



**TF-CPR Sunday,  
March 30-31, 2010**

Vilnius, Lithuania

Author: Carrie Solomon

**DAY ONE: Sunday, March 31, 2010**

**1. 14:20 - 15:00 Deliverable: Presentation results TF-CPR Compendium  
(Lonneke Walk, SURFnet)**

5<sup>th</sup> Compendium, complements main TERENA Compendium with more specific information about PR. This version was significantly changed from previous versions, and focused more on activities and less on resources to enable us to collaborate more (see section 5).

Since there were many new questions this year, we couldn't compare with last year. 28 orgs responded.

We used 'survey monkey', a commercial surveying tool this year. Quick and easy to format.

Feedback from participants on new Compendium experience:

- Add more explanation about the questions for those that didn't participate the meetings and don't understand (because weren't at the meeting)
- Question on areas PR participants are interested in collaborating with others – NREN in gen, eduroam, AAI, Ipv6 – use this as basis for our meetings?
- Only 7% said no possibility for collaboration which means 93% felt some collaboration is possible.
- Best / worst campaign – online version will be without those questions.
- Make clear that you can save part-way on survey monkey
- Provide questions in advance for those that were not at past meetings where questions were reviewed. This will also help those that need to seek information from others in order to complete the questionnaire.
- Results: 95% don't have CRM – may also grow in future as marketing becomes bigger in our comm. Carrie – don't believe that figure. TF-MSP discussed recently and at least 50% not using, but others were using tools and exchanging info, so we here not aware of those tools or not aware of the term, CRM. On the business side there's interest and that's useful for us on comms side.
- The use if the word 'campaigns' does not apply to everyone, ensure that the language is understood, too. Word 'activities' might be better than 'campaigns'. Term 'CRM' needed definition, too.

- 2 people took longer than 30 minutes, the rest was <30 minutes. This was because they had to collect info from others.
- Next edition may be combined with regular Compendium
- **Action** - Post on the Wiki for feedback before it goes live with deadline.
- **Action** - Future follow up: replace Lonneke who has done the compendium for 3 years.
- **Action** - CRM tool: see TF-MSP Wiki for more information on what NREN is using for CRM. Might be possible to collaborate on acquiring/defining tool.
- **Action** - TERENA is experimenting with social media tools, SURFnet and CSC requested that we report back on results in future meeting.

### **15:00 – 17.00 Workshop: "Pimp my Videoconference"**

Three workgroups were formed, each on had to create a marketing plan for a videoconference service.

Marketing plan was not defined for group, but hint was given to minimally address the following:

- Define your service
- Define messaging
- Define tools and channels used

### **17:00 - 17:30 Brainstorming exercise: Are you getting the juicy news?**

#### **Cristina Lorenzo Fernandez (RedIRIS)**

- It was explained that the next big change to be made to PeaR will be functionality to allow users to upload their own pictures or different logo's.
- Main item discussed was the name "PeaR": on many occasions, TF-CPR participants raised the fact that the name was not relevant or meaningful. We need to close this once and for all, so had debate. Main points raised:
  - PeaR was the original name, and had emphasis on PR because participants at that time wanted to raise the awareness of the discipline of PR (who they are, what they do). This is no longer necessary, the community understands this now. Should we still continue with the name?
  - PeaR has caught on so even if meaning is not relevant or clear, the word 'PeaR' itself is simple and catchy enough to keep, rather than spending resources to re-name.
  - In Latin America and US, 'PeaR' is also known (mentioned by Latin colleagues).
  - Participants liked the tagline "are you getting all the juicy news?" that TERENA used at TNC. Also liked the pear fruit visual.
  - **Action** - Conclusion: Keep "PeaR", add permanent tagline: "Are you getting all the juicy news?", add permanent pear fruit to logo.
  - **Action** - Change or remove the current bi-line "the news service by and for the research and education networking community in Europe." Since the scope of editorial contributions and audience has changed.

**Action List**

Reference	Who	Action	Status
1	LW	Post on the Wiki for feedback before it goes live with deadline.	Done
2	GS	Replace Lonneke who has done the compendium for 3 years.	
3	ALL TF-CPR	see TF-MSP Wiki for more information on what NREN is using for CRM. Might be possible to collaborate on acquiring/defining tool.	
4	CS	Report back to TF-CPR group about TERENA's social media efforts at TNC	
5	Cristina/Carrie	Keep "PeaR", add permanent tagline: "Are you getting all the juicy news?", add permanent pear fruit to logo.	
6	Cristina/Carrie	Change or remove the current bi-line "the news service by and for the research and education networking community in Europe." Since the scope of editorial contributions and audience has changed.	

### List of Participants

<b>Name</b>	<b>Abbr.</b>	<b>Affiliation</b>	<b>Country</b>
Carrie Solomon (Sec.)	CS	TERENA	Euro
Goran Skvarc (Chair)	GS	CARNet	Croatia
Cristina Lorenzo	CL	RedIRIS	Spain
Roland Eugster	RE	SWITCH	Switzerland
	PL		Poland
Gabriela Krcmarova	GK	CESNET	Czech Republic
Maria Ristkok	MR	EENet	Estonia
Gitte Kudsk	GK	Uni C	Denmark
Tiina Leiponen	TL	CSC	Finland
Andy Zbinden	AZ	SWITCH	Switzerland
John Dyer	JD	TERENA	Euro
Laura Durnford	LD	TERENA	Euro
Lonneke Walk	LW	SURFnet	The Netherlands
Tomi Dolenc	TD	ARNES	Slovenia