

# 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> <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> Hands-on communications game	Maria Ristkok (EENet of HITSA)		

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 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)		

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) Minna Lappalainen &amp; Harri Kuusisto (CSC-Funet) 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) Martin Bech (DeiC - SIG-MSP) Damian Niemir (PSNC - SIG-Marcomms) Minna Lappalainen (CSC - SIG-Marcomms)</p>		
17:15-17:30	Wrap up, end joint meeting	Maria Ristkok, Martin Bech		
EVENING 18:20 MEET & BUS	<p><b>BUS TO JOINT SOCIAL EVENT:</b> 18:20 meet at bus departure point (pdf) = mediatheque Emile Zola (statue at the entrance) 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 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](#)