

SIG-Marcomms & Global PR Network joint meeting 14 June 2018

There was an opportunity to get together to share ideas, experiences and best practices in a joint meeting of SIG-Marcomms and the Global PR Network in Trondheim, Norway. This immediately followed this year's networking conference, TNC18, on Thursday 14 July.

Read the [blog report!](#)

FINAL AGENDA

TIME	WHAT	WHO	SLIDES	NOTES
09:00-09:20	Welcome & round of introductions & 'homework' reminder (TNC highlights)	Lonneke Walk (SURFnet - chair SIG-Marcomms)		
09:20-09:25	Updates on SIG-Marcomms & Global PR Network activities since TNC17	Laura Durnford & Helga Spitaler (GÉANT)	slides (pdf)	
09:25-10:05	ENLIGHTEN YOUR RESEARCH!			
	EYR overview and global spread	Mary Hester (SURFnet)	Mary's slides (pdf)	
	Experiences <ul style="list-style-type: none"> • Eastern Partnership • India 	Laura Durnford (GÉANT & EaPConnect project) Helga Spitaler (GÉANT & EYR India2 Europe)		
	Value to NRENS and invitation for future collaboration	Mary Hester (SURFnet)		
10:05-10:25	RESTENA marcomms update	Cynthia Wagner (RESTENA)	Cynthia's slides (pdf)	
10:25-10:50	COFFEE / TEA / EMAILS			
10:50-11:20	Stakeholders Metrics Dashboard	Ela Yazdani (CANARIE)	Ela's slides	
11:20-12:10	MARCOMMS SKILLS & CAPACITY BUILDING: Activities, experiences and lessons learned Eastern Partnership Africa Asia-Pacific Latin America Can we identify common knowledge / training needs?	PANEL: chaired by Helga Spitaler Laura Durnford (GÉANT) Dimple Sokartara (GÉANT) Eunjin Hu (TEIN*CC) (with inputs by Markus Buchhorn (APAN)) María José Lopez (RedCLARA)		
12:10-12:35	OPEN SPACE: What do you want to discuss? Anniversary			
12:35-13:05	LUNCH & EMAILS			
13:05-13:30	GROUP (Anniversary) PHOTO!! Demo area opposite room Mesanin1			
13:30-14:05	"In The Field" blog update	Jane Gifford (AARNet)	Jane's slides (pptx)	
	SOCIAL MEDIA			
14:05-14:20	Social media advertising experiences	Ela Yazdani (CANARIE)	Ela's slides	
14:20-15:20	Building engagement through social media workshop	Dimple Sokartara (GÉANT)	Dimple's slides	
15:20-15:45	COFFEE / TEA / EMAILS			

15:45-16:10	How to showcase impacts and effects of projects - Asi@Connect experience	Eunjin Hu (TEIN*CC)	Eunjin's slides (pdf)	
16:10-16:55	TNC highlights for communications follow-up	EVERYONE		
16:55-17:10	Meeting feedback survey	EVERYONE (online)	PLEASE FILL IN THE SURVEY	
17:10-17:25	News roundup - Clouds, GDPR, CLAW, next SIG meeting other upcoming (marcomms) opportunities	TBC		
17:25-17:30	Meeting wrap up & goodbye!	Lonneke		