

# SIG Marcomms meeting 17-18 September 2019, including joint meeting with SIG-MSP

1.1.1. eventrSIG-Marcomms will meet on 17-18 September 2019, including a joint meeting with SIG-MSP, hosted by RENATER in Montpellier, France.

1.1.2. Registration is open: [register here!](#)

The venue is in the old town:

Macabies Room  
Faculty of Medicine,  
2 Rue de l'École de Médecine,  
34090 Montpellier

## 2. Where to stay

[Ibis Montpellier Centre](#) (16 min walk)  
[Hotel Mercure Montpellier Centre Comédie](#) (17 min walk)  
[Pullman Montpellier Centre](#) (18 min walk)  
[Royal Hotel](#) (12 min walk)  
[Hotel Oceania](#) (13 min walk)

and just 2 min walk:  
[Best Western Hotel Le Guilhem](#)

[Other hotel suggestions](#)

## 3. Access to Montpellier

### FINAL AGENDA:

| TIME                             | WHAT  | WHO  | SLIDES   | NOTES |
|----------------------------------|---|--|--|-------|
| <b>TUESDAY</b><br><b>17 Sept</b> |   |  |  |       |
| 09:00-09:15                      | Arrivals & emails   |  |  |       |
| 09:15-09:30                      | Welcome, introductions and agenda   | Gitte Kudsk (DeiC - co-chair) & Laura Durnford (GÉANT - Coordinator) |  |       |
| 09:30-11:00                      | <b>Practical session - introduction to making simple videos on mobile phones - part 1</b> | Dimple Sokartara & Laura Durnford (GÉANT)                            | <a href="#">Slides &amp; <u>https://geant.box.com/s/5aly22y2s099c1gjirager/ksrgtjrln</u></a> |       |
| 11:00-11:15                      | COFFEE / TEA / EMAILS   |  |  |       |
| 11:15-12:45                      | <b>Practical session - introduction to making simple videos on mobile phones - part 2</b> | Dimple Sokartara & Laura Durnford (GÉANT)                            |  |       |
| 12:45-13:25                      | LUNCH (in Dugès Room, downstairs)   |  |  |       |
| 13:25-14:00                      | <b>WAKE UP!</b><br>Hands-on communications game   | Maria Ristkok (EENet of HITSA)                                       |  |       |

|  |  |   |   |  |
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| 14:00-15:20  | <p><b>A BUFFET OF UPDATES</b></p> <p>RENATER's focus on end-users</p> <p>GRENA communications</p> <p>Metric and measurement follow up: Using PIWIK for webstats</p> <p>What have we implemented in Portugal with ideas raised in sig-marcomms</p>            | <p>Alice Thorel (RENATER)</p> <p>Tamara Gvenetadze (GRENA)</p> <p>Goran Medenjok (ARNES)</p> <p>Salomé Branco (FCT-FCCN)</p>                                  | <p>Alice's <a href="#">slides</a></p> <p>Tamara's <a href="#">slides</a></p> <p>Goran's <a href="#">slides</a></p> <p>Salomé's <a href="#">slides &amp; video</a></p>             |  |
| 15:20-15:40  | COFFEE / TEA / EMAILS  |   |   |  |
| 15:40-17:00  | <p><b>GÉANT UPDATES</b></p> <p>Introducing the new GÉANT CONNECT site</p> <p>Security awareness - promotional plans in GN4-3</p> <p>GÉANT Trust &amp; Identity Mentorship Programme</p> <p>Clouds update</p>   | <p>Paul Maurice (GÉANT) via VC</p> <p>Charlie van Genuchten (SURFnet / GÉANT Project)</p> <p>Rosanna Norman (GÉANT)</p> <p>Maria Ristkok (EENet of HITSA)</p> | <p>Paul's <a href="#">slides</a></p> <p>Charlie's <a href="#">slides &amp; gif &amp; poster</a></p> <p>Rosanna's <a href="#">slides</a></p> <p>Maria's <a href="#">slides</a></p> |  |
| 17:00-17:10  | Day summary & end  | Gitte Kudsk   |   |  |
| EVENING  | Meet outside the church on Place ST. Roch at 19:30 for a pay-your-own-dinner   |   |   |  |
| <b>WEDNESDAY<br/>18 Sept</b>                                     |  |   |   |  |
| 09:00-09:15  | ARRIVAL, EMAILS  |   |   |  |
| 09:15-10:10  | <p><b>THE BREAKFAST BUFFET</b></p> <p>Jisc's digital 'self-serve' plans</p> <p>New PRACE website and tendering process</p> <p>How Enlighten Your Research in EaP gives us sustainability</p>   | <p>Robert Haymon-Collins (Jisc)</p> <p>Marjolein Oorsprong (PRACE)</p> <p>Marina Sahakyan (ASNET-AM)</p>  | <p>Robert's <a href="#">slides</a></p> <p>Marjolein's <a href="#">slides</a></p> <p>Marina's <a href="#">slides</a></p>   |  |
| 10:10-11:00  | <p><b>BRANDING &amp; STRATEGY session - part 1</b></p> <p>Branding thoughts in an interim organisation</p> <p>Branding the EaPEC2019 Conference</p> <p>Data visualisation &amp; showing value</p>  | <p>Gitte Kudsk (DeiC)</p> <p>Naira Kocharyan (ASNET-AM)</p> <p>Andrea Meloni (GÉANT) via VC</p>   | <p>Gitte's <a href="#">slides</a></p> <p>Naira's <a href="#">slides</a></p> <p>Andrea's <a href="#">slides</a></p>  |  |
| 11:00-11:15  | COFFEE / TEA / EMAILS  |   |   |  |
| 11:15-12:15  | <p><b>BRANDING &amp; STRATEGY session - part 2</b></p> <p><b>Recruitment communications</b></p> <ul style="list-style-type: none"> <li>Life at GÉANT campaign</li> <li>CSC-Funet recruitment activities</li> <li>Belnet recruitment communication</li> </ul> | <p>Rosanna Norman (GÉANT)</p> <p>Minna Lappalainen (CSC-Funet)</p> <p>Laetitia Lagneau (Belnet)</p>   | <p>Rosanna's <a href="#">slides</a></p> <p>Minna's <a href="#">slides</a></p> <p>Laetitia's <a href="#">slides</a></p>  |  |
| 12:15-13:00  | LUNCH & EMAILS   |   |   |  |
| <b>START OF JOINT MEETING BETWEEN SIG-MARCOMMS &amp; SIG-MSP</b> |  |   |   |  |
| 13:00-13:15  | Welcome & introductions  | Maria Ristkok (EENet of HITSA) & Martin Bech (DeiC)   |   |  |
| 13:15-13:35  | <b>Host welcome &amp; presentation</b>   | Jean-François Guezou (RENATER)  |   |  |

|                                   |   |  |  |  |
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| 13:35-15:00                       | <p><b>"Services marketing within a wider strategic plan"</b></p> <p><b>Session objective:</b> better working together of services managers and marcomms teams to ensure a good fit between needs and outputs, to align team strategic planning and to support company strategy.</p> <p><b>Topics to include:</b> Aspects of relationship management, how to get users involved in service development, how do we liaise with customers / users? How can marketing and service teams work together on this?</p> <p><b>Format:</b> 20-minute presentations plus 30 minutes shared discussion</p> <ul style="list-style-type: none"> <li>▪ SURFnet cloud services delivery</li> <li>▪ CSC-Funet experiences</li> <li>▪ RENATER's new agile method to develop services</li> </ul> | <p>Chaired by Martin Bech</p> <p>Michel Wets (SURFnet)<br/>Minna Lappalainen &amp; Harri Kuusisto (CSC-Funet)<br/>Alice Thorel &amp; Jean-François Guezou (RENATER)</p>  | <p>Michel's slides</p> <p>Alice &amp; J-F's slides</p> <p>Harri &amp; Minna's slides</p> |  |
| 15:00-15:30                       | COFFEE / TEA / EMAILS   |  |  |  |
| 15:30-17:15                       | <p><b>"Brand management"</b></p> <p><b>Session objective:</b> discuss (and agree?) on brand management challenges and best practices for NRENs and GEANT community</p> <p><b>Topics to include:</b> when to use an NREN-name/logo, how to address a request for wider GEANT (and EU) recognition among users, practical approaches</p> <p><b>Format:</b> panel discussion / interviews including open discussion with the whole group</p>   | <p>Chaired by Gitte Kudsk</p> <p>Panel to include: ....</p> <p>Mark Tysom (Jisc - SIG-MSP)<br/>Martin Bech (DeiC - SIG-MSP)<br/>Damian Niemir (PSNC - SIG-Marcomms)<br/>Minna Lappalainen (CSC - SIG-Marcomms)</p> |  |  |
| 17:15-17:30                       | Wrap up, end joint meeting  | Maria Ristkok, Martin Bech   |  |  |
| EVENING<br>18:20<br>MEET &<br>BUS | <p><b>BUS TO JOINT SOCIAL EVENT:</b><br/>18:20 meet at bus departure point (pdf) = mediatheque Emile Zola (statue at the entrance)<br/>7pm dinner at beach restaurant "la baie du roi" (<a href="https://www.labaieduroi.fr/index.html">https://www.labaieduroi.fr/index.html</a>) in the city of Grau du Roi, about 20mn of Montpellier. Returning to Montpellier around 22:00 CEST.</p>   | Kindly organised by RENATER  |  |  |
| <b>THURSDAY<br/>19 Sept</b>       | <b>SIG-MSP meeting</b> - you are welcome to stay to attend this (morning) meeting too - see the <a href="#">agenda</a> and please <a href="#">register</a> .  |  |  |  |

If you have any topic ideas for future meetings, please contact [Laura.Durnford@geant.org](mailto:Laura.Durnford@geant.org) or add them into the [agenda suggestions page](#).

Naira's [video](#)

Salome's [video](#)

Rosanna's [video](#)

ALice's video

Robert's video

Christine's [video](#)

[Damian's](#)

[Marina's](#)