Overview
TF-CPR held a meeting immediately following an afternoon joint meeting with TF-MSP and a separate TF-MSP meeting. All meetings were hosted by ACOnet.

List of participants

<table>
<thead>
<tr>
<th>Person</th>
<th>Organisation</th>
<th>Country</th>
<th>Attended joint meeting</th>
<th>Attended TF-CPR</th>
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<tbody>
<tr>
<td>Laura Durnford (TF-CPR Secretary)</td>
<td>TERENA</td>
<td>N/A</td>
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<tr>
<td>Gitte Kudsk (TF-CPR Chair)</td>
<td>DeIC</td>
<td>Denmark</td>
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<tr>
<td>Lajos Balint</td>
<td>NIIF/Hungarnet</td>
<td>Hungary</td>
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<td>Virginie Blanquart</td>
<td>RENATER</td>
<td>France</td>
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<td>Nino Cosic (via VC)</td>
<td>CARNet</td>
<td>Croatia</td>
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<tr>
<td>Fi Coyle (via VC)</td>
<td>HEAnet</td>
<td>Ireland</td>
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<td>Diana Cresti</td>
<td>GARR</td>
<td>Italy</td>
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<td>Elke Dierckens (via VC)</td>
<td>Belnet</td>
<td>Belgium</td>
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<td>Christine Dworak</td>
<td>ACOnet</td>
<td>Austria</td>
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<td>Lars Fuglevaag</td>
<td>UNINETT</td>
<td>Norway</td>
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<td>Christian Giijnenbeek</td>
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<td>Jakub Havel</td>
<td>CESNET</td>
<td>Czech Republic</td>
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<td>Magda Haver</td>
<td>TERENA</td>
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<td>Laetitia Lagneau</td>
<td>Belnet</td>
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<td>Karl Meyer</td>
<td>DANTE</td>
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<td>Kristiana Muze-Feldberga (via VC)</td>
<td>SigmaNet</td>
<td>Latvia</td>
<td>N</td>
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<tr>
<td>Damian Niemir</td>
<td>PSNC / PIONIER</td>
<td>Poland</td>
<td>Y</td>
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<td>Melanie Pankhurst</td>
<td>DANTE</td>
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<td>Maria Ristikok</td>
<td>HITSA</td>
<td>Estonia</td>
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<tr>
<td>Lonneke Walk</td>
<td>SURFnet</td>
<td>Netherlands</td>
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Agendas & slides are at:

List of actions and conclusions on page 13.
Welcome: Introductions and agenda  
*Gitte Kudsk*

**Overview of AConet and its communications**  
*Christine Dworak*

AConet has 200 participants – government, museums, cultural, dormitories, schools, healthcare institutes. AConet is not a legal entity but one department within the University of Vienna Computer Centre. 11 staff members (no financial people, staff managers etc. - that’s done through the Uni). No dedicated comms manager - Christine does this 0.5 FTE but she’s primarily webmaster and also has to do both roles for Internet exchange (VIX) as well as for NREN.

AConet has meetings twice per year for technical people (not bosses) about services and technical changes. Also involved in meetings of groups related to storage, security, arts & culture that are organised by universities. AConet initiated the arts & culture group because noticed they had no contact together. AConet organises workshops to teach customers about e.g. identity federations, eduroam, IPv6, security – also organised Cisco NREN Workshop, Network Performing Arts Production Workshop in 2013.

This year have published 3rd annual report, also make and update brochures, mailing lists, website.

Challenges - have to split attention between AConet and VIX.

Strengths: direct contact between all AConet staff and participants so everyone knows what they get. Because it’s a small team there’s no second-level support, so who answers the phone is able to answer almost all queries, so it’s uncomplicated for customers to get information. Also means it’s easy to get ideas translated into actions because easy to get ok from 1 boss and involve technical staff. They write articles and Christine corrects the language. If she writes a brochure, they’re sitting right there for her to consult with.

Planning to re-launch website with re-design and federated login. Will take up all her ‘spare’ time this year.

1 meeting per week for whole team to discuss everything going on. AConet has a budget but no separate budget for PR.

Annual Report – Christine designs it, technicians write texts. The web portal was developed in-house after an agency set it up (originally before Christine joined AConet). Customer support is in office hours and on best effort basis, e.g. during lunch phone taken along too and at night customers can leave messages and technicians call back.

The meeting twice per is mainly informal, AConet updates participants about what it’s done and what is planned, news from TERENA, RIPE etc. Participants can also give updates and ask assistance from us and each other. If not sure about an activity, AConet gets their feedback. High percentage of the 200 participants attend.

Federated Identity – have daily queries about accounts from AConet and VIX, but VIX doesn’t have a federation so need to figure that out.
Work item update: PeaR usage and Steering Committee

*slides by Cristina Lorenzo presented by Laura Durnford*

Comments:
- make a web banner for NRENs to help promote PeaR
- explore using RSS feeds to automate distribution (taking into account EN/ language and international audience)
- give an overview of the number and distribution of recipients.

Work item update: Global PR Network Liaison

*Laura Durnford*

Comments:
- show of hands agreement to have a whole-day joint meeting preceding TNC2014
- interest in hearing Domen present his global classroom initiative
- don’t want big workshop on Dengue fever at joint meeting but interesting to look at the approach and how to transfer that to other scenarios
- boilerplate text ok

Work item workshop: Sharing and re-purposing videos

*Damian Niemir*

Following an introductory presentation including a short video clip, Damian led a hands-on session in which participants translated video captions, Lonneke recorded a voice-over (VO) version in Dutch and this was quickly put over the video’s music track to make a new language version. This demonstration showed how quickly and easily we could share videos as long as the source files are available. A movie is in 3 main layers – voice-over (VO), music and video. The example used (about eduroam) includes images that are specific to Poland – these could be replaced. Damian had prepared a page of source files and tools with which TF-CPR can practice – not all are suitable for Apple but they have similar tools.

Downloads are on pr.man.poznan.pl/vienna

He uses Subtitle Edit = free software – put in video file - shows audio waveform and you select area over which text captions should appear. This then synchronises the caption with the audio in the final video also shown.

Uses .srt format for texts for captions as available in many text editors. Can actually load in whole text file into Subtitle editor and it automatically aligns text with voice over.

If you load video without VO it flicks through the text in time with the film as a cue for reading to record voice only. Best not to use laptop mic for this as quality poor. Better to use recording equipment.

Subtitle editor includes auto translate from Google, as a start point for improving the text and it’s synchronised. So can give you captions in another language with original VO.

Can open .srt in text editor or change .srt to .txt and then do it.

In simple movie editor can edit credits / tiles in a .psd or .jpg

To put it online can use YouTube simple video editor youtube.com/editor. Can put board file, video / audio file.

To do this need SOURCE FILES!! Good adaption, will to share (music, HD version of movie, caption in EN)
Repository of videos about services, about collaborations, about exhibitions. Can share source clips. Should we create clips from scratch to put into a repository? Damian can write whole procedure.

**Social media strategies - presentations and discussion**

*Laetitia Lagneau & Laura Durnford*

Laetitia began by asking, “do we need a social media strategy? Belnet already had a lot of users. Then started to check on online presence. Are many ‘Belnet’ online, 0 likes on FB. Don’t know who created FB page and need to think about what to put there, how to manage it etc.

Twitter – started using it to promote conferences, to send general messages to followers. During TF-CPR Rome had email that a tweet accused Belnet of doing something bad that it hadn’t. Spent a lot of time asking what to do. Belgacom had been hacked and journalist speculated who else may have been hacked, this went wild among Twitter users.

LinkedIn – page is more professional – present because management said should be there, but not many followers. Have to count on staff to share updates and publications, sent individual mail to 70 staff, not sure how many shared to own network, but had very low clicks and interactions, so not sure have support of staff.

For Twitter have to publish each message x2 – in NL and in FR, are 3 official languages but don’t publish in German too.

Q: Have you considered having 2 Twitter accounts e.g. Belnet Fr / Belnet En?

Have discussed and not excluded but problem is how to manage it e.g. during the conference and want to avoid starting a conversation in one audience and not the other or if we forget one it’s a problem.

Answer was yes need strategy. Now it’s written in management plan that do SM, so should have some time and money to invest in this. Until now have been building strategy. Should have been finished last year, but other priorities. Now have a plan.

Decided to work with Twitter and LinkedIn. Don’t feel public services have place on FB – other ministries etc. have noticed it’s a place where unhappy citizens air grievances. Last year had a survey and only 5% said would follow on FB. 35% said Twitter and 34% said LI.

What have started now is definitive strategy & action plan. Ask why want to publish each item. How to react to bad Tweets, be prepared for scenarios and have an action plan. Need to define content. Who is going to write it, etc.

Conclusion is don’t start without knowing what you’re going to do. Other ministries feel same – don’t start too big too fast. Many colleagues hire community managers who do this all day e.g. Ministry of Finance – important for dialogue with citizens.

Q: Does everyone have a FB account?

No FB, we asked staff to use their own Twitter account and LI account. Know many people have their own accounts.
Q: why use LI?
Mid-term objective is to create LI groups. Organise workshops often, would like to create a forum for the people to continue the discussion.

Q: do you have a strategy now?
We are in the process of doing it now in line with management plan.

Laura presented TERENA’s work towards defining a social media strategy.

Lonneke – can’t make users use social media, you can’t choose, whole world is target because specific target groups don’t have one specific medium. SURFnet has content calendar in which social media are just more channels - look per item which media are most appropriate to use for publication. Helps not to forget the channels. PeaR is there too. SM is part of the overall comms strategy. Don’t call it SM strategy, just call it content strategy, just have SM as one of the channels. Need to be on channels where your audience is – if they ask q’s on Twitter you need to be there to answer or it looks bad.

Melanie - Twitter is very interesting at DANTE. Have been targeting bloggers and specific journalists to re-tweet. Don’t have a specific strategy. Have corporate Twitter, no LinkedIn, haven’t advised staff to disseminate through it. FB rolls along but Twitter drives messages out. DANTE has no separate SM strategy - it’s part of the overall comms strategy. Figures on ‘opportunity to see’ for GEANT story about space was great coverage - now getting interest in other topics too.

Lars & Gitte - going to do one for NORDUnet. Have FB (Gitte, Lars Fischer and Mattis Daae have access), 2 Twitter accounts (1 for operational news, 1 for PR-comms use), LinkedIn (just for staff ads). CEO not into SM - thinks waste of time. NORDUnet not started yet. Meeting end of March whole comms area. Challenges working for another organisation.

Maria – created Twitter account – eenet_hitsa so follow!!

Q: Melanie - The 2013 GEANT Symposium organiser was keen for people to tweet about the content of the meeting - but is that appropriate for an internal event? People are there with a certain hat on. Tweeting from meetings when news is embargoed is tricky.
Diana – to some extent have to live with what people say about you.
Lonneke – would even go further – should be goal to have even negative interactions online even, because then it’s clear what people think about you and you can react.
Need to have good way of answering complaints so that your rebuttal gets good attention. But people are always more interested in sharing a creatively formed complaint than a careful and accurate rebuttal.

Q: Virginie – possible to push to Twitter from PeaR? No community manager at NRENs? Most important for strategy is to know how to use the tools properly.
**FileSender updates & promotion**

*Jan Meijer (UNINETT, via VC)*

Jan was invited to present an update about FileSender, which will have its 5th anniversary in November 2014.

Show of hands - Who has used FileSender? All except Melanie.

Most of the TF-CPR participants have FileSender (also DeIC - not mentioned on the slide).

FS is produced by a number of NRENs.

Full control over service deliveries and look.

FileSender is a file transport service and so is complementary to cloud storage solutions. "Painless sharing of arbitrarily large files with private audience, through a trusted intermediary for all higher education and research".

TRUSTED: compared to the cloud services most NRENs offer, FileSender is provide by the NREN! = a truly added value to the network.

PLUS SIDE: simplicity, native federated, no software installs, no technical limits, no retention time, 100% self-service, they know where data is (it doesn't leave your jurisdiction).

MINUS SIDE: users want: faster uploads (coming), encryption (coming 2014 - optional feature), multi-file support, finer-grained email-control, (coming 2014), better download protection (partly coming 2014)

Q: Christian - Missing a map of which NREN has a FileSender installation (part of future compendium).

Numbers from AARnet show a slow but steady growth in number of users - same picture as in Norway and other countries. Average size of files is only 692 MB, but it is increasing. Stats per institution (.no) is quite different showing a very different uptake.

User base segmentation slide - important to know for marketing/adoptions:

- not used on a daily basis
- when you need it, - it is there, and it works!
- user needs to know it exists when the need pops up!

10 of the participants have FileSender in their service portfolio, only 3 have done any active promotion.

Interest in doing something together (yes some interest - Diana, Jakub, Gitte ...).

Lars - UNINETT made leaflets and brochures that can be used by all...Done on behalf of FileSender a year ago (made for NeIC2013 conference, May 2013). Please upload to repository to share with all. UNINETT tours on campuses with a presentation on FileSender.

Q: Magda - Different from Dropbox?

Jan: Yes – FS is only transport, temporary storage, data doesn’t leave your jurisdiction.

Q: Laura – Is this a subject for the Global PR meeting?

Yes
Jan: It is fairly easy to get the institutions aboard, - it is reaching the end-users that is a problem!
Laura: offer a tool-kit, - material that can be branded by NREN/by universities.
Lonneke: the universities have to help promote it. SURFnet busy with a new "dropbox"-service - FileSender could be a part of it - "cross-selling" with other services.
Diana: How about message in mail system – “Why don’t you use FileSender instead?”

**NREN updates:**

1) **HEAnet - Ireland**

Fi Coyle

Strategic plan launched late 2013 – covers publications, SM policy, TNC14, national conference etc. Difference between HEAnet and others is “Education” comes before “research” in the company name, as HEAnet gets more funding from there. Choose to celebrate 1997 as year when started as non-profit limited company.

50 staff. Fi reports to Chief executive but is not a member of the Management Team.

Most of growth within client base is coming from 3rd level colleges and education training boards – were not previously clients but their status has changed so they’re looking for greater broadband and services. Total around 1 million end users including schools.

Strategic plan – has done things differently. Made it very short and clear – something for people to remember, rather than a long document. Engaged with clients and others to make the strategy – held stakeholder workshops, 1-to-1 interviews, internal staff and management workshops, researched into other NREN strategies, did fact finding, held board workshops.

Comms aspect – provided updates to staff on notice board and via quarterly meetings, external promotion via biannual newsletter & website, official launch at HEAnet national conference, web-friendly version online to coincide with speech, limited print run for key stakeholders.

Annual report includes project and team highlights not just financial report. Company brochure was ready to go last year but held off so could include key messages in line with strategic plan – ready this year (mid). Service profiles – creating a FileSender fact sheet. Run a services day workshop for clients each year to update them on all services.

SM policy - set up internal working group to think about policy for how staff should use it. Was viewed as a grey area and ‘big-brother’. Was very challenging process – active staff with strong opinions were involved – important for their input and buy-in. Looked at existing policies on email use etc. but none actively covered SM. With new policy in place aim for more SM. Currently Fi only one actively doing re-tweets of staff messages and promoting TNC. Plan to present to staff at next staff meeting, then review after 6 months. Then can work towards a proper strategy.

Please help to promote TNC2104!

This was the 3rd strategic plan. Did more engagement this time – need to show we’re relevant and pre-empt idea that need to justify existence.

Q: did you look back at achievements of last strategy as input for this one?
Yes. But 5-year strategy was soon out of date (e.g. no mention of clouds) so only 3-year this time. Fi was asked who should be engaged in workshops though didn’t attend any herself and saw the strategy once
it had been distilled.

Q: what needs to be approved?
Regarding the SM policy, produced a document, looked at policies from other organisations (commercial and private companies of charitable status) – took the approach that when staff are at home on their own computer they’re still an employee.

2) DeIC - Denmark

Gitte Kudsk

In 2012 the network was merged with organisations that did other activities – was just a funding body. In the merger they removed all the money for funding, so there were a lot of tasks and no money. All DeIC people are employed by Universities so DeIC doesn’t exist as a company. Everything DeIC does has to be in collaboration with univs / customers.

Gitte is manager, assistant, webmaster/graphic designer part time.

Focus in 2014 – increase political interest – network is 100% user funded. 50,000 million Danish Kroner to begin with but need to get more funding. Will have high-level meetings with board, ‘why e-infrastructures’ theme, direct mails to rectors.

Branding policy – for now is an internal matter. CERT and WAYF are most difficult as are separate website and organisations – no cross-referencing. Other brands too, have to decide how to handle branding. If politicians see the CERT and WAYF are from DeIC could be good. But they are used to having their own profile. But if can have similar look and feel and at least mention DeIC that would be good.

Campaigns

New box service – across all Nordic countries. Continue campaign about advanced network connections (BoD, manticore etc.) had outreach and found some real users, now try to ensure they’re using it. When have use-cases we let the universities know. New HPS facility.

Annual report company profile, meetings, conference, service catalogue, posters leaflets videos, pull-ups, exhibition at conferences, website.

Posters are about what can e-infrastructures do for your research.

Refocus website. When merged added a lot of activities and website doesn’t yet show that. For research network it was important to highlight services, but now more important to show what doing in the news fields.

Internal comms – important being a new and virtual organisation, also part of ‘normal’ organisation - there are challenges – Gitte is part of Danish technical university, other colleagues do work for the Uni and have problem with wearing 3 hats. Need internal comms to ensure people tell us what we expect them to. Old Uni.C culture has been brought along too so it’s problematic. For now we have all hands meetings. Have to tell TU colleagues who we are, because we are part of IT department, but we’re separate.

COMMENTS

EENet has come under HITSA roof and brought along old culture, but need to be more commercial and have issues to do with that and branding.

ACOnet – as part of computer centre, is small group and are clearly in touch with network operators but not all staff. They have people to e.g. promote eduroam but don’t ask ACONet to do it. Don’t have much
contact with other staff, they're just another customer.

Gitte - CEO of DeIC is CIO of TU so we have to be integrated with IT people, but difficult when they don't understand who we are. At same time another organisation joined that delivered other services to Univs, they are part of Univ in a different way than DeIC is. DeIC has its own board and so does Univ but this other org doesn’t.

3) EENet’s 20th anniversary conference - Estonia

Maria Ristkok
EENet had its very 1st conference, only 3-4 months for preparation, but big success. Wasn’t easy to prepare. Almost 200 people were planned for – in the end 180 came and others could watch via Internet. Cost 14,000 Euros. Didn’t count staff salaries, only what had to buy / outsource. Largest cost was feeding everyone. Half was for renting venue. Also had a reception.

Conference was focused on bigger topics for general audience, evening reception was about EENet 20 years. Had 3 foreign speakers. Had interpreter and compere (professional actor).

Used professional PR agency chosen by HTISA. Hoped this would save our nerves, but not sure it made life easier. Created own Twitter account for this occasion but has stood peaceful since October. Hoped the agency would get journalist interest. But they failed, so disappointing because we could probably have succeeded better ourselves.

How to get good speakers, people participating?
Internet Society has registry of speakers available for presenting. Is a resource that might be tried. Maybe we could keep a list of good speakers for the community to refer to. Ask Gyongyi for TNC speaker ratings.

DAY 1 Summary, thoughts for next meetings

Next meeting after TNC2014 will be in October hosted by Belnet.

Topic ideas – crisis communication // branding issues and strategies – corporate and product.

DAY 2

'Measuring and Monitoring' update

Laura Durnford
Hoped to have something concrete to build on from our previous workshop, but we still need some input. Wiki page - not very clear what people wanted, so E-mail survey was sent out to supplement this. Slides show results from wiki.

All questions about the Web were regarding Google Analytics (GA).
Survey questions were not tool related.
Just one question on SM
Slide with results from survey - 11 responses
8 use GA - 7 wanted training

Comment: Lonneke - SURFnet not allowed to use GA anymore due to privacy reasons - so one less.
Conclusion: Only 15 responses - real interest?
Surveys: Might as well do it as part of future questions - was mentioned as an item for future joint meetings with TF-MSP

Social media: Different tools are used by everyone so not really basis for common training.

Conclusion slide... Difficult (and expensive) to arrange training. So unless you can see something different - for now we consider not having training in these areas, but raise the questions in the meetings.

Melanie: I agree – within DANTE know something about Search Engine Optimisation (SEO), so maybe we can have a webinar for those interested. And there are also other “experts” in our group.

Laura: We could have some kind of masterclass in future meetings, but looking for an external trainer might not be interesting.

Does anybody disagree with the general conclusion - NO

We can remind people e.g. twice a year to update the wikipage, and see if some need has come up.

Melanie will look into what the DANTE people might be able to offer as a webinar, and get back to Gitte and Laura.

**Collaborating Compendia! - updates to the TF-CPR Compendium and the TERENA (GEANT) Compendium of NRENs**

*Laura Durnford, Elke Dierckens & Christian Gijtenbeek*

Laura outlined some differences between the two Compendia regarding their timing, tools, respondents etc. and asked whether they should be better aligned. She explained that she, Elke, Melanie and Gitte had already given some input to the 2013 TERENA Compendium questionnaire.

Elke went through the 2013 T-CPR Compendium questionnaire and consulted for improvements to the wording. Issues surrounded:

- “Designated staff”:
  
  Lars: It should be clear if asking about a role or man-hours. It should be: do you have a person designated for? - and not ask for hours/FTEs.

  - “Target audience”:
    
    It is ok to add research groups.

  - “Communication/Marketing tools”

  What does “% of total resources...” mean? Total budget? Total man-hours??

  - “conferences/training”

  Some pay for staff training as part of budget - for some it is paid by another budget.

  The question could also mean arranging conferences/events... so it needs to be clear what’s the question.

  Lonneke: If asking what ‘resources’ the NREN has for this it is very difficult to answer - but in SURFnet conferences and technical brochures are made by other departments, not comms.

Q: Is the TF-CPR Compendium only about the marketing-communications departments and not about all the normal communication activities (conferences, materials, outreach ...) that the NRENs need to do?
- “Top three focus areas/priorities”
Lars: The options presented are a mix between special services and broad areas, not all of which are decided in the MARCOM department.
Laura: we use this question to identify common areas as topics for future meetings, and maybe activities in groups outside of the meetings.
- “User focus”:
New section
Diana: Like this addition
Lonneke: We are switching between what is important for your department and for your organisation.
User surveys are done by another department in SURFnet
Laura: Maybe this is a question that is also relevant for the general compendium. Maybe we should in the future consult TF-MSP about survey and marketing questions
- “Communication/Marketing results”
Lonneke: We need to define in TF-CPR what marketing really is? What is a marketing campaign?
Lars: Agree - communication is a tool in marketing. What about a successful conference - it is not just a communication activity.

Laura: The main compendium has responses from 50 countries, TF-CPR only around 20. If we are to broaden out to what is relevant for the NRENs - Should we actively try to evolve the TF-CPR compendium, so it is more equivalent to the main compendium.
Lonneke: I would love to discuss marketing more in the meetings. Maybe it is a good idea to ask TF-MSP about this.
Melanie: It is the way foreward
Laura: Agree we will get back to this idea in future compendium.

Christian explained how the tool for collecting and displaying data for the TERENA Compendium of NRENs is evolving to be more useful in ‘telling stories’ that are useful to NRENs to get across to different audiences. “Story leads people along a path of data in a way that keeps people engaged.”
   Map of where there are NRENs shown to illustrate how visualisation shows data change across time.
   Similar questions can be asked in different surveys (based in the Compendium software) so people only have to answer it once.
   Christian asked for ideas about what kinds of stories it would be useful to be able to tell from TF-CPR point of view?
Lonneke – would have been handy to see presentation beforehand to ask bosses. Glad that thinking about this now and want to show added value for NRENs.
Melanie: is there a more structured way to gather feedback about what would be useful, e.g. have phone calls?
DANTE uses ‘market size’ figures from Compendium to estimate number of end users reached by the GEANT network.
Diana: nice to have the data and see the historical series which I didn’t think was available. From point of view of collaborative effort it’s valuable to know although hard to quantify that value. Would like to see the question end to see how to fill in.

**GEANT time!**

Melanie Pankhurst, Karl Meyer & Nino Cosic

Melanie -
GN4 project planning is forthcoming.

Showcases, Open calls now - Diana has agreed to coordinate comms activity for this.

New global connectivity map was requested by Tom Fryer (DANTE) – idea is it’s interactive and NRENs could include it on their websites, perhaps also with Global PR boilerplate text.

SigmaNet has put on Intranet a guide through the materials that are available.

Last year GEANT was at ICT event. People want to see what’s done with network. Karl tried to set up temporary eduroam demo, but it didn’t work for network reasons.

Toplogy map has been almost a year coming because there are many different opinions about what to include and how to show. Useful to know whether people use it? IS it useful to show speeds or just connections? Let Melanie know.

Paul and Tamsin have spent a year building up media contacts and aiming for high-profile coverage (achieved) use cision database. Sonification of voyager data most successful to date. ‘Opportunity to see’ measured as 50-75 million. Excellent journalist relationships made. The sonification music is on sound cloud and had many downloads.

Graph showing page views and unique visitors shows big growth over years with extra jump since SM started.

Cision point media database – Paul M may be able to help find national contacts

Karl -

New product launch – Layer3 VPN, of interest to end users as well as to NRENs. Complementary to Bandwidth on Demand (BoD) and other connectivity services and another E2E service. Need consistent message across countries. Domenico Vicinanza available to speak at conferences. VPNs offer new message to end user community – need to provide education/awareness to end users. VPN only successful if widely taken up because the more countries participate, the more countries can be reached.

BoD – new microsite launched. Did live HD video broadcast that worked, using commercially available hardware costing 200 Euros at each end and free software and it worked. Hope to have that available on semi-permanent basis so could be demo’d at other events. Achieving critical mass in numbers locations uptake. Looking for case studies – let us know if you have users in your country!

Service Portfolio. Focus on end user and connectivity services for active promotion more than tools and management services.

Service briefs & materials - have technology briefs, limited audience. Service briefs 2 pages. Case studies – how services are being used. Service descriptions – more in depth, shouldn’t be adapted without permission from service team.

Connectivity portfolio now includes broad range of services.
Nino – eduCONF decided to trim some limitations and procedure to allow non-NREN backed projects (e.g. CERN) to be able to join and use eduCONF tools.

**Meeting summary, actions**

1) PeaR

   - **Action:** Laura make a web banner for NRENs to help promote PeaR
   - **Action:** Laura explore using RSS feeds to automate distribution
   - **Action:** Laura prepare an overview of the number and distribution of recipients.

2) Global PR Network Liaison

   - **Action:** Laura liaise with GPRN about having a whole-day joint meeting preceding TNC2014
   - **Action:** Domen prepare to present his global classroom initiative

3) Sharing and re-purposing videos

   - **Action:** Damian write and share procedure for sharing and re-purposing videos, put this with any relevant clips and the workshop materials into the shared repository

4) FileSender promotion

   - **Action:** Laura liaise with GPRN about a follow-up session during joint meeting preceding TNC2014
   - **Action:** Laura to follow up with Diana, Jakub, Gitte about collaborating on promotion in time for the November 2014 anniversary.
   - **Action:** Lars upload the source files of the UNINETT promotional materials to the shared repository.
   - **Action:** Fi upload the source file of the HEAnet factsheet to the shared repository.

5) Measuring and Monitoring

   - **Action:** Melanie check what DANTE may be able to offer group in terms of a webinar / masterclass on e.g. SEO.
   - **Action:** Laura remind the list twice a year to update the wikipage.

6) Collaborating Compendia

   - **Action:** Laura raise the subject of global collaboration on a CPR compendium with the Global PR Network.

7) GEANT time

   - **Action:** ALL – let Melanie know what is useful to include in the new topology map
   - **Action:** ALL – let Paul Hasleham know if you want help finding national contacts in the Cision point media database
   - **Action:** ALL – let Karl know if you have BoD users that can be used for case studies