

# SIG-Marcomms meeting 7-8 March 2017 - including a joint meeting with SIG-MSP

SIG-Marcomms met on 7-8 March 2017, including a joint meeting with SIG-MSP, hosted by PSNC in Poznan, Poland.

A gallery of photos is available via a [PSNC website](#).

Registration is closed: to see the participant list, visit the EventR [meeting page](#)

Final AGENDA & slides:

TIME	WHAT	WHO	SLIDES	NOTES
<b>TUESDAY</b> <b>7 March</b>				
LUNCH	Lunch will be available at the venue from 12-13:00			
13:00-13:05	Welcome, introductions and agenda	Lonneke Walk (SURFnet - Chair) & Laura Durnford (GÉANT - Secretary)		
13:05-13:35	PSNC welcome & marcomms overview	Damian Niemir (PSNC)	Damian's slides as <a href="#">pdf</a>	
13:35-14:20	<b>NREN UPDATES</b>			
	HEAnet NREN update	Fi Coyle	Fi's slides as <a href="#">pdf</a>	
	CSC brand journey	Minna Lappalainen	Minna's slides as <a href="#">pdf</a>	
14:20-14:40	TNC17 communications	Manuella Abrams (GÉANT) - VC	Manu's slides as <a href="#">pdf</a>	
14:40-14:55	COFFEE / TEA / EMAILS			
14:55-16:05	<p><b>Show off time and / or materials market</b> Open Space session in which to tell us about your successes and / or show us your recent promotional materials.</p> <p>HEAnet national press article</p> <p>DeIC new designs</p> <p>CESNET 25th anniversary</p> <p>Belnet crisis communications update</p> <p>SURFNet interactive pdfs</p>	<p>Fi Coyle</p> <p>Gitte Kudsk</p> <p>Ilona Trtíková</p> <p>Laetitia Lagneau</p> <p>Lonneke Walk</p>	<p>Gitte's slides as <a href="#">pdf</a></p> <p>Ilona's slides as <a href="#">pdf</a></p> <p>Lonneke's slides as <a href="#">pdf</a></p>	
16:05-17:30	<p><b>Prepare for GDPR!</b></p> <p>The General Data Protection Regulations take effect in May 2018. What is it and what do we currently know about it?</p> <p><b>Part 1) focus on implications for NREN services - presentation &amp; discussion</b></p> <p><b>Part 2) focus on implications for marketing - presentation &amp; discussion</b></p>	With Andrew Cormack (Jisc), Lonneke Walk (SURFnet)	<p>Andrew's slides as <a href="#">pdf</a></p> <p>Lonneke's slides as <a href="#">pdf</a></p>	
17:30-17:35	Day summary	Lonneke		
17:30-19:00	Hotel check-in & chill out		Perhaps you'd like to take a look at an <a href="#">update from RENATER</a> (not presented)	
19:00-19:30	Visit PSNC 'Future School Laboratory' in city centre, very close to Mercure & Sheraton hotels		slides re <a href="#">Future Lab</a>	
19:30 - EVENING	No pre-arranged dinner, but we can walk together to a city centre restaurant for anyone who wants to.		slides with <a href="#">information about the evening</a>	

<b>WEDNE SDAY 8 March</b>				
09:00-09:15	ARRIVAL, EMAILS			
09:15-10:20	<b>GÉANT Project updates</b> The community portal (15 mins) GÉANT value proposition (15 mins) CONNECT magazine (15 mins) The interactive map (10 mins) IaaS framework update (10 mins)	Paul Maurice (GÉANT) Christian Gijtenbeek (GÉANT) Maria Ristkok (EENet)	Paul's slides as <a href="#">pdf</a> Maria's slides as <a href="#">pdf</a>	
10:20-10:50	<b>Challenge us to your challenges</b> (open space)	<b>Your name here?</b>		
10:50-11:05	COFFEE / TEA / EMAILS			
11:05-11:25	How can we attract and engage young talent?	Magda Haver (GÉANT)	Magda's slides as <a href="#">pdf</a>	
11:25-12:15	Post-it battle - brainstorm towards a community workshop on crisis management and communications	Charlie van Genuchten (SURFnet)	Charlie's slides as <a href="#">pdf</a>	
12:15-13:00	LUNCH & EMAILS			
<b>START OF JOINT MEETING BETWEEN SIG-MARCOMMS &amp; SIG-MSP</b>				
13:00-14:15	Visit to PSNC's laboratories at CBPIO			
14:15-14:25	Welcome & introductions	Lonneke Walk (Chair SIG-Marcomms) & Martin Bech (Chair SIG-MSP)		
14:25-14:45	<b>European Open Science Cloud Update</b>	Matthew Scott (GÉANT) via VC	Matthew's slides as <a href="#">pdf</a>	
14:45-15:25	Portfolio management	Shaun Cairns (GÉANT)	Shaun's slides as <a href="#">pdf</a>	
15:25-15:40	COFFEE / TEA / EMAILS			
15:40-16:45	<b>Marketing a GÉANT-and-NRENs service portfolio - how do we need to present it right now?</b>			
	What is the joint portfolio about? Introduction (5-10 mins)	Annabel Grant (GÉANT)	Annabel's slides as <a href="#">pdf</a>	
	Potential implications for NRENs service portfolios and how to present / promote them - breakout discussions: <ul style="list-style-type: none"> <li>• Reaction – is there any action to do in their NREN</li> <li>• Can you identify specific action point in the NREN – perhaps around KPIs?</li> <li>• Further questions for further discussion in the community. (top 3 priority bullets)</li> </ul>			
16:45-17:50	<b>Marketing a GÉANT-and-NRENs service portfolio - looking to the future?</b>			
	What is being done to gather requirements for the future service offering 3-5 years from now? (intro)	Annabel Grant (GÉANT)	Annabel's slides as <a href="#">pdf</a>	
	Points of view (selected NRENs will be asked to give their perspective - followed by group discussion)	SURFnet DeIC ARNES	SURFnet's slides as <a href="#">pdf</a> DeIC's slides as <a href="#">pdf</a> ARNES slides as <a href="#">pdf</a>	
17:50-18:10	<b>Funet2020 new network - collecting data on customer needs</b>	Harri Kuusisto (Funet-CSC)	Harri's slides as <a href="#">pdf</a>	
18:10-18:35	<b>Discussion - survey design needs</b>			
18:35-18:40	Joint meeting wrap up	Lonneke & Martin		
18:40-19:00 19:00- .... Evening	Go to restaurant close by the venue - <input type="checkbox"/> Dinner kindly provided by PSNC Late check-in if required.		slides with <a href="#">information about the evening</a>	

<b>THURSDAY</b> <b>9 March</b>	<b>SIG-MSP meeting</b> - you are welcome to stay to attend this meeting too. See the <a href="#">SIG-MSP agenda</a> and <a href="#">registration</a> .			