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

1.1.1. eventrSIG-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
TUESDAY **17 Sept**				
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	**Practical session - introduction to making simple videos on mobile phones - part 1**	Dimple Sokartara & Laura Durnford (GÉANT)	Slides & https://geant.box.com/s/5aly22y2s099c1gjiragerlksrgtjrln	
11:00-11:15	COFFEE / TEA / EMAILS			
11:15-12:45	**Practical session - introduction to making simple videos on mobile phones - part 2**	Dimple Sokartara & Laura Durnford (GÉANT)		
12:45-13:25	LUNCH (in Dugès Room, downstairs)			
13:25-14:00	**WAKE UP!** Hands-on communications game	Maria Ristkok (EENet of HITSA)		

14:00-15:20	**A BUFFET OF UPDATES** RENATER's focus on end-users GRENA communications Metric and measurement follow up: Using PIWIK for webstats What have we implemented in Portugal with ideas raised in sig-marcomms	Alice Thorel (RENATER) Tamara Gvenetadze (GRENA) Goran Medenjak (ARNES) Salomé Branco (FCT-FCCN)	Alice's slides Tamara's slides Goran's slides Salomé's slides & video	
15:20-15:40	COFFEE / TEA / EMAILS			
15:40-17:00	**GÉANT UPDATES** Introducing the new GÉANT CONNECT site Security awareness - promotional plans in GN4-3 GÉANT Trust & Identity Mentorship Programme Clouds update	Paul Maurice (GÉANT) via VC Charlie van Genuchten (SURFnet / GÉANT Project) Rosanna Norman (GÉANT) Maria Ristkok (EENet of HITSA)	Paul's slides Charlie's slides & gif & poster Rosanna's slides Maria's slides	
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			
WEDNESDAY 18 Sept				
09:00-09:15	ARRIVAL, EMAILS			
09:15-10:10	**THE BREAKFAST BUFFET** Jisc's digital 'self-serve" plans New PRACE website and tendering process How Enlighten Your Research in EaP gives us sustainability	Robert Haymon-Collins (Jisc) Marjolein Oorsprong (PRACE) Marina Sahakyan (ASNET-AM)	Robert's slides Marjolein's slides Marina's slides	
10:10-11:00	**BRANDING & STRATEGY session - part 1** Branding thoughts in an interim organisation Branding the EaPEC2019 Conference Data visualisation & showing value	Gitte Kudsk (DeiC) Naira Kocharyan (ASNET-AM) Andrea Meloni (GÉANT) via VC	Gitte's slides Naira's slides Andrea's slides	
11:00-11:15	COFFEE / TEA / EMAILS			
11:15-12:15	**BRANDING & STRATEGY session - part 2** **Recruitment communications** • Life at GÉANT campaign • CSC-Funet recruitment activities • Belnet recruitment communication	Rosanna Norman (GÉANT) Minna Lappalainen (CSC-Funet) Laetitia Lagneau (Belnet)	Rosanna's slides Minna's slides Laetitia's slides	
12:15-13:00	LUNCH & EMAILS			
START OF JOINT MEETING BETWEEN SIG-MARCOMMS & SIG-MSP				
13:00-13:15	Welcome & introductions	Maria Ristkok (EENet of HITSA) & Martin Bech (DeiC)		
13:15-13:35	**Host welcome & presentation**	Jean-François Guezou (RENATER)		

13:35-15:00	**"Services marketing within a wider strategic plan"** **Session objective:** 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. **Topics to include:** 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? **Format:** 20-minute presentations plus 30 minutes shared discussion ▪ SURFnet cloud services delivery ▪ CSC-Funet experiences ▪ RENATER's new agile method to develop services	Chaired by Martin Bech Michel Wets (SURFnet) Minna Lappalainen & Harri Kuusisto (CSC-Funet) Alice Thorel & Jean-François Guezou (RENATER)	Michel's slides Alice & J-F's slides Harri & Minna's slides	
15:00-15:30	COFFEE / TEA / EMAILS			
15:30-17:15	**"Brand management"** **Session objective:** discuss (and agree?) on brand management challenges and best practices for NRENs and GEANT community **Topics to include:** when to use an NREN-name/logo, how to address a request for wider GEANT (and EU) recognition among users, practical approaches **Format:** panel discussion / interviews including open discussion with the whole group	Chaired by Gitte Kudsk Panel to include: .... Mark Tysom (Jisc - SIG-MSP) Martin Bech (DeiC - SIG-MSP) Damian Niemir (PSNC - SIG-Marcomms) Minna Lappalainen (CSC - SIG-Marcomms)		
17:15-17:30	Wrap up, end joint meeting	Maria Ristkok, Martin Bech		
EVENING 18:20 MEET & BUS	**BUS TO JOINT SOCIAL EVENT:** 18:20 meet at bus departure point (pdf) = mediatheque Emile Zola (statue at the entrance) 7pm dinner at beach restaurant "la baie du roi" (https://www.labaieduroi.fr/index.html) in the city of Grau du Roi, about 20mn of Montpellier. Returning to Montpellier around 22:00 CEST.	Kindly organised by RENATER		
THURSDAY 19 Sept	**SIG-MSP meeting** - you are welcome to stay to attend this (morning) meeting too - see the agenda and please register.			

If you have any topic ideas for future meetings, please contact 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