

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 |
|----------------------------------|---|--|---|-------|
| TUESDAY 17 Sept | | | | |
| 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 | Practical session - introduction to making simple videos on mobile phones - part 1 | Dimple Sokartara & Laura Durnford (GÉANT) | Slides & <u>http://geant.box.com/s/5aly22y2s099c1gjirager/ksrgtjrln</u> | |
| 11:00-11:15 | COFFEE / TEA / EMAILS | | | |
| 11:15-12:45 | Practical session - introduction to making simple videos on mobile phones - part 2 | Dimple Sokartara & Laura Durnford (GÉANT) | | |
| 12:45-13:25 | LUNCH (in Dugès Room, downstairs) | | | |
| 13:25-14:00 | WAKE UP! Hands-on communications game | Maria Ristkok (EENet of HITSA) | | |

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| 14:00-15:20 | <p>A BUFFET OF UPDATES</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 slides</p> <p>Tamara's slides</p> <p>Goran's slides</p> <p>Salomé's slides & video</p> | |
| 15:20-15:40 | COFFEE / TEA / EMAILS | | | |
| 15:40-17:00 | <p>GÉANT UPDATES</p> <p>Introducing the new GÉANT CONNECT site</p> <p>Security awareness - promotional plans in GN4-3</p> <p>GÉANT Trust & 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 slides</p> <p>Charlie's slides & gif & poster</p> <p>Rosanna's slides</p> <p>Maria's slides</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 | | | |
| WEDNESDAY 18 Sept | | | | |
| 09:00-09:15 | ARRIVAL, EMAILS | | | |
| 09:15-10:10 | <p>THE BREAKFAST BUFFET</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 slides</p> <p>Marjolein's slides</p> <p>Marina's slides</p> | |
| 10:10-11:00 | <p>BRANDING & STRATEGY session - part 1</p> <p>Branding thoughts in an interim organisation</p> <p>Branding the EaPEC2019 Conference</p> <p>Data visualisation & showing value</p> | <p>Gitte Kudsk (DeiC)</p> <p>Naira Kocharyan (ASNET-AM)</p> <p>Andrea Meloni (GÉANT) via VC</p> | <p>Gitte's slides</p> <p>Naira's slides</p> <p>Andrea's slides</p> | |
| 11:00-11:15 | COFFEE / TEA / EMAILS | | | |
| 11:15-12:15 | <p>BRANDING & STRATEGY session - part 2</p> <p>Recruitment communications</p> <ul style="list-style-type: none"> Life at GÉANT campaign CSC-Funet recruitment activities Belnet recruitment communication | <p>Rosanna Norman (GÉANT)</p> <p>Minna Lappalainen (CSC-Funet)</p> <p>Laetitia Lagneau (Belnet)</p> | <p>Rosanna's slides</p> <p>Minna's slides</p> <p>Laetitia's slides</p> | |
| 12:15-13:00 | LUNCH & EMAILS | | | |
| START OF JOINT MEETING BETWEEN SIG-MARCOMMS & SIG-MSP | | | | |
| 13:00-13:15 | Welcome & introductions | Maria Ristkok (EENet of HITSA) & Martin Bech (DeiC) | | |
| 13:15-13:35 | Host welcome & presentation | Jean-François Guezou (RENATER) | | |

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| 13:35-15:00 | <p>"Services marketing within a wider strategic plan"</p> <p>Session objective: 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>Topics to include: 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>Format: 20-minute presentations plus 30 minutes shared discussion</p> <ul style="list-style-type: none"> ▪ SURFnet cloud services delivery ▪ CSC-Funet experiences ▪ RENATER's new agile method to develop services | <p>Chaired by Martin Bech</p> <p>Michel Wets (SURFnet) Minna Lappalainen & Harri Kuusisto (CSC-Funet) Alice Thorel & Jean-François Guezou (RENATER)</p> | <p>Michel's slides</p> <p>Alice & J-F's slides</p> <p>Harri & Minna's slides</p> | |
| 15:00-15:30 | COFFEE / TEA / EMAILS | | | |
| 15:30-17:15 | <p>"Brand management"</p> <p>Session objective: discuss (and agree?) on brand management challenges and best practices for NRENs and GEANT community</p> <p>Topics to include: when to use an NREN-name/logo, how to address a request for wider GEANT (and EU) recognition among users, practical approaches</p> <p>Format: 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>BUS TO JOINT SOCIAL EVENT: 18:20 meet at bus departure point (pdf) = mediatheque Emile Zola (statue at the entrance) 7pm dinner at beach restaurant "la baie du roi" (https://www.labaieduroi.fr/index.html) in the city of Grau du Roi, about 20mn of Montpellier. Returning to Montpellier around 22:00 CEST.</p> | Kindly organised by RENATER | | |
| THURSDAY 19 Sept | <p>SIG-MSP meeting - you are welcome to stay to attend this (morning) meeting too - see the agenda and please register.</p> | | | |

If you have any topic ideas for future meetings, please contact 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](#)