

CLAW - feedback from the Nov workshop - update on previously-discussed deliverable? Examples of crisis plans - review in autumn meeting TBC??	Lonneke	Lonneke to check with Charlie about report and idea of marcomms training in this area.	
GÉANT Clouds update ??		national adoption comms - Cynthia RESTENA, use cases - MAría to follow up - promoting community clouds	
PeaR & GEANTT web presence update		Paul M says an update should be possible	
SURFNet - marketing and product positioning - process (maybe wait until Sept 2019)	Lonneke	to go in 'challenges' open space ADD TO AGENDA or could be for a joint meeting with MSP	Lonneke
eduVPN - a new service at SURFnet that may becoming international? (possibly a GEANT thing too?) - do it first in MSP??? and in a joint meeting MAYBE FOR JOINT MEETING WITH MSP IN AUTUMN 2019??	Lonneke	Lonneke to check	Rogier Spoor/Lonneke & someone from GEANT
InAcademia ??	Lonneke	Lonneke to check internally	
Up2U update? (need to engage project partners more?)	Laura	Check with Gyongyi / Barbara Toth about any updates	
SIGs & TFs updates?		Laura to ask Nicole / Gyongyi	L emailed 16 Nov
GLAD updates / training opportunities??		(Could we make the tips and tricks for photos and videos part of our tool box - update the wiki). Make our wiki more interesting / useful	
Resource library update? (e.g. Zenodo for SIG presentations, following previous presentation)	Laura	Check with Daniel & Nicole / Gy	L emailed 16 Nov
Check with SIG-MSP about joint meeting in autumn 2019	Laura		
eduroam promotion (Japan? TNC19?) or something in the meantime e.g. love2eduroam and now 101 countries on board		Interest in deploying services from the GEANT portfolio not just eduroam. Hard to get adequate info to other regions.	L to talk with Karl M about how to structure this for NREns to contribute at Feb meeting. Could be good for EaP countries and others that are now really just rolling out to hear about past successes of NREns for whom its now just a standard service.
outreach to research communities ?	Laura	AARC pilots, AEGIS, CEF & common challenges, EYR	save for Global joint meeting & invite TF-RED, Momday at TNC19
team-building exercise		Gitte will find one!	
brainstorming breakout groups			
materials market			
PRACE marcomms overview or other		Marjolein Oorsprong a 20 min overview	Laura emailed her 15 Nov
VLOGGING - quick-fire video reporting from events (could be a practical workshop?)			
Internal comms follow up??			
Recruitment comms			
materials - paper v. online - design v text???? What's the most effective way of getting a response to calls for action??			
Metrics / data Analytics ? - perhaps in the context of follow up on strategic planning (how to build in metrics and what's useful to measure) & formal reporting & visualisation			
strategic approach			
GRNET strategy updates		Gitte to ask Artemis and Dimitra	

clinics - challenge us to your challenges / breakout to tackle a specific practical issue with a buddy (pre-define via email) dating agency?		L has asked Marjolein O about one potential challenge.	
To have also Video Conferences on topic inbetween the Sig-Marcomms meetings _ask at end of Global joint meeting			
CRM experiences - what platforms are used by NRENs (poss for MSP joint meeting)			
SIG-Marcomms and Global group could regularly attend all the global teams meetings at GÉANT or other events and update about the decisions and topics discussed. - REPORTING FROM EVENTS? Could use open space sessions for this? Or use the mailing list?			
Report from the Global PR meeting (Sept meeting)			
How to do outreach and engagement - not just events and materials? How to get their attention. How to integrate what we have to target audiences' everyday interests and activities? So they can attend, feel safe etc. Abundance of info and limited time and resources so need new ways to reach them and get noticed.			
pricing (for joint meeting with MSP)		Laetitia	
how to communicate with targets that are different then before (e.g. administration customers) relates to formal reporting??		Laetitia emailed 15 Nov	
Belarus Space event presentation		Alexei emailed 15 Nov	
CLAW 2019 report		Laetitia	Internal comms in a crisis was in CLAW 2019, and another about leadership
TNC19		Rosanna can do something for sure.	
GTS ??			
'Taxonomy' of marcomms knowledge. (From survey) Could this be made into a survey of existing tasks and skills to spot what's the normal range, what's exceptional and where gaps lie to be filled by e.g. training? Perhaps with global PR network? (L has asked Helga) Tips for improving comms skills		Helga didn't really comment on this.	
Shared list of community experts (for news quotes / fact checking / conference speakers etc.) Could also be a global activity (L asked Helga)		Helga thinks this is a good idea as long as we're realistic about the practicalities.	
Personalising marketing comms / marketing automation - maybe ask an external expert to talk to us about chat box, AI			autumn 2020?
Customer journey and marketing automation tools and strategy - / content marketing and customer journey - maybe invite an external expert - how to create a content & marketing plan, what need to think about, format, how combine with customer journey etc. Training? Jisc?		L to ask Jisc about getting in an external speaker.	autumn 2020?
Webinars - how to produce them as an outreach and marcomms tool, how to structure them to make them future-proof, memorable etc.		Laura to follow up with Irina Matthews (emailed 15 Nov). Karl M could also contribute (L to follow up with him)	Lonneke has a person who could contribute. Maybe develop this into a hands-on session? Or divide discussion into before during and after making the webinar. Lonneke to check whether another webinar is imminent and can we record them making it.
Joint meeting with GA to 'educate' them about strategy, metrics, value shown etc so they can support their marcomms people in this???	Mar ia		
Evnts-related promotion / graphics topics?? // How to make events more interactive so that communications outcomes are more effective??			
Anniversaries - EaP countries??		L to ask Olga and Iza ?	
Jisc's digital 'self serve' vision - changing the website from a corporate / service brochure to a self-serve 'shop' / community space	Ro bert	Autumn 2019 meeting	
How can you show your strategic role within the company - to demonstrate the value and impact of marcomms from a business point of view within the NREN, to show that marcomms does matter.	Lon neke	Laetitia is working on this, maybe Robert. Maybe Kathryn.	Laet could speak about the difficulties of doing this.
Brand Building for NRENs – how the whole of marketing communications – social, presentations, website, collateral, works to either strengthen or weaken your brand position. Maybe something for an external trainer to take on? Or Minna's German professor on identity-based brand management?	Kat hryn / Min na	Lonneke will contact Minna.	
Internal culture development comms - follow up to recruitment branding topic?			
Brand architecture at SURF (TBC)			
Upcoming opportunities for campaigns - can we coordinate and share work based on what's topical, what's the priorities for (enough) NRENs, GEANT etc. make a community calendar of repeating dates such as Movember, Cybersecurity, Women in STEM etc - coordinate with GEANT			
general update to the group about the IETF, and how the R&E networking community is and/or could be involved in the IETF and Internet Research Task Force		Gregg Wood, IETF	For TNC20 Brighton meeting TBC
TF-RED update and exploration of potential topics for potential joint meeting		Juraj CARNET	Cyprus
Research Engagement & marcomms synergies at RENAM		Olga Popcova	Cyprus
InAcademia launched - what NREN marcomms need to know / do		Karl Meyer TBC	Cyprus

Strategic value of marcomms from the West and Central African perspective		Effah Amponsah (WACREN)	Cyprus
GEANT values development (as part of the topic on creating / changing culture)		Paul Maurice TBC	Cyprus
mini interviewing workshop (to encourage people to use the new CONNECT facility)			Cyprus
WEBSITES - new eaPConect ones- branding, process, fitting with EU4Digital (choices) / SURF community website for sharing - challenges etc (Jane facing similar challenges) Could pair this with more general look at community building (social media, ownership of channels, what to do when an engaged colleague leaves)			TNC20
GNAG website - Jane - branding etc. has helped increase engagement			TNC20
Company Culture - Jane can talk about company values exercise & virtual town hall meetings & branding aspects. Paul Maurice could talk about internal process for values etc. - Lonneke could give examples great			Cyprus
TF-RED 'envoys' or small overlap at TNC20?			TNC20
Events & events management - how does it fit with branding & culture? how best to measure impact on the community? are there best practices to follow?		Kathryn	
Global branding - GNAG (Global Network Advancement Group), CEO Forum, ITF blog evolution ? , global rebrand of eduGAIN needed?		Kathryn	
UPDATES CLAW update (30 mins) The GREN map - update on progress		Lae titia Lag nea u (Be lnet) Kat hry n Ant hon ise n (CA NA RIE)	
Research Engagement & Marcomms Research Engagement & marcomms synergies at RENAM & EaPConnect project (Re)Introducing TF-RED: exploring topics of mutual interest & a potential joint meeting - introducing SIG-Marcomms to TF-RED TF-RED interview series Common marketing materials across services from a global persepective with user community target - how to promote ITF across TF-RED space and how they can feed into that. How to share needs and requirements from both sides and discussion around that. - How can teams share at national / global level, to create added-value stories. What types of info the marcomms teams are looking for from res eng in order to create materials and user stories? What does success look like in Res Eng? what are the outputs of a successful process? Breakout rooms where can discuss specifics. How does engagement with researchers work in different countries? What are the most effective tools and channels? eg AARnet has a round table event which engages at a higher level in hierarchy. TF-RED survey before Christmas - identified 3 tyoes of res eng : 1) starting - trying to find fit within organisation, 2) established - good grasp but still learning, 3) old hands - future forward focused in their approach. So this makes a pathway for development - how to align with marcomms support? Is it also a goal to have more international project engagement and make it visible on a national level? Depends on which stage of development.		Olg a Pcco va (RE NA M) Jur aj Bili (CA RN ET)	

<p>GÉANT PROJECT UPDATES - part 2</p> <p>New Connect website and newsletter - first view of stats etc.</p> <p>InAcademia</p> <p>Summer social media campaign</p>	<p>Paul Maurice (GÉANT) tbc</p> <p>Karl Meyer (GÉANT)</p> <p>Karl Meyer (GÉANT) TBC</p>		
<p>STRATEGIC VALUE OF MARCOMMS (tbc)</p> <p>How can you show the strategic value of Marcomms within your NREN? What challenges do you face in trying to show this? What methods are you using? Why do you need to do it?</p> <p>With a few examples from people who are facing this challenge, we will discuss the wider questions.</p>	<p>Laelita Lagneau (BeInet)</p> <p>Effah Ampomah (WACREN) tbc</p>		
<p>CREATING COMPANY CULTURE</p> <p>How do internal communications, branding, events management and other factors such as the development of values contribute to the establishment of a constructive and healthy culture within your organisation? Following on from recruitment communications, internal communications and branding topics of recent meetings, this subject blends them together in a new way.</p>	<p>Lonnie Walk (SURF)</p> <p>Jane Gifford (AARNet)</p> <p>Damian Niemir (PSNC)</p> <p>Paul Maurice (GÉANT) tbc</p>		
<p>What happened to Zenodo?</p> <p>Update on the TFs & SIGs repository</p>	<p>Daniel Wustenberg (GÉANT)</p>		

SIG-Marcomms Terms of Reference review	Laura Durford (GEANT)		
<p>WEBSITES & COMMUNITY BUILDING part 1</p> <p>How to build an effective website?</p> <p>Challenges, processes, successes: how do various needs get taken into account in creating new websites?</p> <p>Examples from the EaPConnect project, SURF, AARNet, GNAG, In The Field</p> <p>YOUR EXAMPLES WELCOME!</p> <p>WEBSITES & COMMUNITY BUILDING part 2</p> <p>What else can we do with our online presence?</p> <p>Factors such as multi-stakeholder branding, providing a platform for community sharing, and assigning ownership of channels to non-marcomms colleagues can be a challenge. How do you build engagement? Involve colleagues?</p> <p>Discussion</p>	<p>Laura Durford (GEANT & EaPConnect)</p> <p>Lonnie Walk (SURF)</p> <p>Jane Gifford (AARNet)</p>		
<ul style="list-style-type: none"> • Big infra updates - Bella, Japan-Guam-Australia, Arctic Connect, Indigo - still growing, still emeting new needs, still diversifying routes - inetnational routes that the community is investing in. We have to build in advance of the needs. Marcomms story about global research and education that continues to evolve and take advantage of this, in a way that benefits all GREN partners. Leverage collabos in marcomms, technical, funding side, and these developments change the dynamic. Need to address GREN terminology. 			
<p>NRENs and WCAG standard - PSNC developed a service about the war in 1920 between Poland and Bolshevik Russia, historical interactive map. Media picked it up. One disability activiist said the page is digitally unavailable and sent it to the Ministry of digitisation. What is the law in Poland about WCAG? Had 7 days to make a special report for this citizen on what can do for the digital availability of the service as PSNC and the service are public funded. EU has special legal obligation to be digitally available. In fact just a few simple things are needed. 2016 directive passed. Until 23rd June 2021 all services and pages should be done and then can be fined. Every web page in metadata and functionality must be done. Who can use WCAG standards if we can't. Laetitia is in the process. Every video should have an audio description. PDFs should also be explained.</p>			
eprivacy regulation update	Magdalena Rzaca (GEANT)		Autumn 2021
CRMs	Neringa		
How do you market your whole portfolio of services, not just e.g. eduroam, bundling, how present them.			Autumn 2021
Erasmus+ and mobility - how it relates to services promotion and value of NRENs. How does it potentially open new user areas (arts students e.g.)	Licia??	How relevant is this for global NRENs	