



Project Acronym: EAwareness Grant Agreement number: 297261 Project Title: Europeana Awareness

# D1.1: Online Activity Planner with initial awareness activities completed by each WP

Revision	Final Version		
Date of submission	23 March 2012		
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Dissemination Level	Public		

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### REVISION HISTORY AND STATEMENT OF ORIGINALITY

# **Revision History**

Revision No.	Date	Author	Organisation	Description
Draft 1	13 March 2012	Lizzy Komen	Europeana Foundation	Scope and link to online activity planner
Draft 1	14 March 2012	Lizzy Komen	Europeana Foundation	Draft circulated to PR Campaigns Group. No revisions requested
Final	23 March 2012	Jonathan Purday	British Library	Final sign off

# Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

#### Scope

The Online Activity Planner is a result of Task 1.1 of WP1: Public Media Campaigns of the Europeana Awareness project. WP1 organises the PR plans in collaboration with the national PR coordinators and the PR companies that are selected. It will take into consideration as well public events such as meetings and conferences that are being organised. All other work packages (WP2-5) feed the public media campaigns with their outputs, deliverables and stories. PR Campaigns, to raise awareness about Europeana, will be held in each country.

#### **Online Activity Planner**

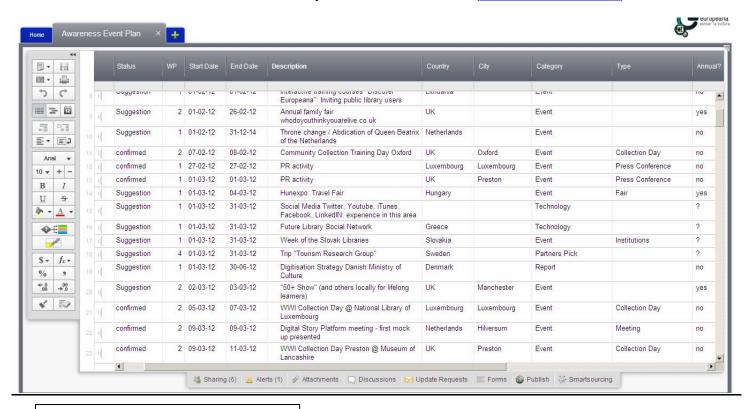
The Online Activity Planner (Image 1) is an online overview of planned events and awareness activities for the Europeana Awareness project, with input from all workpackages. The overview sheet is held in publicly accessible space and is updated regularly by WP1.

In addition to the input from the workpackages, the Europeana Awareness consortium has provided WP1 with a list of events and activities that are planned in their country for the next three years. These events are e.g. anniversaries, conferences, cultural capital, sports events. The suggestions were made by the partners during an exercise at the project kick-off meeting (January 2012). The suggestions have been included in the overview sheet and could also feed into the targeted country PR Campaigns.

Link to the Online Activity Planner:

https://www.smartsheet.com/b/publish?EQBCT=f1764e8e5e694c4e97c33b450b62b903

The tool that is used for the Online Activity Planner is Smartsheet (www.smartsheet.com).



**Image 1: Online Activity Planner**