

SIG-Marcomms meeting 7-8 March 2017 - including a joint meeting with SIG-MSP

SIG-Marcomms met on 7-8 March 2017, including a joint meeting with SIG-MSP, hosted by PSNC in Poznan, Poland.

A gallery of photos is available via a [PSNC website](#).

Registration is closed: to see the participant list, visit the [EventR meeting page](#)

Final AGENDA & slides:

TIME	WHAT	WHO	SLIDES	NOTES
TUESDAY 7 March				
LUNCH	Lunch will be available at the venue from 12-13:00			
13:00-13:05	Welcome, introductions and agenda	Lonneke Walk (SURFnet - Chair) & Laura Durnford (GÉANT - Secretary)		
13:05-13:35	PSNC welcome & marcomms overview	Damian Niemir (PSNC)	Damian's slides as pdf	
13:35-14:20	NREN UPDATES			
	HEAnet NREN update	Fi Coyle	Fi's slides as pdf	
	CSC brand journey	Minna Lappalainen	Minna's slides as pdf	
14:20-14:40	TNC17 communications	Manuella Abrams (GÉANT) - VC	Manu's slides as pdf	
14:40-14:55	COFFEE / TEA / EMAILS			
14:55-16:05	Show off time and / or materials market Open Space session in which to tell us about your successes and / or show us your recent promotional materials. HEAnet national press article DelC new designs CESNET 25th anniversary Belnet crisis communications update SURFNet interactive pdfs	Fi Coyle Gitte Kudsk Ilona Trtíková Laetitia Lagneau Lonneke Walk	Gitte's slides as pdf Ilona's slides as pdf Lonneke's slides as pdf	
16:05-17:30	Prepare for GDPR! The General Data Protection Regulations take effect in May 2018. What is it and what do we currently know about it? Part 1) focus on implications for NREN services - presentation & discussion Part 2) focus on implications for marketing - presentation & discussion	With Andrew Cormack (Jisc), Lonneke Walk (SURFnet)	Andrew's slides as pdf Lonneke's slides as pdf	
17:30-17:35	Day summary	Lonneke		
17:30-19:00	Hotel check-in & chill out		Perhaps you'd like to take a look at an update from RENATER (not presented)	
19:00-19:30	Visit PSNC 'Future School Laboratory' in city centre, very close to Mercure & Sheraton hotels		slides re Future Lab	
19:30 - EVENING	No pre-arranged dinner, but we can walk together to a city centre restaurant for anyone who wants to.		slides with information about the evening	

WEDNE SDAY 8 March				
09:00-09:15	ARRIVAL, EMAILS			
09:15-10:20	GÉANT Project updates The community portal (15 mins) GÉANT value proposition (15 mins) CONNECT magazine (15 mins) The interactive map (10 mins) IaaS framework update (10 mins)	Paul Maurice (GÉANT) Christian Gijtenbeek (GÉANT) Maria Ristkok (EENet)	Paul's slides as pdf Maria's slides as pdf	
10:20-10:50	Challenge us to your challenges (open space)	Your name here?		
10:50-11:05	COFFEE / TEA / EMAILS			
11:05-11:25	How can we attract and engage young talent?	Magda Haver (GÉANT)	Magda's slides as pdf	
11:25-12:15	Post-it battle - brainstorm towards a community workshop on crisis management and communications	Charlie van Genuchten (SURFnet)	Charlie's slides as pdf	
12:15-13:00	LUNCH & EMAILS			
START OF JOINT MEETING BETWEEN SIG-MARCOMMS & SIG-MSP				
13:00-14:15	Visit to PSNC's laboratories at CBPIO			
14:15-14:25	Welcome & introductions	Lonneke Walk (Chair SIG-Marcomms) & Martin Bech (Chair SIG-MSP)		
14:25-14:45	European Open Science Cloud Update	Matthew Scott (GÉANT) via VC	Matthew's slides as pdf	
14:45-15:25	Portfolio management	Shaun Cairns (GÉANT)	Shaun's slides as pdf	
15:25-15:40	COFFEE / TEA / EMAILS			
15:40-16:45	Marketing a GÉANT-and-NRENs service portfolio - how do we need to present it right now?			
	What is the joint portfolio about? Introduction (5-10 mins)	Annabel Grant (GÉANT)	Annabel's slides as pdf	
	Potential implications for NRENs service portfolios and how to present / promote them - breakout discussions: <ul style="list-style-type: none"> • Reaction – is there any action to do in their NREN • Can you identify specific action point in the NREN – perhaps around KPIs? • Further questions for further discussion in the community. (top 3 priority bullets) 			
16:45-17:50	Marketing a GÉANT-and-NRENs service portfolio - looking to the future?			
	What is being done to gather requirements for the future service offering 3-5 years from now? (intro)	Annabel Grant (GÉANT)	Annabel's slides as pdf	
	Points of view (selected NRENs will be asked to give their perspective - followed by group discussion)	SURFnet DeIC ARNES	SURFnet's slides as pdf DeIC's slides as pdf ARNES slides as pdf	
17:50-18:10	FUNET2020 new network - collecting data on customer needs	Harri Kuusisto (FUNET-CSC)	Harri's slides as pdf	
18:10-18:35	Discussion - survey design needs			
18:35-18:40	Joint meeting wrap up	Lonneke & Martin		
18:40-19:00 19:00- Evening	Go to restaurant close by the venue - Dinner kindly provided by PSNC Late check-in if required.		slides with information about the evening	

THURSD AY 9 March	SIG-MSP meeting - you are welcome to stay to attend this meeting too. See the SIG-MSP agenda and registration .			