

# SIG-Marcomms spring meeting - 4-6 February 2019

SIG-Marcomms will get together to share ideas, experiences and best practices in February 2019, hosted by Jisc in London, UK.

15 Fetter Lane  
London  
EC4A 1BW

[SEE HOW TO GET TO THE VENUE](#) (pdf)

[JISC'S ACCOMMODATION SUGGESTIONS](#) (pdf)

## Registration is full!

If you have ideas for future meetings, please contact [Laura.Durnford@geant.org](mailto:Laura.Durnford@geant.org) or add them directly into the [agenda suggestions page](#). If you would like to host a future meeting, please let Laura know!

### Final AGENDA

TIME	WHAT	WHO	SLIDES
<b>MOND AY 4 Feb</b>			
	<b>Please organise your own lunch before arrival. There are lots of shops and cafés close by the venue.</b>		
13:00-13:30	Welcome coffee & tea at Jisc	kindly provided by Jisc	
13:30-13:40	Welcome, introductions and agenda	Lonneke Walk (SURFnet, SIG chair)	
13:40-13:50	Host welcome	Robert Haymon-Collins (Jisc)	
13:50-14:10	Host Marcomms overview - Jisc update	Robert Haymon-Collins (Jisc)	Slides <a href="#">ppt</a> & <a href="#">pdf</a>
14:10-14:45	<b>UPDATES</b> PeaR & GÉANT web presence update (20 mins) TFs & SIGs overview update (15 mins)	Paul Maurice (GÉANT) Gyöngyi Horváth (GÉANT) via VC	Paul's slides <a href="#">ppt</a> & <a href="#">pdf</a> Gy's slides <a href="#">ppt</a> & <a href="#">pdf</a>
14:45-15:15	PRACE Marcomms activities overview	Marjolein Oorsprong (PRACE)	Slides as <a href="#">pptx</a> & <a href="#">pdf</a>
15:15-15:35	COFFEE BREAK	kindly provided by Jisc	
15:35-16:50	<b>SESSION: Crisis communications</b> CLAW workshop report (10 mins) CLAW deliverable update (tbc)  Crisis (communications) plans - review of NREN plans & lessons learned: i) Belnet (15 mins) ii) SURFnet (15 mins) iii) Jisc (15 mins - TBC)	Laetitia Lagneau (Belnet) TBC  Laetitia Lagneau (Belnet) Lonneke Walk (SURFnet)  Robert Haymon-Collins (Jisc)	Laetitia's slides as <a href="#">pptx</a> & <a href="#">pdf</a> & <a href="#">template doc</a> Belnet slides <a href="#">pptx</a> & <a href="#">pdf</a> SURFnet slides <a href="#">ppt</a> & <a href="#">pdf</a> Jisc slides <a href="#">ppt</a> & <a href="#">pdf</a>
16:50-17:20	Digital engagement - 'Social Media Week' event & videos for social engagement	Dimple Sokartara (GÉANT)	Slides <a href="#">pptx</a> & <a href="#">pdf</a>
17:20-17:30	day wrap up	Lonneke Walk	
18:00	Pay your own dinner (pub restaurant 5-minute walk from the venue on 4 Leather Lane, <a href="https://www.nicholsonspubs.co.uk/restaurants/london/thesirchristopherhattonhattongardenlondon">https://www.nicholsonspubs.co.uk/restaurants/london/thesirchristopherhattonhattongardenlondon</a> )		

<b>TUESDAY</b> <b>5 Feb</b>			
09:15-09:30	ARRIVAL, EMAILS		
	Morning Session chaired by Maria Ristkok (EENet of HITSA)		
09:30-10:45	<b>SESSION: LIVE / RECORDED ONLINE COMMUNICATIONS: Webinars, infoshares etc. as part of the marcomms toolkit</b>  Setting the scene (5 mins) Marcomms experience - demonstrating value (20 mins) Learning & Development experience - how to prepare & produce engaging, memorable events (20 mins) SURFnet gets experimental with formats and tools. (15 mins) How Jisc uses online information sharing	Karl Meyer (GÉANT)  Irina Matthews (GÉANT) via VC  Lonneke Walk (SURFnet)  Maddy Wall (Jisc)	Karl's slides <a href="#">ppt</a> & <a href="#">pdf</a>  Irina's slides <a href="#">ppt</a> & <a href="#">pdf</a> & support docs ("Planning your session using a webinar tool"; "Webinar participant's guide"; "Using a webinar tool for effective communication")  Lonneke's slides <a href="#">ppt</a>  Maddy's slides <a href="#">ppt</a> & <a href="#">pdf</a>
10:45-11:00	COFFEE BREAK	kindly provided by Jisc	
11:00-11:10	TNC19 promotional plan	Rosanna Norman (GÉANT)	slides <a href="#">ppt</a> & <a href="#">pdf</a>
11:10-12:15	<b>NREN UPDATES - Events</b> Space Expo Belarus (15 mins) Anniversary plans & EaPEC 2018 (15 mins) 25 anniversary of PSNC (15) GRENA marcomms & anniversary (15 mins)	Alexei Belotserkovsky (BASNET) Olga Popcova (RENAM) Damian Niemir (PSNC) Iza Advadze (GRENA)	Alexei's slides <a href="#">ppt</a> Olga's slides <a href="#">ppt</a> & <a href="#">pdf</a> Damian's slides <a href="#">ppt</a> & <a href="#">pdf</a> Iza's slides <a href="#">ppt</a> & <a href="#">pdf</a>
12:15-13:10	LUNCH	kindly provided by Jisc	
	Afternoon Session chaired by Gitte Kudsk (DeiC)		
13:10-13:40	<b>WAKE UP!</b> Hands-on communications game	Gitte Kudsk	
13:40-14:20	<b>SESSION - GDPR &amp; events</b> Jisc's experience of adapting to GDPR around events (10 mins) GÉANT 'checklist' for registration & publicity considerations (15 mins) Any questions? (10 mins) discussion - can we find a common 'template'?	Paola Davis (Jisc) Dimple Sokartara (GÉANT) Magdalena Rzaca (GÉANT)	Paola's slides <a href="#">ppt</a> & <a href="#">pdf</a> Dimple's slides <a href="#">ppt</a> & <a href="#">pdf</a> and a supporting <a href="#">document</a> ( <a href="#">pdf</a> )
14:20-15:05	Events - how to make them member-led and participative (20)  DISCUSSION	Paola Davis (Jisc)	Paola's <a href="#">video</a>
15:05-15:20	COFFEE BREAK		
15:20-15:40	<b>NREN update</b> GRNET Marketing & Communication Strategy 2017-2018	Artemis Psarianou (GRNET)	slides as <a href="#">ppt</a> & <a href="#">pdf</a>
15:40-16:50	<b>SESSION: METRICS TBC</b> 1) building metrics into strategic / implementation planning 2) measuring stuff - what and how & understanding the results - analysis and implications 3) reporting the results and showing value	Louisa Dale (Jisc)  Discussion / post-it battle  Paul Maurice (GÉANT)	Louisa's <a href="#">slides</a> & <a href="#">pdf</a>    Paul's <a href="#">slides</a>
16:50-17:00	Day wrap up	Gitte Kudsk	

17:00 19:00	Tour guide arrives to take us on a walking tour, ending at the restaurant  DINNER at restaurant 'Sarastro' on Drury Lane ( <a href="http://www.sarastro-restaurant.com/">http://www.sarastro-restaurant.com/</a> )	kindly provided by Jisc including some wine for the table but any other drink/extras will have to be covered individually	
<b>WEDN ESDAY 6 Feb</b>			
09:15- 09:30	ARRIVALS, EMAILS		
	Chaired by Lonneke Walk (SURFnet)		
09:30- 10:40	<b>GÉANT PROJECT UPDATES</b>  Introducing GN4-3: marcomms team & activities, services and more (15 min)  Clouds (45 mins)  New services for 2019 - eduroam-managed IdP, eduroam visitor access, InAcademia, eduVPN (10 mins)	Karl Meyer (GÉANT)  Maria Ristkok (EENet of HITSA), with Jessica Wu (Jisc) & Salomé Branco (FCCN)  Karl Meyer (GÉANT)	Karl's slides <a href="#">ppt</a> & <a href="#">pdf</a>  Maria's slides <a href="#">pdf</a>  Jessica's slides <a href="#">ppt</a> & <a href="#">pdf</a>  Salomé's <a href="#">slides</a>  HEAnet clouds <a href="#">update</a>  Karl's slides <a href="#">ppt</a> & <a href="#">pdf</a>
10:40- 11:15	<b>SESSION: EDUROAM PROMOTION - EXPERIENCES &amp; BEST PRACTICES</b>  Campaigns update (5 mins)  eduroam promotion in the Czech Republic (10 mins)  plans for eduroam promotion in Slovenia (10)  Discussion	Karl Meyer (GÉANT)  Ilona Trtiková (CESNET)  Goran Medenjak (ARNES)	Karl's slides <a href="#">ppt</a> & <a href="#">pdf</a>  Ilona's slides <a href="#">pdf</a>  Goran's slides <a href="#">ppt</a>  HEAnet
11:15- 11:45	BRUNCH	kindly provided by Jisc	
11:45- 12:00	<b>OPEN SPACE SESSION: CHALLENGE US TO YOUR CHALLENGES</b>  New target audiences  ...	Laetitia Lagneau (BELNET)  Artemis Psarianou (GRNET)	
12:00- 12:10	meeting feedback	everyone	<a href="#">Survey</a>
12:10- 12:15	wrap up	Lonneke Walk (SURFnet)	
12:15- 12:45	GOODBYE!	Steering committee meeting	
12:45- 18:00	EaPConnect project meeting	EaPConnect Marcomms team members	