



SURFNet - marketing and product positioning - process (maybe wait until Feb 2019)	Lonneke	to go in 'challenges' open space ADD TO AGENDA or could be for a joint meeting with MSP	Lonneke
eduVPN - a new service at SURFnet that may becoming international? (possibly a GEANT thing too?) - do it first in MSP??? and in a joint meeting <b>MAYBE FOR JOINT MEETING WITH MSP IN AUTUMN 2019???</b>	Lonneke	LD to check with colleague after Lonneke confirms who it is not ready yet. Is in businessproces GEANT	Rogier Spoor/Lonneke & someone from GEANT
InAcademia ??	Lonneke	Check with Gitte about Delc implementation?	
Up2U update? (need to engagae project partners more?)	Laura	Check with Gyongyi / Barbara Toth about any updates	
AARC ?	Laura		
SIGs & TFs updates?		Laura to ask Nicole / Gyongyi	L emailed 16 Nov
GLAD updates / training opportunities??		(Could we make the tips and tricks for photos and videos part of our tool box - update the wiki). Make our wiki more interesting / useful	
Resource library update? (e.g. Zenodo for SIG presentations, following previous presentation)	Laura	Check with Daniel & Nicole / Gy	L emailed 16 Nov
Check with SIG-MSP about joint meeting in autumn 2019	Laura		
GDPR for non-Europeans - (maybe at TNC19?)		Mentioned to Ana already	
eduroam promotion (Japan? TNC19?) or something in the meantime e.g. love2eduroam and now 101 countries on borad		Interest in deploying services from the GEANT portfolio not just eduroam. Hard to get adequate info to other regions.	L to talk with Karl M about how to structure this for NRENs to contribute at Feb meeting. Could be good for EaP countries and others that are now really just rolling out to hear about past successes of NRENs for whom its now just a standard service.
outreach to research communities ?	Laura	AARC pilots, AEGIS, CEF & common challenges, EYR - ask Jakob Tendel	save for Global joint meeting & invite TF-RED, Momday at TNC19
team-building exercise		Gitte will find one!	
brainstorming breakout groups			
materials market			
PRACE marcomms overview or other		Marjolein Oorsprong a 20 min overview	Laura emailed her 15 Nov
VLOGGING - quick-fire video reporting from events (could be a practical workshop?)			
Internal comms follow up??			
Recruitment comms			
materials - paper v. online - design v text???? What's the most effective way of getting a response to calls for action??			
Metrics / data Analytics ? - perhaps in the context of follow up on strategic planning (how to build in metrics and what's useful to measure) & formal reporting & visualisation			
strategic approach			
GRNET strategy updates		Gitte to ask Artemis and Dimitra	
clinics - challenge us to your challenges / breakout to tackle a specific practical issue with a buddy (pre-define via email) dating agency?		L has asked Marjolein O about one potential challenge.	
To have also Video Conferences on topic inbetween the Sig-Marcomms meetings			
CRM experiences - what platforms are used by NRENs (poss for MSP joint meeting)			
SIG-Marcomms and Global group could regularly attend all the global teams meetings at GEANT or other events and update about the decisions and topics discussed. - REPORTING FROM EVENTS? Could use open space sessions for this? Or use the mailing list?			

Report from the Global PR meeting			
How to do outreach and engagement - not just events and materials? How to get their attention. How to integrate what we have to target audiences' everyday interests and activities? So they can attend, feel safe etc. Abundance of info and limited time and resources so need new ways to reach them and get noticed.			
pricing (for joint meeting with MSP)	Laetitita		
how to communicate with targets that are different then before (e.g. administration customers) relates to formal reporting??	Laetitia emailed 15 Nov		
Belarus Space event presentation	Alexei emailed 15 Nov		
<a href="#">CLAW 2019 report</a>			
TNC19	Rosanna can do something for sure.		
GTS ??			
'Taxonomy' of marcomms knowledge. (From survey) Could this be made into a survey of existing tasks and skills to spot what's the normal range, what's exceptional and where gaps lie to be filled by e.g. training? Perhaps with global PR network? (L has asked Helga) Tips for improving comms skills	Helga didn;t really comment on this.		
Shared list of community experts (for news quotes / fact checking / conference speakers etc.) Could also be a global activity (L asked Helga)	Helga thinks this is a good idea as long as we're realistic about the practicalities.		
Personalising marketing comms / marketing automation - maybe ask an external expert to talk to us about chat box, AI			
Customer journey and marketing automation tools and strategy - / content marketing and customer journey - maybe invite an external expert - how to create a content & marketing plan, what need to think about, format, how combine with customer journey etc. Training? Jisc?	L to ask Jisc about getting in an external speaker.		
Webinars - how to produce them as an outreach and marcomms tool, how to structure them to make them future-proof, memorable etc.	Laura to follow up with Irina Matthews (emailed 15 Nov). Karl M could also contribute (L to follow up with him)	Lonneke has a person who could contribute. Maybe develop this into a hands-on session? Or divide discussion into before during and after making the webinar. Lonneke to check whether another webinar is imminent and can we record them making it.	
Joint meeting with GA to 'educate' them about strategy, metrics, value shown etc so they can support their marcomms people in this???	M aria		
Evnts-related promotion / graphics topics?? // How to make events more interactive so that communications outcomes are more effective??			
Anniversaries - EaP countries??	L to ask Olga and Iza ?		
Jisc's digital 'self serve' vision - changing the website from a corporate / service brochure to a self-serve 'shop' / community space	R ob ert Autumn 2019 meeting		