

SIG-Marcomms in a nutshell

- **Marketing Communications specialists** from NRENs and other organisations
- 17+ years of activity (TF-PR / TF-CPR / SIG-Marcomms)
- Diverse range of tasks and skills across the group
 - Different teams / jobs in different organisations
 - Different levels of experience in different organisations
- SIG focus on exchanging best practices, ideas etc – not on specific shared tasks

Can SIG-Marcomms and TF-RED support each other's work?

Within each organisation, marcomms people need to know:

- **What** projects/deliverables/tools Research Engagement colleagues want to communicate

- Who is the target group for communication?

WHO

- What do we want this target group to understand / do?

GOAL

- How can we reach this target group?

CHANNELS

- What is the specific message for this target group?

PROPOSITION

- Who is the 'sender' of the communication?

POSITIONING

Is there any scope for cooperation at SIG & TF level?

- **What** projects/deliverables/tools does TF-RED want to communicate
- **Who** is the target group?
- Which 'organisation' is the **Sender** of the projects/deliverables/tools?
 - a single NREN,
 - A few NRENs together
 - GÉANT or