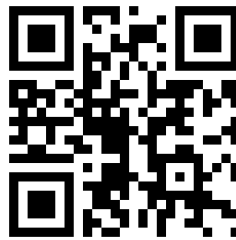


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EXECUTIVE SUMMARY

This deliverable provides an updated dissemination plan for the CESAR project presented for the first time in D5.1. This updated plan is building on the top of previous suggestions and details about the expected channels of communication that will be used to convey the information about the project, to raise the awareness of its achievements and to present its results to the target audience. This D5.1b adds to the schedule of “road-show” events, their overall structure and estimated price.

Table of Contents

Introduction.....	4
1. Retargeting the target groups	5
2. Dissemination channels.....	7
2.1. Visual identity	7
2.2. Public web-site	7
2.3. Paper publications	8
2.4. T-shirts	9
2.5. Other dissemination material	9
3. Dissemination by public appearance	10
3.1. Participation in key conferences	10
3.2. CESAR organised events – CESAR Road Show.....	10
3.3. Professional associations.....	12
4. Media appearance: printed and electronic media	13
4.1. Web presence	13
4.2. Scientific and other journals.....	13
4.3. Press releases.....	13
4.4. Announcements.....	13
4.5. Social networks	14
5. Conclusions	15
Appendix A: A tentative schedule for “road-show” in Bulgaria	16

Introduction

Dissemination of information about the projects is one of activities that rises the awareness about the project itself, its goals, achievements, partners involved as well as funding part(ies). Although it does not produce tangible results that are produced by the main research activities of the project, the Outreach, Awareness and Sustainability work package (WP5) with its results that convey information about the project is considered as important as other WPs.

The overall goal of WP5 is to **disseminate** project results and to transfer the project knowledge, technologies, lessons learned and best practices to interested communities and thus to ensure their national, European and global impact and sustainability beyond the project duration.

This deliverable D5.1b represents the updated outreach and awareness (dissemination) plan for projects activities through the communication channels that will be used to spread the information about the CESAR project during the Y2 of the project and after. This D5.1b adds to the schedule of “road-show” events, their overall structure and estimated price.

1. Retargeting the target groups

In D5.1 we have defined that outreach and awareness activities for CESAR project should be focused on the following **target groups**:

- **Scientific and research community** – researchers in the areas of corpus linguistics, computational linguistics, natural language processing, speech processing and language technologies in general;
- **Language industry and other business sectors** – primarily translation and localization industry companies and professionals, information brokers (documentarians, archivists and digital librarians), (multimedia) language content and service providers (publishers, broadcast companies, news agencies and portals), social media etc. as potential users of language technologies interested in improving the quality of their products when it comes to the consortium languages;
- **Society, government and other public decision makers** – local governmental officials and industry leaders in this part of Europe.

Beside the general communication channels, for each of this target groups different types of outreaching activities were planned.

Since different target groups would react differently to our messages depending on the content that is ready for presenting, we established three periods in project duration with different priorities regarding the target groups addressing.

Period	Target group	Actions/Instruments
M1-M8	Research community, industry	Papers and presentations with introduction to CESAR project, consortium members, planned actions, expected results
M9-M12	Industry, media, communicators, bodies of language communities, professional LT societies (national level)	Disseminating publications, press releases, announcements, video lectures
M13-M24	Public administration officials (EU and national level), industry, research community	Road show events aiming at mobilisation of national policy, industry and research stakeholders

At M12 we can say that on national as well as international level the target group “Scientific and research community” has been outreached and has become well aware of META-NET on EU-level and CESAR on regional level. This is not only the result of dissemination activities, presentations and attendance on conferences, but also the result of delivering the first batch of resources as META-SHARE platform has grown mature. At this moment that LR&T infrastructure is gaining its desired robustness and assumes the role of pivotal player at EU-level for LR&T.

With META-SHARE in operational state, it will be easier to approach other types of audience that usually expect the demonstration of a real system and not the theoretical discussion on its conceptual or functional design and measurements of its performance.

Our next target groups – industry and media, communicators and (national) policy makers – could be convinced only by functioning prototype that delivers what is expected, or even more, surprises by delivering more than expected.

In this respect, at M12 it is already the time to turn our focus towards LT users (translators, localisators, media monitors, information brokers etc.) and policy makers (public administration officials at EU and national level). Although by original plan this “turning point” had to happen by the beginning of M9, the delay in META-SHARE proper forced us to wait until the functioning and demonstratable prototype was in place.

For that shift in focus of WP5 activities in CESAR, beside the channels of dissemination that we have used in the first 12 months, we have planned a series of events (“road-show”) that we believe is the most appropriate means of rising awareness about LT at national level in general, and about the project in particular.

2. Dissemination channels

2.1. Visual identity

It may be said with confidence that the reception of project's individuality and uniqueness among all other projects was partly assured through the clearly defined and applied visual identity rules. Defined background and colouring, logo of the project, typefaces used in documents and web page etc. have been used rather consistently whenever a CESAR partner had any kind of presentation of the project. Even the combination of visual identities of META-NET proper with CESAR's own visual identity was successful.

In this respect here we will not discuss the issue of general visual identity, but will support its application to any usable means for dissemination.

2.2. Public web-site

Differing from the D5.1, the functional specification for public web site was produced and applied to a web site design. It includes two types of web page elements within the public part of the web site:

- static elements
 - navigation bars (left and top);
 - fixed pages: about the project, list of partners, workplan, contact, links, members login;
- dynamic elements (elements that will gain content during the project)
 - current news (directly on the homepage);
 - list of events;
 - list of deliverables;
 - list of documents;
 - information for
 - media
 - announcements
 - flyers, posters
 - media coverage
 - researchers
 - upcoming events
 - publications
 - video lectures
 - industry
 - general public
 - LT Glossary (taken over from jthj.ffzg.hr site and adapted).

All public results of the project will continue to be published at the website. The graphic design was done by a web designing company (screen-shot of a web design can be seen below) following the recommendations and visual elements from META-NET, but also introducing some specific visual elements according to the defined CESAR visual identity.

The public web site is a dynamic and growing entity and new sections and functionalities will be added through iterative releases and updates. As the project progresses, newer versions of the website will extend these features to CESAR members and the targeted audience.

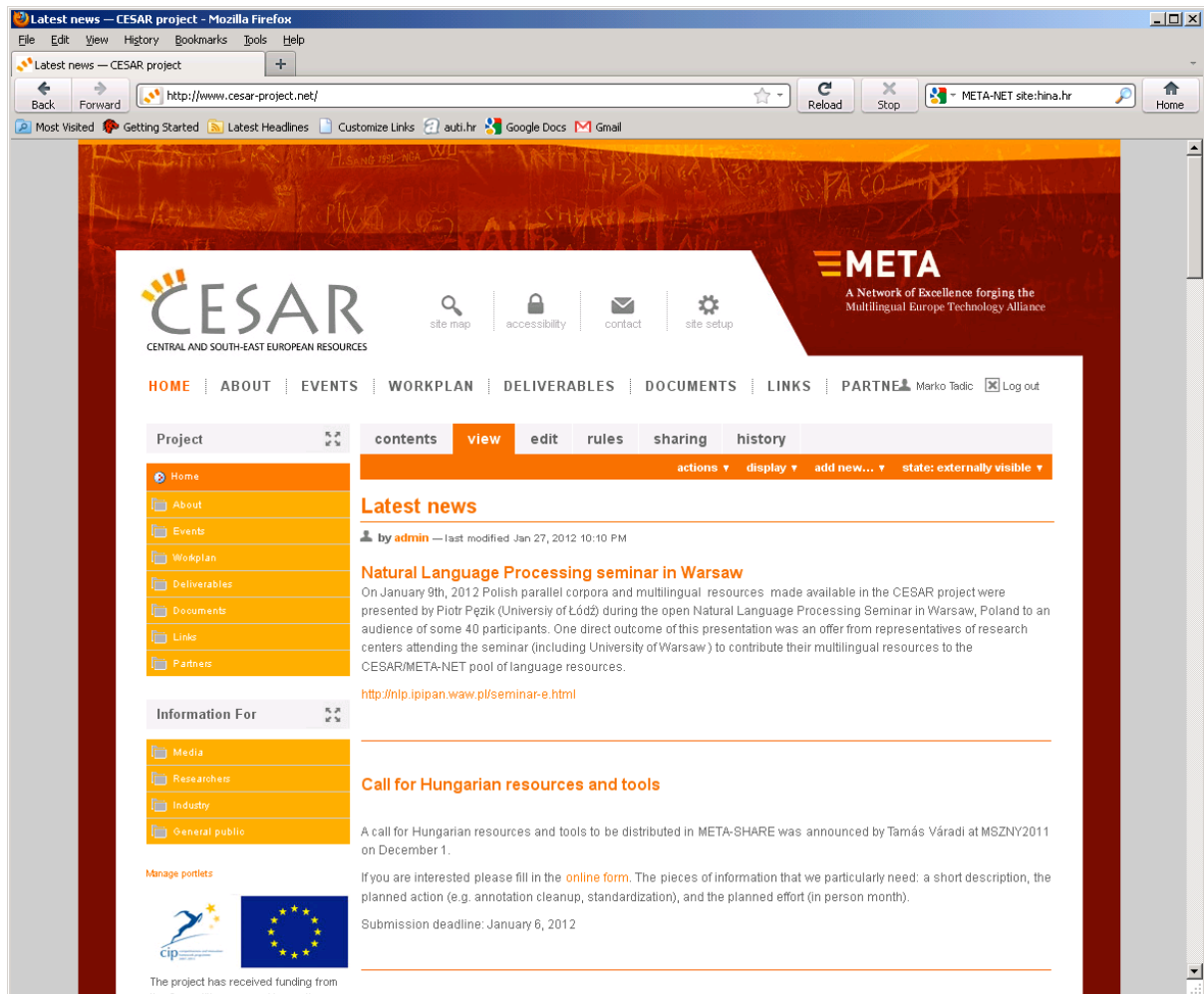


Fig 1: CESAR public web site

2.3. Paper publications

As the initial flyer and poster were successfully produced and used on different occasions, the same recipe will be used for following mid-term flyer and poster as well as final flyer and poster. However, mid-term flyer and poster should be oriented towards our second and third target group and not research community.

Alternatively, funds allowing, two versions of mid-term flyer and poster could be produced for two different target audiences. While one would still aim at the research community presenting our newest achievements in LR&T, the other would aim at industry and policy makers presenting more use cases and applicable usages of LR&T that have been put in public through META-SHARE.

2.4. T-shirts

Two versions of T-shirts were produced in order to raise the awareness about the project at the conferences and other occasions. Their distribution started at LTC2011 conference where they gained a lot of attention. If 200 T-shirts (100 in white and 100 in black) would be exhausted quickly, another run will be produced. We are planning to have quite a number of T-shirts ready for successful distribution at LREC2012 and national “road shows”.

2.5. Other dissemination material

Producing and distributing the CESAR coffee cup was very succesful at LTC2012 conference and this gave us ideas to use this model for widening the spectrum of gadgets available at.

3. Dissemination by public appearance

3.1. Participation in key conferences

The project will continue to disseminate towards the national, EU and the global research community by presenting project results at conferences and workshops and by publishing them in conference proceedings.

Event	Date	Target group	Dissemination activity
GALA2012	March, 2012		
EACL2012	April, 2012	LR&T and NLP researchers, SMEs and large companies in LR&T and NLP field	Oral presentation / poster, demo, contribution to discussion at meetings, flyer / poster distribution
LREC2012	May, 2012	LR&T and NLP researchers, SMEs and large companies in LR&T and NLP field	Oral presentation / poster, demo, contribution to discussion at meetings, flyer / poster distribution / workshop organisation
NooJ2012	June, 2012	LR&T and NLP research community of developers and users of NooJ NLP processing tool	Oral presentation / poster, demo, contribution to discussion at meetings, flyer / poster distribution
TKE2012	June, 2012	LR&T, NLP and semantic web research community	Oral presentation / poster, demo, contribution to discussion at meetings, flyer / poster distribution
ITI2012	June, 2012	ICT and LR&T research community	Oral presentation / poster, demo, contribution to discussion at meetings, flyer / poster distribution
FASSBL 2012	October 2012	LR&T and NLP research community in South Slavic and Balkan countries	Oral presentation / poster, demo, contribution to discussion at meetings, flyer / poster distribution

Table 1: Non-exhaustive list of preferred international key research community conferences that CESAR is expected to appear in 2012 with contributions/presentations/demos.

Beyond scientific circles an important target group will be players in the language industry, e.g. translation and localization industry. To reach key industry players we will address them in coordination with META-NET through the professional organizations such as LISA (Localization Industry Standards Association) and TAUS (Translation Automation User Society), Globalization and Localization Association (GALA) or their respective branches. In fact, contacts with GALA has been established and CESAR will be able to exhibit its dissemination materials at GALA2012 conference.

3.2. CESAR organised events - CESAR Road Show

Beside the activities targeted to research community, the most important means of enhancing awareness in different communities, i.e., business, society and government will be a series of nationally organized high-level awareness events (a „road show“) that will take place in each country at least once in the project duration. We find this form very suitable for local governmental officials and industry leaders in this region of Europe for getting acquainted with the CESAR project, META-NET NoE and the role of LRT in general.

The description and format of this awareness rising events was given in D5.1, so here we present the tentative schedule for this events:

- 9:00-9:30 Registration
- 9:30-10:00 Opening and introductory speeches by minister of science and/or minister of economy and/or minister of administration, president of the research council and/or economic council/agency, president of academy and/or rector of the university
- 10:00-10:30 Keynote speaker on LT in general and META-NET in particular with mentioning the Language Whitepaper series + handing over the Language Whitepaper to the highest present government official (suggested speaker: META-NET coordinator Hans Uszkoreit, if possible)
- 10:30-11:00 coffee break
- 11:00-11:20 EC InfSo official on the role of LT in multilingual EU and the role of META-NET within (suggested speaker: Roberto Cencioni or Kimmo Rossi, if possible)
- 11:20-11:40 National/foreign CESAR representative on CESAR and its role in META-NET
- 11:40-12:00 slot for industry leader
- 12:00-12:20 slot for government body/agency leader
- 12:20-12:45 discussion
- 12:45-14:00 lunch
- 14:00-14:20 industry/research/government presentation 1
- 14:20-14:40 industry/research/government presentation 2
- 14:40-15:00 industry/research/government presentation 3
- 15:00-15:20 industry/research/government presentation 4
- 15:20-16:00 coffee break
- 16:00-17:40 panel discussion (ca 6 participants) on future development of LT for a national language and perspectives for industry on national and EU level (involving national CESAR leader, representatives from the ministries of science, economy, communications, culture, etc., economy chamber/council/agency, etc., leading industry player etc.)
- 17:40-18:00 general discussion and closing

In parallel a demo session and exhibition of LT products by industrial partners and sponsors, and research projects at both, national and international level is planned.

This regular series of events is considered crucial in the dissemination and outreach actions at each national level. These events will be organized by local organizers, but the logistics will be centrally co-ordinated from the WP5 and supported by funds reserved for dissemination to each partner. The target audience will be invited, but not limited to, on the basis of the collected internal database (D5.5) of all relevant stakeholders at different national levels.

The consortium agreed on the following schedule of road-shows:

2012-04	Sofia, Bulgaria
2012-06	Bratislava, Slovakia
2012-06	Zagreb, Croatia
2012-09	Belgrade, Serbia
2012-10	Warsaw, Poland
2012-11	Budapest, Hungary

This schedule has been derived upon discussion on different aspects that could influence the impact of the event, such as national elections, summer vacations etc. and we see this schedule as the most appropriate. However, it is not strictly fixed and it can be adapted for organizational reasons.

The preparations for the first three events are well on their way, so we believe it will run on schedule. The IBL, FFZG and LSIL have already made contacts with the venue managers, there is a price estimation for organization of the whole event. In the case of LSIL, nice occasion is taken into account, namely, the 10th anniversary of the Slovak National Corpus as the most important language resource for Slovak language. The invitations to foreign lectures were sent already and the schedule is shaping up. An example for Bulgarian “road-show” structure and calculation can be seen in Appendix A of this deliverable.

The “road-show” package for each participant are still in the process of defining, but they will have to include Language Whitepaper on original language or English, mid-term flyer (general or single targeted), t-shirt (S, M, L, XL sizes), (maybe) CESAR coffee cup or other CESAR dissemination material (e.g. USB stick with CESAR logo, URL outside, and presentation of the project – factsheet, presentations, recorded videolectures, etc. – stored inside).

3.3. Professional associations

The contacts with professional associations dealing with LR&T either as developers and/or users (e.g. Scientific Association for Infocommunications Hungary, Croatian Language Technologies Society, different translator’s associations, applied linguistic associations etc.) will have to be more frequent. These organisations are also our target audience because of their established connections with industrial players in the field at the national level.

4. Media appearance: printed and electronic media

4.1. Web presence

A focus on the web presence will be of particular importance in the dissemination process. Project public web site will continue to play the main role in this as it plays in similar projects. But CESAR web site will also have to include more channels of dissemination:

- RSS news feed;
- Special areas with information for different target groups
 - Media: announcements, flyers and posters in PDF, CESAR and META-NET logos in vector formats;
 - General Public: list of Q&A covering the most expected points of interest, with the multilingual glossary of language technology;
- Short Guides: two-page short PDF documents which will contain concentrated explanations of designated terms/points/problems in the project and their solutions.

An analysis of web logs was missing so far, since the design of public web site has been applied only recently. This type of feedback analysis will be applied in Y2 of the project.

4.2. Scientific and other journals

Since our main target group focus will be shifted from research community towards industry and policy makers in Y2 of the project, we will not put less effort into publishing papers in the most prestigious scientific journals. Instead, more effort will be put to publish articles about CESAR project in professional journals such as *Multilingual Computing Magazine* that addresses professionals in multilingual language industry, or *research*eu* magazine that presents different successful EU-funded research projects. Also, all available relevant national level journals (paper or electronic) will be targeted.

4.3. Press releases

When needed CESAR will continue to issue press releases and send them to national and international press agencies in order to raise the awareness about the project and its results in general public just as it did in connection to META-FORUM2011 and European Day of Languages2011.

4.4. Announcements

To draw the attention of the research community to publications and news of the CESAR project, we will make more announcements that will be published primarily at project public web site. Secondary channel of publishing announcements will be different professional mailing lists such as: ACL (acl@aclweb.org), FLaReNet (flarenet_subscribers@ilc.cnr.it), ELRA/ELDA (info@elda.org), ELSNet (elsnet-list@elsnet.org), MT-list (mt-list@eamt.org), CLARIN (members@clarin.eu), CorporaList (corpora@uib.no) and LinguistList for research community.

For industry and policy makers on the national levels there are many potential recipients of CESAR dissemination material such as:

- executive officers of IT companies with R&D activities in the technology domains related to CESAR;
- publishing houses, archives, documentation centres, digital libraries;
- journalists from the (local) scientific/technology press.

Our announcements will regularly be published through these channels as well.

4.5. Social networks

Social networks presence will be coordinated with META-NET proper because it may lead potential target audience to a confusion if two (or even four) projects convey the same short messages. We consider the best practice if the social networks engineering is coordinated from the META-NET centre.

5. Conclusions

This deliverable is an updated dissemination plan for the CESAR project that has been provided in D5.1. This updated plan is building on the top of previous suggestions and details about the expected channels of communication that will be used to convey the information about the project, to raise the awareness of its achievements and to present its results to the target audience, i.e. stakeholders in LT at national level: research community, industry professionals and political decision makers.

Appendix A: A tentative schedule for “road-show” in Bulgaria

The “road-show” in Bulgaria is in plans with the following specifications:

Possible dates: 20th or 23rd April 2012 (Friday or Monday)

Approximate program:

- 09:00–09:15 Opening and welcome addresses
- 09:15–09:40 Representative of the Commission
- 09:40–10:00 Representative of Bulgarian government (targets: Minister of Education, Minister of Finances, Minister of Transport and information technologies)
- 10:00–10:30 Representative of META-NET
- 10:30–11:00 Coffee break
- 11:00–11:30 CESAR project – Tamás Váradi
- 11:30–12:30 2 talks – research groups developing LRT in Bulgaria
- 12-30–14:00 Lunch
- 14:00–15:00 3 talks – Bulgarian LT industry, target users
- 15:00–15:30 Experience in Croatia – Marko Tadić
- 15:30–16:00 Coffee break
- 16:00–17:00 2 or 3 talks – research groups developing LRT in Bulgaria
- 17:00–17:30 Svetla Koeva – Conclusions and future developments

Venue: Sheraton hotel, Sofia

Approximate expenses:

- Travel and accommodation expenses for two persons for two nights (representative of the Commission and representative of META-NET): **1500 EUR**
- Room and technique renting: **1000 EUR**
- Coffee breaks and lunch for 100 persons: **1500 EUR**
- Printing flyers, posters, other materials in Bulgarian: **1000 EUR**
- Additional dissemination material (e.g. USB, cups, t-shirts): **1000 EUR**
- Total estimation: **6000 EUR**

Target audience:

At least 100 participants from government, research groups, industry, education, media, private institutions.