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 Jackevice (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)		

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		
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, HITSA Irina Mikhailava (GÉANT) Anke Russell (GÉANT)	Rosanna's slides Maria's slides & pdf Irina's slides Anke's slides	

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!