



# Europeana DSI 2– Access to Digital Resources of European Heritage

## MILESTONE

### MS5.2: AGM Brief and communication plan

<b>Revision</b>	1
<b>Date of submission</b>	15.09.2016
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<b>Dissemination Level</b>	Public



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## REVISION HISTORY AND STATEMENT OF ORIGINALITY

### Revision History

Revision No.	Date	Author	Organisation	Description
1	15.09.2016	Aubéry Escande	EF	draft

### Statement of originality:

This milestone contains original unpublished work except where clearly indicated otherwise.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.

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<b>AGM - COMMS GRID</b>					
<b>Message focus</b>	<b>Audience</b>	<b>Channel</b>	<b>Actions</b>	<b>Responsible</b>	<b>Deadline</b>
<b>AGM 2016 - "Show us what you've got"</b>			<b>PRE EVENT</b>		
<b>Registration invitation on Event Brite (early bird price) - Event space on Pro</b>	Network members	Network Newsletter + endorsement by Editor in Chief (Uldis Zarins & Johan Oomen) / Mailchimp	Issue an announcement in the March Newsletter	Aubéry/Imogen	March 30 - <b>DONE</b>
	Pro	Dedicated space	Re-cycle the 2015 set-up with practical info, speakers' bio, programme, access to reimbursement rules, etc.	Gina	March 30 - <b>DONE</b>
	Network members	Europeana LinkedIn Group	Relay the NL announcement	Gina	March 30 - <b>DONE</b>
<ul style="list-style-type: none"> <li>• <b>Registration invitation on Event Brite (early bird price LAST CALL)</b></li> <li>• <b>Speakers announcement</b></li> <li>• <b>Programme announcement</b></li> </ul>	Network members	Network Newsletter	<ul style="list-style-type: none"> <li>• Call for Ignite Talks reminder</li> <li>• Registration reminder</li> </ul>	Aubéry	Sept. 09 - <b>DONE</b>
	Network members	Europeana LinkedIn Group	Relay the NL announcement	Gina	Sept. 09 - <b>DONE</b>
	Network members	Network Newsletter	Issue a blog in the Sept. newsletter endorsed by Uldis or Johan Focus: <ul style="list-style-type: none"> <li>• AGM</li> </ul>	Aubéry	Sept. 28 - <b>DONE</b>

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			<p>Programme <b>(including elections)</b> and speakers</p> <ul style="list-style-type: none"> <li>• Call for Ignite Talks reminder</li> <li>• Registration reminder</li> </ul>		
	Aggregators	Basecamp message	Relay the NL announcement	Henning	Sept. 28 - <b>DONE</b>
	European a Tech	eCompass & Twitter	Relay the NL announcement	Greg	Sept. 28 WAITING
	Project members	Basecamp message	Relay the NL announcement	Victor-Jan	Sept. 28 DONE
	European a Network	Twitter: #AGM2016	Relay the announcement	Nobu	Sept. 28 DONE
	Members Council professional networks	Through their own channels - Twitter (#AGM2016), LinkedIn, emails	Relay the NL announcement	<b>Members Council WG to invite other Councilors</b>	Sept. 28 DONE
<p><b>- Hero image on Europeana Pro</b>  <b>- Registration invitation on Event Brite, Full price</b>  <b>- Programme focus</b>  <b>- Additional Association Comms requirements</b>          (elections, BP2017 etc.)</p>	Network members	Network Newsletter + endorsement by Johan - Uldis / Mailchimp	Blog + Issue an announcement in the Oct. Newsletter	Aubéry / Johan / Uldis	Oct. 29
	Network members	Europeana LinkedIn Group	Relay the NL announcement	Gina	Oct. 29
	European a Network	Twitter: #AGM2016	Relay the announcement	???	Oct. 29
	Members Council professional	Through their own channels - Twitter	Relay the NL announcement	<b>Members Council WG to invite other</b>	Oct. 29

	networks	(#AGM2016), LinkedIn, emails		<b>Councilors</b>	
			<b>POST EVENT - November 2015</b>		
<b>- Thank you &amp; see you next year in XXX - Slides and outcome available on Pro, Slideshare, Flickr, etc.</b>	Network members	Network Newsletter + endorsement by Editor in Chief / Johan - Uldis Mailchimp	Blog + Issue an announcement in the Nov. Newsletter	Aubéry	Nov. 24
	Network members	Europeana LinkedIn Group	Relay the NL announcement	Gina	Nov. 24
	Aggregators	Basecamp message	Relay the NL announcement	Henning	Nov. 24
	European a Tech	eCompass & Twitter	Relay the NL announcement	Greg	Nov. 24
	Project members	Basecamp message	Relay the NL announcement	Julie	Nov. 24
	European a Network	Twitter: #AGM2016	Relay the announcement	Jane	Nov. 24
	Members Council professional networks	Through their own channels - Twitter (#AGM2016), LinkedIn, emails	Relay the NL announcement	<b>Members Council WG to invite other Councilors</b>	Nov. 24