Outline Dissemination Plan

This deliverable outlines the dissemination activity of Work Package 5. It covers the communications objectives, the target audiences, the key messages, timeframe and costs.

Europeana v1.0

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Europeana v1.0 : outline dissemination plan   July 2009

Contents

Introduction

The plan outlines the approach to dissemination for the Europeana version 1.0 project, a Thematic Partner Network. It provides a breakdown of target audiences for dissemination, the communications methods to be used to reach them and the messages that must be delivered.

The plan briefly outlines the communications to end-users to promote the Europeana.eu portal. The v1.0 project will bring the Europeana prototype portal to full operational service over the course of its 30 months, with 2 major releases
- Rhine release, July 2010
- Danube release, April 2011

The new releases and functionalities will be the focus of promotion to end-users, in order to achieve agreed targets. This element of the plan will be developed further in a full end-user communications and marketing plan for the portal, due to be delivered in month 9 of the project.

Related deliverables

D5.1   Brand Guidelines   Delivered
D5.2   v1.0 and Europeana group websites   Delivered
D5.4   Conference, workshop and concertation plan
D5.5   User marketing plan

Communications objectives

1.   To extend the Europeana network by informing and engaging professional stakeholders, keeping them abreast of the project developments and communicating the benefits of membership, content provision and technical collaboration.

Success indicators[*]	Year 1	Year 2	Year 3
Number of network members	100	140	150

[*] Europeana v1.0 Description of Work, p5: http://version1.europeana.eu/web/europeana-project/documents

Number of network members contributing content	75	110	120
Number of professionals receiving eNews	1000	1500	2000
Number of participants in v1.0 plenary sessions	250	250	250

2. **To develop effective communications across the Europeana group of projects in order to maximise the multiplier effect and minimise the duplication of effort.**

Success indicator
A responsive and effective Communications Group comprising the leaders of all the Dissemination Work Packages from each project in the Europeana group.

3. **To communicate Europeana.eu to end-users to grow the number of visitors and time spent on the site.**

Success indicators[*]	To Rhine Release	Rhine to Danube release
Visitor increase	10% increase every 6 months	50% increase
Registrations for My Europeana		10% increase
Bounce rate		<50%

Further monitoring and evaluation

In addition to the success indicators given above, the following will be monitored:
- number of presentations given at conferences, meetings and events by members of the Europeana team
- number of articles published about Europeana in the public media, trade press and scholarly journals
- number of hits for the search term Europeana in Google news and Google blogs

Communications strategy

Six target groups are defined and detailed in the following tables:
Group 1: the Thematic Partner Network and the EDL Foundation
Group 2: the Europeana group and related projects
Group 3: professional stakeholders, including potential partners and contributors

Group 4: political policy makers and funders
Group 5: the professional and technical media
Group 6: end users of Europeana.eu

Several of these target groups meet more than one of the communications objectives: there is considerable overlap and synergy. This is in part because a target group can be both a target for communication and a channel to another target group. This dual role creates a strong **multiplier effect**

The Communications Multiplier

The target groups can transmit our communications to very extensive networks. The core communications team has limited resources in terms of time, knowledge, language skills and budget. The partners and other target groups can communicate the message exponentially into countries, language groups, cultural and scientific heritage domains, information science and technical and R&D arenas beyond the reach and means of the core team.

Target group 1, for example, are a critically important channel to other targets. The Network Agreement commits partners to actively communicate the work of the project, to forward, distribute and translate communications as appropriate, to:
- Peers and colleagues
- National professional and technical networks
- Political policy makers, ministries and related funding bodies
- Partners in associated projects
- Members and users of their associations and institutions
- National press - professional and technical
                         - end-user

Target group 5, the professional and technical media, includes the bloggers and Twitterers, and are a crucial channel to a professional readership. The trade media – the information and museum journals, for example – offer thought leadership and analysis to a wide range of readers, whereas tweets, posts on blogs and similar messaging are by users for users, and offer technical endorsements and validations among communities. They will be of particular value in spreading the word among the Open Source community.

A similar paradigm is at work within the social networking sites that Europeana must increase its presence on in order to engage end users and harness their enthusiasm and willingness to spread the word. Critical tasks in the new Marketing Assistant's job are focused on working within online communities, encouraging special interest groups and catalysing the exchange of ideas.

Target groups

Target group 1: the Thematic Partner Network and the EDL Foundation

Targets	Messages	Methods
Network partners, their managers and Directors, with particular focus on • Workgroup members, • Member States' representatives Members of the professional associations represented in EDL Foundation Strategic bodies representing museums, libraries and archives, ie ABM, MLA University research institutes	The value of Europeana's objectives Responsibilities of partners The opportunities for knowledge transfer Metadata standards Deliverables, milestones and achievements, notably the Rhine release Strategic and policy issues Requests for onward communication Requests for translation	Plenary conferences Workshops Partner mailing list e-updates Collaborative workspace v1.0 website Templates for presentations, leaflets and posters Published deliverables White papers

Target group 2: the Europeana group and related projects

Targets	Messages	Methods
Projects aggregating content – eg European Film Gateway Providers of content to those aggregators Technology providers – eg Europeana Connect Enabling projects such as PrestoPrime and Arrow	The value of contributing content to Europeana Metadata standards Milestones, deliverables and achievements Dependencies and synergies between projects Forthcoming events – workshops, conferences etc	v1.0 Work Package 5 communications group Plenary conferences Workshops Europeana group and v1.0 websites Shared news and calendar features on these sites Brand guidelines

	Strategic and policy issues	e-updates
		Participation in workshops and conferences
		Templates for presentations, leaflets and posters
		White papers

Target group 3: professional stakeholders, including potential partners, content providers and technical collaborators

Targets	Messages	Methods
Senior managers in organizations with the potential to contribute to Europeana	Europeana's cross-domain content	Articles in the professional media by core team and by partners
Aggregators and their providers	The value of contributing content to Europeana	Participation in conferences and workshops organized by Europeana
Curators, librarians, archivists in Europe and overseas	Metadata standards	Participation in events where Europeana is presented by core team or by partners
The Open Source community and other technology developers	Case studies demonstrating benefits and best practice	e-updates
Policy makers and digital strategists in Europe	Milestones, deliverables and achievements, notably Rhine release	v1.0 and group websites
Other EU projects such as Planets and Impact	Forthcoming events – workshops, conferences etc	information and links on partners' websites
Colleagues in the KB	Strategic and policy issues	Wikis
	Staying relevant to users	Web forums and webinars
	Value of sharing source code	White papers
	Technolgical innovation	Leafets and posters

Target group 4: political policy makers and funders

Targets	Messages	Methods

Information Society and Media Directorate	Achievements and innovations of Europeana	One-to-one informal conversations, emails and meetings
Commissioner's Cabinet	Relevance and user-focus	Small-scale briefings of senior personnel in key Member States
Ministries in Member States	Business plan developments	
Strategy and policy advisors in Member States	Strategic and policy issues	White papers / policy briefings
		Annual strategy briefings for all political stakeholders
		Case studies of benefits and knowledge transfer among partners and contributors
		Case studies of value derived by end-users
		Endorsements by key partners, user-groups, stakeholders, funders

Target group 5: the professional and technical media

Targets	Messages	Methods
Journalists providing articles to the technical press	Value of interoperability	Press releases sent direct to Europeana press list
Technical online news sites	Relevance and user-focus	Press releases on v1.0 and Group websites
Open Source sites	Milestones, deliverables and achievements	Press releases translated by partners and distributed to their press lists
Bloggers/Tweeters and other message platforms aimed at library, museum, archive and technical professionals	Forthcoming events – workshops, conferences etc	Press releases on Europeana partners' and group sites
Publications and websites aimed at archivists, curators, librarians and information professionals	Technical solutions	Individual interviews and briefings with key journalists
	Metadata standards	

Target group 6: end users of Europeana.eu

Targets	Messages	Methods
teachers lecturers professors - all the above use Europeana and also recommend the site to their students: • schools and colleges • higher education • post-grads/researchers expert amateurs general leisure public professional researchers • journalists • production researchers • picture researchers • scholars/writers	Europeana has something about almost every European heritage topic Scale and scope of content Trustworthy content Stories of the famous and the unknown Interesting and unexpected Multimedia Multilingual	Search engine optimisation eNews – Europeana's quarterly newsletter Press releases to consumer press Press releases to partners for translation and distribution to their national press Info to blogs Links • on partners' and group websites • on sites of content providers and providers to aggregators • on affiliated sites - university/cultural institutions and wider cultural websites Newsletters that partners send to their users, friends and members Partnerships with digital art networks and colleges to run competitions, give awards Building Europeana channels in social networking sites Producing media assets for eg You Tube Twitter

Aligning targets with communications methods

	Group 1: Partners	Group 2: Europeana project group	Group 3: professional communities	Group 4: policy makers	Group 5: trade media	Group 6: end users
Collaborative workspace	x					
Partners mail list	x					
Brand guidelines	x	x				
Version1 & Group websites	x	x	x	x		
Site calendar & news features	x	x	x			
eUpdates[1]	x	x	x			
Plenary conferences	x	x	x		x	
Workshops[2]		x	x			
Conference presentations	x	x	x	x	x	
v1.0 WP 5 comms group		x	x			
Templates for presentations and fact sheets	x	x	x			
Published Deliverables	x	x	x	x		
Media assets	x	x	x			x
Articles by team and partners	x	x	x	x	x	
White papers	x	x	x	x	x	
Info & links on partners' sites			x	x	x	x
Wikis	x	x	x			
Info to blogs	x	x	x			x
Web forums	x	x	x			
Strategy briefings				x	x	

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[1] The Updates will be sent c. monthly and will be derived from the News features on the v1.0 & Group homepages. They will focus on professional issues and highlight publication of deliverables and other milestones

[2] Workshops include e.g. The Round Table for aggregators being organised in Lund, 14 Oct 09. 'There will be 2 such events a year in different countries', DoW p 36

	Group 1: Partners	Group 2: Europeana project group	Group 3: professional communities	Group 4: policy makers	Group 5: trade media	Group 6: end users
Case studies			x	x		
Social network sites						x
Press interviews			x		x	x
Press releases			x		x	
eNews[3]	x	x	x	x		x
Search engine optimisation	x [users link to providers' site]					x
Partnerships with colleges			x	x		x

Outline timetable

Targets	Timeframe
Group 1: the Thematic partner Network and EDL Foundation	Throughout project
Group 2: the Europeana group and related projects	Focus during first half of project, M1-15
Group 3: professional stakeholders, including potential partners and contributors	Focus during mid-term, M10-20
Group 4: political policy makers and funders	Throughout project
Group 5: the professional and technical media	Focus around Kick-off and releases
Group 6: end users of Europeana.eu	Focus from M9 and around releases

	M 1	M 2	M 3	M 4	M 5	M 6	M 7	M 8	M 9	M 10	M 11	M 12	M 13	M 14	M 15	M 16	M 17	M 18	M 19	M 20	M 21	M 22	M 23	M 24	M 25	M 26	M 27	M 28	M 29	M 30
																		Rhine									Danube			
Group1																														
Group2																														
Group3																														
Group4																														
Group5																														
Group6																														

[3] Issued every 3 months, the eNews features topics of general interest such as new content features and online exhibitions. Primarily aimed at the end user audience but of interest to all.

Resource allocation

Staff:
- Senior Communications Advisor
- Marketing & Communications Manager
- Webmaster
- PR and Editorial Assistant
- Marketing Assistant, with responsibility for events, SEO and Web 2.0

Budget:

	Newsletter distribution	Plenary conferences	Workshops & events	Design and print	Promotional materials	Media assets	Web development & marketing
€25k: web and media development						€15k to be allocated	Fonts: €500. €9,500 to be allocated
€90k: events [includes €5k sponsorship. Excludes cost of travel and per diem rates]		3 x plenary conferences @ €25k each	6 events in cooperation with Europeana Connect; €15k				
€50k: editorial collateral	eNews: €5k to date. €25k allocated for software licensing and distribution of 10 newsletters to end of project			€10k to be allocated as required	€10k to be allocated as required		
Total €160k + €5k sponsorship							