

# SIG-Marcomms autumn meeting - 26-28 September 2018

SIG-Marcomms got together to share ideas, experiences and best practices in September 2018, hosted by FCCN|FCT in Lisbon, Portugal.

Read the [blog report!](#)

## FINAL AGENDA

| TIME                        | WHAT   | WHO   | SLIDES  | NOTES |
|-----------------------------|--|---|---|-------|
| <b>WEDNESDAY<br/>26 Sep</b> |  |   |   |       |
| 12:00 -13:30                | LUNCH at venue   | Kindly provided by FCT FCCN   |   |       |
| 13:30-13:40                 | Welcome, introductions and agenda  | Lonneke Walk (SURFnet - Chair)<br>& Laura Durnford (GÉANT - Secretary)  |   |       |
| 13:40-14:00                 | FCCN welcome and marketing insights  | Salomé Branco (FCCN)  | <a href="#">Salomé's slides</a> and video   |       |
| 14:00-15:20                 | <b>NREN UPDATES</b>  |   |   |       |
|                             | Belnet Marcomms - 25th anniversary & a new mode of working   | Laetitia Lagneau (BELNET)   | <a href="#">Laetitia's slides &amp; pdf</a>   |       |
|                             | DeiC update (TBD 10-15 mins))  | Gitte Kudsk (DeiC)  | No slides   |       |
|                             | 6 months in RENAM MarComms: challenges and practice (10 mins)  | Olga Popcova (RENAM)  | <a href="#">Olga's slides &amp; pdf</a>   |       |
|                             | The impact of EaPConnect on the development of ASNET-AM's Marketing (10)   | Naira Kocharyan (ASNET-AM) TBC  | <a href="#">Naira's slides &amp; pdf</a>  |       |
| 15:10-15:25                 | COFFEE / TEA / EMAILS  | Kindly provided by FCT FCCN   |   |       |
| 15:25-17:20                 | <b>TOPIC Defining strategy</b><br><br>Marcomms strategy for GÉANT/NREN<br><br>Case study: SURF strategy work<br><br>Strategy for a strategy: lessons from the strategy that never lived<br><br>2 Cases from FCCN<br><br>Workshop: LITNET - Developing a strategy | <b>CHAIR: Gitte Kudsk - Steering Committee</b><br><br>Lajos Balint<br><br>Lonneke Walk<br><br>Laura Durnford<br><br>Rui Ribeiro & Anabela Ventura<br><br>Neringa Jackevicė (via VC) | <a href="#">Lajos's slides &amp; pdf</a><br><br><a href="#">Lonneke's slides</a><br><br><a href="#">Rui &amp; Anabela's slides as pdf</a><br><br><a href="#">Neringa's slides</a> |       |
| 17:20-18:10                 | Tour of FCCN facilities  | ALL   |   |       |
| 19:00                       | Restaurant 'Mercantina' has been booked by FCCN but for everyone to pay their own costs:<br><a href="http://mercantina.pt/en/alvalade/">http://mercantina.pt/en/alvalade/</a>  |   |   |       |
| <b>THURSDAY<br/>27 Sep</b>  |  |   |   |       |
| 09:15-09:30                 | ARRIVAL, EMAILS  |   |   |       |
| 09:30-10:10                 | <b>Proposal:</b> A central community document repository – options and requirements?   | Daniel Wustenberg (GÉANT - via VC)  | <a href="#">Daniel's slides</a>   |       |
| 10:10-10:30                 | <b>Proposal:</b> an integrated, interactive global network map - idea for feedback   | Tom Fryer (GÉANT - via VC)  | <a href="#">Global REN Map Overview.pptx</a>  |       |
| 10:30-10:45                 | COFFEE / TEA & emails  | Kindly provided by FCT FCCN   |   |       |
| 10:45-10:50                 | Informal welcome   | João Nuno Ferreira (FCCN)   |   |       |

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| 10:50-11:00                    | A new approach to the GÉANT web presence  | Rosanna Norman (GÉANT)   | Rosanna's slides   |  |
| 11:00-12:15                    | <b>TOPIC Internal communications - part 1</b><br><b>Game 1</b><br>How do you do internal comms? (30 mins round table discussion)<br>Jisc Internal Comms (30 mins)   | <b>CHAIR: Lonneke Walk</b><br><br>Everyone<br>Robert Haymon-Collins (Jisc)   | IC intro sheets<br><br><br>Robert's slides   |  |
| 12:15-13:00                    | LUNCH AND EMAILS  | Kindly provided by FCT FCCN  |  |  |
| 13:00-14:20                    | <b>TOPIC Internal communications - part 2</b><br><b>Game 2</b><br><b>Workshop - group discussions on specific assignments (1 hour)</b>  | <b>CHAIR: Lonneke Walk</b>   |  |  |
| 14:20-14:40                    | Institution communications and challenges   | Ines Crespo (Roslin Institute)   | Ines's slides & pdf  |  |
| 14:40-15:00                    | COFFEE / TEA / EMAILS   | Kindly provided by FCT FCCN  |  |  |
| 15:00-16:45                    | <b>TOPIC What's the most effective way to get a response to your call to action with print / online materials?</b><br><b>WORKSHOP</b><br>Introduction (10 mins)<br>Group discussions (1 h 10)<br>Reports back to the whole group (15 mins)<br>Final discussion whole group (10 mins)  | <b>CHAIR: Maria Ristkok</b>  | Maria's slides & pdf   |  |
| 16:45-17:30                    | <b>Anniversary</b><br><b>Short presentation</b><br><b>Bring a branded giveaway gift to celebrate 15 years of the group!</b>   | Lonneke, Maria, Laura and Gitte<br><br>Everybody!  | Original news article (pdf)  |  |
| 17:30-17:35                    | day wrap up   | Lonneke  |  |  |
| 18:45                          | Meet at Lisbon story centre: Praça do Comércio 78<br><br>19:00) Lisbon multimedia Tour<br>20:00) Dinner for all participants. (Main course fish (risotto porcini for vegetarians))<br>at <a href="http://www.auraloungecafe.com/">http://www.auraloungecafe.com/</a>  | Kindly provided by FCT FCCN  |  |  |
|                                |   |  |  |  |
| <b>FRIDAY</b><br><b>28 Sep</b> |   |  |  |  |
| 09:15-09:30                    | ARRIVALS, EMAILS  |  |  |  |
| 09:30-11:10                    | <b>TOPIC Digital engagement - how to use colleagues in social media</b><br>Colleagues who blurt - pros, cons and how to take advantage<br>Employee advocacy<br>Research into colleague activities and impacts (TBC)<br>How to get credits, provide guidelines etc.<br>Business Canvas, LinkedIn profile updates<br>Gaggleamp, Sprout and specific tools | <b>CHAIR: Laura Durnford</b><br><br>Robert Haymon-Collins (Jisc)<br>Gitte Kudsk (DeiC)<br>Dimple Sokartara (GÉANT)<br>Robert Haymon-Collins (Jisc)<br>Lonneke Walk (SURFnet)<br>Robert Haymon-Collins (Jisc) | Robert's slides & pdf<br>Gitte's slides & pdf<br>Dimple's slides & pdf<br><br>Lonneke's slides & pdf |  |
| 11:10-11:25                    | COFFEE / TEA & EMAIL TIME   | Kindly provided by FCT FCCN  |  |  |
| 11:25-12:25                    | <b>GÉANT Project updates</b><br>Planning for the next phase – GN4-3 (15 mins)<br>Clouds (10 mins)<br>GLAD updates & training opportunities (25 mins)<br>GTS awareness raising   | Rosanna Norman (GÉANT)<br>Maria Ristkok, EENET, HITS<br>Irina Mikhailava (GÉANT)<br>Anke Russell (GÉANT)   | Rosanna's slides<br>Maria's slides & pdf<br><br>Irina's slides<br>Anke's slides                      |  |

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| 12:25-13:00 | <b>OPEN SPACE SESSION - challenges / successes</b><br><b>bring your stories!!</b> |                             |                        |  |
| 13:00-13:15 | Meeting feedback  | Everyone                    | <a href="#">Survey</a> |  |
| 13:15-13:25 | Meeting review, next meeting, wrap up   | Lonneke                     |                        |  |
| 13:25-14:00 | LUNCH   | Kindly provided by FCT FCCN |                        |  |
| 14:00       | GOODBYE!  |                             |                        |  |

If you have ideas for topics for future meetings, please contact [Laura.Durnford@geant.org](mailto:Laura.Durnford@geant.org) or add them into the [agenda suggestions page](#). If you would like to host a future meeting, please let Laura know!