

## INTRODUCING AND PROMOTING NEW SERVICES: EaPConnect example

#### Neringa Jackevice

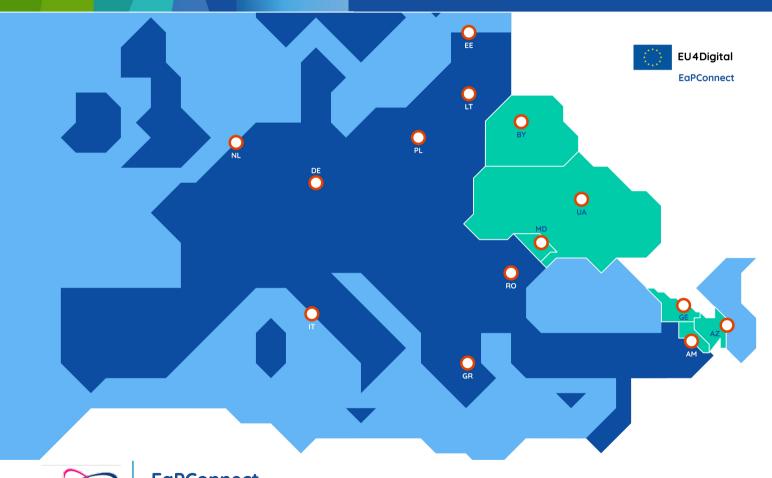
SIG-Marcomms online meeting, including TF-RED joint session 30 March 2021

This sublication was produced with the financial support of the European Union. Its contents are the sole responsibility of GÉANT and do not necessarily reflect the views of the European Union



#### **EaPConnect** is...





- 6 EaP & 8 EU partner NRENS
- 2 million users in the region

Bring together EaP & EU R&E communities

Bridge the digital divide!

Increase number & uptake of services

Strengthen EaP partners in national R&E ecosystems

#### **Activities supporting services introduction and promotion**



- Capacity building:
  - trainings, workshops for NREN staff & local users
- Visibility events:
  - Conferences, anniversaries, connectivity launches, external events etc.
- Marcomms:
  - Print / graphic material (roll-ups, leaflets)
  - website, social media
  - use cases/success stories (posters)





### Activities supporting services introduction and promotion



- Surveys
  - Capacity building needs identification (for NREN staff and their users)
  - User engagement

#### NEW!

 Research Engagement activity within the Services work package







# Thank you! Any questions?

This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of GÉANT and do not necessarily reflect the views of the European Union

