

# SIG Marcomms meeting 17-18 September 2019, including joint meeting with SIG-MSP

**1.1.1. eventr**SIG-Marcomms will meet on 17-18 September 2019, including a joint meeting with SIG-MSP, hosted by RENATER in Montpellier, France.

**1.1.2. Registration is open: [register here!](#)**

The venue is in the old town:

Macabies Room  
[Faculty of Medicine](#),  
2 Rue de l'École de Médecine,  
34090 Montpellier

## 2. Where to stay

[Ibis Montpellier Centre](#) (16 min walk)  
[Hotel Mercure Montpellier Centre Comédie](#) (17 min walk)  
[Pullman Montpellier Centre](#) (18 min walk)  
[Royal Hotel](#) (12 min walk)  
[Hotel Oceania](#) (13 min walk)

and just 2 min walk:  
[Best Western Hotel Le Guilhem](#)

[Other hotel suggestions](#)

## 3. [Access to Montpellier](#)

### FINAL AGENDA:

| TIME                             | WHAT                                                                                      | WHO                                                                  | SLIDES                                                                                       | NOTES |
|----------------------------------|-------------------------------------------------------------------------------------------|----------------------------------------------------------------------|----------------------------------------------------------------------------------------------|-------|
| <b>TUESDAY</b><br><b>17 Sept</b> |                                                                                           |                                                                      |                                                                                              |       |
| 09:00-09:15                      | Arrivals & emails                                                                         |                                                                      |                                                                                              |       |
| 09:15-09:30                      | Welcome, introductions and agenda                                                         | Gitte Kudsk (DeiC - co-chair) & Laura Durnford (GÉANT - Coordinator) |                                                                                              |       |
| 09:30-11:00                      | <b>Practical session - introduction to making simple videos on mobile phones - part 1</b> | Dimple Sokartara & Laura Durnford (GÉANT)                            | <a href="#">Slides &amp; <u>https://geant.box.com/s/5aly22y2s099c1gjirager!ksrgtjrln</u></a> |       |
| 11:00-11:15                      | COFFEE / TEA / EMAILS                                                                     |                                                                      |                                                                                              |       |
| 11:15-12:45                      | <b>Practical session - introduction to making simple videos on mobile phones - part 2</b> | Dimple Sokartara & Laura Durnford (GÉANT)                            |                                                                                              |       |
| 12:45-13:25                      | LUNCH (in Dugès Room, downstairs)                                                         |                                                                      |                                                                                              |       |
| 13:25-14:00                      | <b>WAKE UP!</b><br>Hands-on communications game                                           | Maria Ristkok (EENet of HITSA)                                       |                                                                                              |       |

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| 14:00-15:20                                                      | <b>A BUFFET OF UPDATES</b><br>RENATER's focus on end-users<br>GRENA communications<br>Metric and measurement follow up: Using PIWIK for webstats<br>What have we implemented in Portugal with ideas raised in sig-marcomms                        | Alice Thorel (RENATER)<br>Tamara Gvenetadze (GRENA)<br>Goran Medenjok (ARNES)<br>Salomé Branco (FCT-FCCN)                                  | Alice's <a href="#">slides</a><br>Tamara's <a href="#">slides</a><br>Goran's <a href="#">slides</a><br>Salomé's <a href="#">slides &amp; video</a>             |  |
| 15:20-15:40                                                      | COFFEE / TEA / EMAILS                                                                                                                                                                                                                             |                                                                                                                                            |                                                                                                                                                                |  |
| 15:40-17:00                                                      | <b>GÉANT UPDATES</b><br>Introducing the new GÉANT CONNECT site<br>Security awareness - promotional plans in GN4-3<br>GÉANT Trust & Identity Mentorship Programme<br>Clouds update                                                                 | Paul Maurice (GÉANT) via VC<br>Charlie van Genuchten (SURFnet / GÉANT Project)<br>Rosanna Norman (GÉANT)<br>Maria Ristkok (EENet of HITSA) | Paul's <a href="#">slides</a><br>Charlie's <a href="#">slides &amp; gif &amp; poster</a><br>Rosanna's <a href="#">slides</a><br>Maria's <a href="#">slides</a> |  |
| 17:00-17:10                                                      | Day summary & end                                                                                                                                                                                                                                 | Gitte Kudsk                                                                                                                                |                                                                                                                                                                |  |
| EVENING                                                          | Meet outside the church on Place ST. Roch at 19:30 for a pay-your-own-dinner                                                                                                                                                                      |                                                                                                                                            |                                                                                                                                                                |  |
| <b>WEDNESDAY<br/>18 Sept</b>                                     |                                                                                                                                                                                                                                                   |                                                                                                                                            |                                                                                                                                                                |  |
| 09:00-09:15                                                      | ARRIVAL, EMAILS                                                                                                                                                                                                                                   |                                                                                                                                            |                                                                                                                                                                |  |
| 09:15-10:10                                                      | <b>THE BREAKFAST BUFFET</b><br>Jisc's digital 'self-serve' plans<br>New PRACE website and tendering process<br>How Enlighten Your Research in EaP gives us sustainability                                                                         | Robert Haymon-Collins (Jisc)<br>Marjolein Oorsprong (PRACE)<br>Marina Sahakyan (ASNET-AM)                                                  | Robert's <a href="#">slides</a><br>Marjolein's <a href="#">slides</a><br>Marina's <a href="#">slides</a>                                                       |  |
| 10:10-11:00                                                      | <b>BRANDING &amp; STRATEGY session - part 1</b><br>Branding thoughts in an interim organisation<br>Branding the EaPEC2019 Conference<br>Data visualisation & showing value                                                                        | Gitte Kudsk (DeiC)<br>Naira Kocharyan (ASNET-AM)<br>Andrea Meloni (GÉANT) via VC                                                           | Gitte's <a href="#">slides</a><br>Naira's <a href="#">slides</a><br>Andrea's <a href="#">slides</a>                                                            |  |
| 11:00-11:15                                                      | COFFEE / TEA / EMAILS                                                                                                                                                                                                                             |                                                                                                                                            |                                                                                                                                                                |  |
| 11:15-12:15                                                      | <b>BRANDING &amp; STRATEGY session - part 2</b><br><b>Recruitment communications</b> <ul style="list-style-type: none"> <li>Life at GÉANT campaign</li> <li>CSC-Funet recruitment activities</li> <li>Belnet recruitment communication</li> </ul> | Rosanna Norman (GÉANT)<br>Minna Lappalainen (CSC-Funet)<br>Laetitia Lagneau (Belnet)                                                       | Rosanna's <a href="#">slides</a><br>Minna's <a href="#">slides</a><br>Laetitia's <a href="#">slides</a>                                                        |  |
| 12:15-13:00                                                      | LUNCH & EMAILS                                                                                                                                                                                                                                    |                                                                                                                                            |                                                                                                                                                                |  |
| <b>START OF JOINT MEETING BETWEEN SIG-MARCOMMS &amp; SIG-MSP</b> |                                                                                                                                                                                                                                                   |                                                                                                                                            |                                                                                                                                                                |  |
| 13:00-13:15                                                      | Welcome & introductions                                                                                                                                                                                                                           | Maria Ristkok (EENet of HITSA) & Martin Bech (DeiC)                                                                                        |                                                                                                                                                                |  |
| 13:15-13:35                                                      | <b>Host welcome &amp; presentation</b>                                                                                                                                                                                                            | Jean-François Guezou (RENATER)                                                                                                             |                                                                                                                                                                |  |

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| 13:35-15:00                    | <b>"Services marketing within a wider strategic plan"</b><br><br><b>Session objective:</b> better working together of services managers and marcomms teams to ensure a good fit between needs and outputs, to align team strategic planning and to support company strategy.<br><br><b>Topics to include:</b> Aspects of relationship management, how to get users involved in service development, how do we liaise with customers / users? How can marketing and service teams work together on this?<br><br><b>Format:</b> 20-minute presentations plus 30 minutes shared discussion <ul style="list-style-type: none"> <li>SURFnet cloud services delivery</li> <li>CSC-Funet experiences</li> <li>RENATER's new agile method to develop services</li> </ul> | Chaired by Martin Bech<br><br><br><br><br><br><br><br><br>Michel Wets (SURFnet)<br>Minna Lappalainen & Harri Kuusisto (CSC-Funet)<br>Alice Thorel & Jean-François Guezou (RENATER)                       | Michel's <a href="#">slides</a><br><br>Alice & J-F's <a href="#">slides</a><br><br>Harri & Minna's <a href="#">slides</a> |  |
| 15:00-15:30                    | COFFEE / TEA / EMAILS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                          |                                                                                                                           |  |
| 15:30-17:15                    | <b>"Brand management"</b><br><br><b>Session objective:</b> discuss (and agree?) on brand management challenges and best practices for NRENs and GEANT community<br><br><b>Topics to include:</b> when to use an NREN-name/logo, how to address a request for wider GEANT (and EU) recognition among users, practical approaches<br><br><b>Format:</b> panel discussion / interviews including open discussion with the whole group                                                                                                                                                                                                                                                                                                                               | Chaired by Gitte Kudsk<br><br>Panel to include: ....<br><br>Mark Tysom (Jisc - SIG-MSP)<br>Martin Bech (DeiC - SIG-MSP)<br>Damian Niemir (PSNC - SIG-Marcomms)<br>Minna Lappalainen (CSC - SIG-Marcomms) |                                                                                                                           |  |
| 17:15-17:30                    | Wrap up, end joint meeting                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Maria Ristkok, Martin Bech                                                                                                                                                                               |                                                                                                                           |  |
| EVENING<br>18:20<br>MEET & BUS | <b>BUS TO JOINT SOCIAL EVENT:</b><br>18:20 <a href="#">meet at bus departure point</a> (pdf) = mediatheque Emile Zola (statue at the entrance)<br>7pm dinner at beach restaurant "la baie du roi" ( <a href="https://www.labaieduroi.fr/index.html">https://www.labaieduroi.fr/index.html</a> ) in the city of Grau du Roi, about 20mn of Montpellier. Returning to Montpellier around 22:00 CEST.                                                                                                                                                                                                                                                                                                                                                               | Kindly organised by RENATER                                                                                                                                                                              |                                                                                                                           |  |
| <b>THURSDAY<br/>19 Sept</b>    | <b>SIG-MSP meeting</b> - you are welcome to stay to attend this (morning) meeting too - see the <a href="#">agenda</a> and please <a href="#">register</a> .                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                          |                                                                                                                           |  |

If you have any topic ideas for future meetings, please contact [Laura.Durnford@geant.org](mailto:Laura.Durnford@geant.org) or add them into the [agenda suggestions page](#).

Naira's [video](#)

Salome's [video](#)

Rosanna's [video](#)

ALice's video

Robert's video

Christine's [video](#)

[Damian's](#)

[Marina's](#)