

SIG-Marcomms autumn meeting - 26-28 September 2018

SIG-Marcomms got together to share ideas, experiences and best practices in September 2018, hosted by FCCN|FCT in Lisbon, Portugal.

Read the [blog report!](#)

FINAL AGENDA

| TIME | WHAT | WHO | SLIDES | NOTES |
|-----------------------------|--|---|---|-------|
| WEDNESDAY 26 Sep | | | | |
| 12:00 -13:30 | LUNCH at venue | Kindly provided by FCT FCCN | | |
| 13:30-13:40 | Welcome, introductions and agenda | Lonneke Walk (SURFnet - Chair) & Laura Durnford (GÉANT - Secretary) | | |
| 13:40-14:00 | FCCN welcome and marketing insights | Salomé Branco (FCCN) | Salomé's slides and video | |
| 14:00-15:20 | NREN UPDATES | | | |
| | Belnet Marcomms - 25th anniversary & a new mode of working | Laetitia Lagneau (BELNET) | Laetitia's slides & pdf | |
| | DeiC update (TBD 10-15 mins)) | Gitte Kudsk (DeiC) | No slides | |
| | 6 months in RENAM MarComms: challenges and practice (10 mins) | Olga Popcova (RENAM) | Olga's slides & pdf | |
| | The impact of EaPConnect on the development of ASNET-AM's Marketing (10) | Naira Kocharyan (ASNET-AM) TBC | Naira's slides & pdf | |
| 15:10-15:25 | COFFEE / TEA / EMAILS | Kindly provided by FCT FCCN | | |
| 15:25-17:20 | TOPIC Defining strategy Marcomms strategy for GÉANT/NREN Case study: SURF strategy work Strategy for a strategy: lessons from the strategy that never lived 2 Cases from FCCN Workshop: LITNET - Developing a strategy | CHAIR: Gitte Kudsk - Steering Committee Lajos Balint Lonneke Walk Laura Durnford Rui Ribeiro & Anabela Ventura Neringa Jackevicė (via VC) | Lajos's slides & pdf Lonneke's slides Rui & Anabela's slides as pdf Neringa's slides | |
| 17:20-18:10 | Tour of FCCN facilities | ALL | | |
| 19:00 | Restaurant 'Mercantina' has been booked by FCCN but for everyone to pay their own costs: http://mercantina.pt/en/alvalade/ | | | |
| THURSDAY 27 Sep | | | | |
| 09:15-09:30 | ARRIVAL, EMAILS | | | |
| 09:30-10:10 | Proposal: A central community document repository – options and requirements? | Daniel Wustenberg (GÉANT - via VC) | Daniel's slides | |
| 10:10-10:30 | Proposal: an integrated, interactive global network map - idea for feedback | Tom Fryer (GÉANT - via VC) | Global REN Map Overview.pptx | |
| 10:30-10:45 | COFFEE / TEA & emails | Kindly provided by FCT FCCN | | |
| 10:45-10:50 | Informal welcome | João Nuno Ferreira (FCCN) | | |

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| 10:50-11:00 | A new approach to the GÉANT web presence | Rosanna Norman (GÉANT) | Rosanna's slides | |
| 11:00-12:15 | TOPIC Internal communications - part 1 Game 1 How do you do internal comms? (30 mins round table discussion) Jisc Internal Comms (30 mins) | CHAIR: Lonneke Walk Everyone Robert Haymon-Collins (Jisc) | IC intro sheets Robert's slides | |
| 12:15-13:00 | LUNCH AND EMAILS | Kindly provided by FCT FCCN | | |
| 13:00-14:20 | TOPIC Internal communications - part 2 Game 2 Workshop - group discussions on specific assignments (1 hour) | CHAIR: Lonneke Walk | | |
| 14:20-14:40 | Institution communications and challenges | Ines Crespo (Roslin Institute) | Ines's slides & pdf | |
| 14:40-15:00 | COFFEE / TEA / EMAILS | Kindly provided by FCT FCCN | | |
| 15:00-16:45 | TOPIC What's the most effective way to get a response to your call to action with print / online materials? WORKSHOP Introduction (10 mins) Group discussions (1 h 10) Reports back to the whole group (15 mins) Final discussion whole group (10 mins) | CHAIR: Maria Ristkok | Maria's slides & pdf | |
| 16:45-17:30 | Anniversary Short presentation Bring a branded giveaway gift to celebrate 15 years of the group! | Lonneke, Maria, Laura and Gitte Everybody! | Original news article (pdf) | |
| 17:30-17:35 | day wrap up | Lonneke | | |
| 18:45 | Meet at Lisbon story centre: Praça do Comércio 78 19:00) Lisbon multimedia Tour 20:00) Dinner for all participants. (Main course fish (risotto porcini for vegetarians)) at http://www.auraloungecafe.com/ | Kindly provided by FCT FCCN | | |
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| FRIDAY 28 Sep | | | | |
| 09:15-09:30 | ARRIVALS, EMAILS | | | |
| 09:30-11:10 | TOPIC Digital engagement - how to use colleagues in social media Colleagues who blurt - pros, cons and how to take advantage Employee advocacy Research into colleague activities and impacts (TBC) How to get credits, provide guidelines etc. Business Canvas, LinkedIn profile updates Gaggleamp, Sprout and specific tools | CHAIR: Laura Durnford Robert Haymon-Collins (Jisc) Gitte Kudsk (DeiC) Dimple Sokartara (GÉANT) Robert Haymon-Collins (Jisc) Lonneke Walk (SURFnet) Robert Haymon-Collins (Jisc) | Robert's slides & pdf Gitte's slides & pdf Dimple's slides & pdf Lonneke's slides & pdf | |
| 11:10-11:25 | COFFEE / TEA & EMAIL TIME | Kindly provided by FCT FCCN | | |
| 11:25-12:25 | GÉANT Project updates Planning for the next phase – GN4-3 (15 mins) Clouds (10 mins) GLAD updates & training opportunities (25 mins) GTS awareness raising | Rosanna Norman (GÉANT) Maria Ristkok, EENET, HITS Irina Mikhailava (GÉANT) Anke Russell (GÉANT) | Rosanna's slides Maria's slides & pdf Irina's slides Anke's slides | |

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| 12:25-13:00 | OPEN SPACE SESSION - challenges / successes bring your stories!! | | | |
| 13:00-13:15 | Meeting feedback | Everyone | Survey | |
| 13:15-13:25 | Meeting review, next meeting, wrap up | Lonneke | | |
| 13:25-14:00 | LUNCH | Kindly provided by FCT FCCN | | |
| 14:00 | GOODBYE! | | | |

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