DELIVERABLE

Project Acronym: PROMISLingua

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D6.4 Dissemination Activities Report

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1 INTRODUCTION

The dissemination activities performed in the first year of the PROMISLingua project were in line with the objectives that had been defined for the Work Package of "Dissemination and awareness raising" (WP 6) in the Description of Work. Namely, the primary goal of the dissemination is to ensure that SMEs and consultants, relevant organizations, as well as stakeholders across Europe become aware of the PROMISLingua service. These activities are also aimed at securing a dissemination impact of PROMISLingua during and beyond the project phase and guaranteeing its sustainability. Nevertheless, the dissemination and awareness raising activities are intended to increase credibility (reputation, visibility) and acceptance from target sectors at national and European level.

The above objectives are intended to be reached by accomplishing the tasks set out previously in the Work plan. These tasks are the following:

- The preparation of a **dissemination plan** (Task 6.1) that serves as a roadmap and offers useful guidelines for partners' dissemination work at national level;

- The creation of an **online knowledge and competence platform** (Task 6.2) that entails the tailoring of the collaborative environment to be used as a medium for supporting the partners' dissemination activities;

- Carrying out **eDissemination activities** (Task 6.3) through the PROMISLingua multilingual website that serves as the main tool of the dissemination;

- The development the **project advertisement material** (Task 6.4) and their dissemination in the project languages over Europe;

- **Public Relations** (Task 6.5), presenting the project in national and international scientific, branch specific and public media (radio, TV, magazines, newspapers, etc.);

- **Trade Shows with Enterprise Europe Networks (EEN), Associations and Chambers of Commerce and Crafts** (Task 6.6);

- **Workshops and the organisation of the final conference** (Task 6.7) that is intended to announce the European market introduction and rollout.

During the first year of the project, the Dissemination plan has been prepared; the online knowledge and competence platform, as well as the PROMISLingua multilingual website have been created and used efficiently for dissemination purposes; the project advertisement material has been developed, translated, printed in multiply copies and distributed. The project has also been present in various media, although more emphasis is planned to be put on Public Relations in the second project year. Nevertheless, the organization related to the trade shows, workshops and the final conference has also started, but also these events are going to be in focus after the first year of the project.

Based on the Description of Work, the following deliverables were sent with the progress of the dissemination tasks outlined above:

- A **Project Website** (D6.1);

- A **Dissemination Plan** (D6.2);

- **Advertisement material** (D6.3);

- A **Dissemination activities report** (D6.4);

Following from the objectives set out for the dissemination of PROMISLingua, the dissemination is based on the strategy to have two distinct levels of target audience. The first are targets at user level, that is, the experts who are expected to be the actual users of the multilingual PROMISLingua Service: SMEs, Consultants and Associations of SMEs (directly). The second are targets at policy level, that is, those who can support and promote the use of PROMISLingua: National and European government agencies and bodies, Associations of SMEs (indirectly) and Enterprise Europe Networks (EENs).

Taking into account the diversity of the target audiences, the dissemination has been proceeding by making use of several communication channels. The table below summarizes these channels along with the targeted entities:

Communication Channel	Target audience
Media	
Website	SMEs
Press releases	SMEs, Consultants
Radio / TV	SMEs, Consultants
Social Media	SMEs, Consultants
Dissemination material	
Poster	SMEs
Brochures	SMEs, Consultants
Publications	SMEs, Consultants
Events	
Trade shows	SMEs, government agencies
Conferences	SMEs, Consultants, government agencies
Workshops	SMEs, Consultants, government agencies

Table 1: Communication channels and the respective target audience

During the first year of PROMISLingua, the dissemination of the project results has relied mostly on the project website, the events partners have took part in or hosted and the advertisement material that partners have distributed on these occasions and that can be downloaded from the website, as well. The progress made so far through these and other channels is discussed in detail in the following chapters of the present document.

In the second year of the project, the in-territory workshops in the target countries will play the most important role in raising awareness of PROMISLingua at a European level. More emphasis will be put on the presence of PROMISLingua in the different media, striving to claim airtime on the radio and the television and enhancing further and more frequent press releases. Beyond this, however, the final conference will have a special relevance in reaching also the European government agencies and bodies.

2 PROMISLINGUA PORTAL

Two months after the start of the project, the PROMISLingua Portal was launched. It has had two different functions, contributing to the dissemination from two highly important aspects. On one hand, the website itself, with public availability, is the main tool to reach SMEs and consultants, those for whom the project bears the most relevance. On the other hand, the restricted area has become the most important platform for collaboration between partners, particularly in coordinating their dissemination activities, led mostly by UEAPME.

2.1 The website

Apart from the introductory homepage, the PROMISLingua website has seven building blocks. The first tab, Project, introduces PROMISLingua, its partners and objectives. News/Events reports on new information relating to the project. Public Relations sums up the efforts made with regard to addressing the public at large, while Library and Downloads make available the relevant information provided by project partners, along with the public Deliverables. The Useful Links liaises with additional information sites and the Contact Us section allows the project to be approached.

The PROMISLingua project webpage gradually became available in all the project languages during the progress of the project: the relevant static information about PROMISLingua was translated into the other project languages (Spanish, Portuguese, Greek, Romanian, Hungarian, and French) by partners, just as other publications and dissemination material that have been prepared in the meantime.

The design of the website was proposed and implemented by Promis@Service, with support of all partners. Figure 2 shows the homepage of the website in the various project languages. In line with the striving of UEAPME and P@S, the website was from the beginning articulate about the project and particular about the design. Still, some improvements were required and undertaken in March 2012. Most importantly, the content was extended, updated and made more colorful by the following additions and changes.

A monthly newsletter was launched that is available on the website without subscription. It entails news that are related to the project in a broad sense, along with past and future events that can be relevant to those who are interested in PROMISLingua. UEAPME is in charge of preparing the newsletter. Partners inform UEAPME about the news and events that are potential subjects for upcoming issues, UEAPME writes the articles and then sends the text to partners who prepare the translation into each project language. UEAPME prepares the final page layout in order to put it into a publishable, attractive format and publishes it with P@S on the PROMISLingua website as downloadable PDF files. Issue N°1 is presented in Figure 2.

In addition, a separate section was set up for a Blog which is going to be launched soon in order to enhance the interactivity of the website. It is aimed to reflect the current proceedings around the project in a less formal way, stimulating the interaction between partners and website users.

Furthermore, the amount of the downloadable material was increased, including publications, deliverables, newly prepared and translated advertisement material and many more. Also the media gallery (that is, the repository of videos, photos and images) was extended.

Figure 1: The Homepage of PROMISLingua in English and in all the project languages

Nevertheless, the website has been consolidated and optimized to achieve the best results in the search engine results page (SERP). Content and technology have been tailored to gain strengthened visibility and also the web statistic observation has been activated as the optimization procedures were completed. The new elements and features of the website will hopefully serve more effectively the needs of those who are interested in the progress and results of PROMISLingua (SMEs and consultants targeted in the first place), attracting thus also more and more visitors along with the progress of the project.

Figure 2: PROMISLingua Newsletter (Issue N°1)

2.2 Social networks

In March 2012, PROMISLingua appeared also on LinkedIn:

http://www.linkedin.com/company/2530204

Although it was not doubted that the project should enter the sphere of the social media for a larger outreach, it had to be kept in mind that PROMISLingua is aimed at a B2B market and not at general consumers (where social network dissemination is more effective). Out of the social networking sites currently available, LinkedIn seemed to be the best-suited network to enter, since it targets a more professional audience and there are a number of groups set up on multilingualism, too.

3 ADVERTISEMENT MATERIAL

The PROMISLingua advertisement material is presented in detail in Deliverable 6.3. Therefore, this chapter gives only a rough overview of it and what has been done with regard to them in the first year of the project.

The PROMISLingua logo, brochure and poster were prepared by the 15th of July, 2011 and subsequently made available online for free download. The content of the advertisement material was drafted by UEAPME in collaboration with P@S and submitted to partners for their approval. The advertisement material was designed by PROMIS@Service (P@S) and commented and accepted by the consortium. Concerning the design, one of the major challenges was that P@S had to take care of consolidating the common PROMIS$^{®}$ brand at European level.

The advertisement material consists of:

- The **project logo** that reflects the multilingual factor, the PROMIS$^{®}$ service brand and the PROMISLingua objectives;

- The **project brochure**, which has been translated from English into the project languages by partners;

- The **project poster** focusing on PROMISLingua;

- A **second, more specific brochure and poster** targeted to the marketing and rollout of PROMISLingua, which is going to be prepared in the second year of the project and subsequently localized.

3.1 PROMISLingua logo

The **PROMISLingua logo** represents the project acronym. It is composed of two parts:

- The PROMIS$^{®}$ logo, which is protected at a European level;

- The word "Lingua", in which six different colors were used for the six letters of the word, referring to the six languages that the project is targeted on.

The PROMISLingua logo can be seen in the figure below.

Figure 3: PROMISLingua logo

3.2 PROMISLingua brochure

The **project brochure** was developed by P@S and UEAPME and was made available in English in July, 2011.

UEAPME edited the text of the brochure at a second time in February 2012, with the involvement of all partners on the slight changes on content only – the design remained the same. Then, partners translated the text of the brochure to the project languages and UEAPME and P@S prepared the documents for printing in collaboration. UEAPME was in charge of having the advertisement material printed in 1000 copies in each project language and delivering them to partners, who later can use them in their presentations, workshops and attendance at fairs.

The new brochure in English can be seen below and is available on the PROMISLingua website, along with its translated versions.

Figure 4: PROMISLingua brochure external pages (1 and 4)

Figure 5: PROMISLingua brochure internal pages (2 and 3)

3.3 PROMISLingua poster

The content of the **PROMISLingua poster** was drafted by UEAPME and designed by P@S. At the moment, it is available only in English. The poster that was printed in DIN A1, as well as DIN A2 form is presented below.

Figure 6: PROMISLingua poster

4 EVENTS

For the dissemination of the project results several types of events have been planned that partners should attend or host: workshops, conferences, fairs, etc.

The following table summarizes the events at which partners were present and the project was promoted:

Event	Partner	Location	Date	Type of involvement
The End of Health and Safety Week dedicated to maintenance	INCDPM,P@S	Bucharest, hotel Mariott	30 November 2011	Presentation by Caterina Berbenni Rehm towards the Romanian Labor Inspectorate
EAMT 2011 Conference (European Association for Machine Translation)	LINGUATEC	Leuven, Belgium	30-31 May 2011	Project presentation
iNTegRisk Conference	P@S, R-TECH	Stuttgart, Germany	06-09 June 2011	Stand and presentation of PROMIS (P@S); Stand and on-line presentation (R-TECH)
ICSB – International Council of Small Businesses	P@S	Stockholm	15-18 June 2011	Involvement in round table
BICCtalk: Smart Mobile Apps (by: Bavarian Information and Technology Cluster)	LINGUATEC	Munich, Germany	27 June 2011	Project presentation, distribution of brochures
META-FORUM 2011: Solutions for Multilingual Europe	LINGUATEC	Budapest, Hungary	27-28 June 2011	Poster session (LINGUATEC)
Total Productive Maintenance Workshop – From Theory to Practice	ATLANTIS	Athens, Greece	29 June 2011	Distribution of brochures
Guimarães INOVAÇÃO em ACÇÃO	INOVAMAIS	Guimarães	30 June 2011	Distribution of brochures
WMT 2011: 6th Workshop on Statistical Machine Translation	LINGUATEC	Edinburgh, United Kingdom	30-31 July 2011	Poster session, distribution of brochures
SeeS – eLearning to eWork	INOVAMAIS	Porto	September 2011	Presentation of PROMISLingua, distribution of brochures
ESREL 2011	INCDPM	Troyes	September 2011	Presentation
Machine Translation	LINGUATEC	Trento, Italy	05-10 September	Presentation, distribution of brochures

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Event	Partner	Location	Date	Type of involvement
Marathon 2011			2011	
The XXVI International Health and Safety Congress	INCDPM	Istanbul	11-15 September 2011	Poster and stand
Researchers' Night 2011	INOVAMAIS	Porto	23 September 2011	Presentation of PROMISLingua, distribution of brochures
REHACARE International 2011	LINGUATEC	Düsseldorf, Germany	21-24 September 2011	Stand, presentation of PROMISLingua, distribution of brochures
The benefits of the Digital agenda for SMEs	UEAPME, P@S	Brussels, Belgium	6 October 2011	Conference at the European Parliament
Romanian Research Fair	INCDPM	Bucharest	3-5 October 2011	Project presentation
SIMO Network 2011 (Feria Internacional de Servicios y Soluciones TIC para Empresas – International Fair of ICT services and solutions for enterprises)	INMARK	Madrid	6 October 2011	Dissemination and distribution of brochures
7th Maintenance Forum	ATLANTIS	Athens, Greece	13–15 October 2011	Initial presentation of the project; distribution of brochures
AA+ Exhibition	INCDPM and P@S	Düsseldorf	18-21 October 2011	Dedicated Stand with distribution of brochures
ENETOSH Conference	INCDPM and P@S	Dusseldorf	18-19 October 2011	Presentation of PROMISLIngua and its possible connexion with H&S e-learning, Caterina Rehm Berbenni, Stefan Kovacs
Automotive and Space Dialog	INOVAMAIS	Maia	28 October 2011	Presentation of PROMISLingua, distribution of brochures
SEMAPRO 2011	INCDPM	Lisbon	25 November 2011	Paper presentation
European Federation of National Maintenance Societies - General Assembly meeting	ATLANTIS	Barcelona, Spain	18-19 November 2011	Initial presentation of the project, distribution of brochures
Ymir	INOVAMAIS	Porto	24-27 November 2011	Presentation of PROMISLingua, distribution of brochures
Meeting with AECIM - EEN department of IT	INMARK	Madrid	29 November 2011	Dissemination and distribution of brochures

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Event	Partner	Location	Date	Type of involvement
commercializatio n and innovation				
I9source workshop	INOVAMAIS	Lisboa	December 2011	Presentation of PROMISLingua, distribution of brochures
Omagial Scientific Conference - 60 years INCDPM	INCDPM	Bucharest hotel Intercontinetal	02 January 2012	Presentation of PROMISLingua Project by Stefan Kovacs
Salón Internacional de Seguridad (SICUR) 2012	INMARK	Madrid	28 February - 2 March 2012	Dissemination and distribution of brochures
CeBIT 2012	UEAPME, P@S, LINGUATEC	Hannover,Germ any	6-10 March 2012	Speaker (UEAPME); Presentation to future SME, CONS users, strategic alliances feedback from a commercial point of view. PR and TV interviews, 25 minutes Live broadcast on "Stimulating the power of SMEs and their associations in Europe" http://www.cebit-studio-mittelstand.de/deDE/Broadca stB-338-Stimulating_the_power_of_S MEs_in_Europe-PROMIS_Service_Sarl-UEAPME-EuroCloud_Deutschland_eco _eV.html (P@S) Stand, presentation of PROMISLingua distribution of brochures (LINGUATEC)
OM Expo & E-COMMERCE 2012	INMARK	Madrid	21-22 March 2012	Dissemination and distribution of brochures
Workshop with Chamber of Commerce + Craft	P@S	Luxembourg	April 2012	Presentation to future SME and CONS users and feedback from a commercial point of view

Table 2: Events that the PROMISLingua Consortium members have hosted or attended

Of course, the subscription for attendance at, as well as the planning and the organization of further events are going on continuously.

5 PROMISLINGUA MEDIA RELATIONS

PROMISLingua also engaged with different media outlets in order to improve its visibility and to create brand recognition.

5.1 *Press releases*

Press releases are key pieces for media outreach. UEAPME is in charge of writing the strategic press releases of the project (concerning main breakthroughs, policy discussion and European content). During the first year, UEAPME wrote two such press releases aimed at disseminating and promoting the project to a wider audience. The first one, jointly released by UEAPME and PROMIS@Service, was about the conference **"European Digital Agenda: New EU-funded project aims to lower language barriers for SMEs"**, which took place at the European Parliament on the 6th of October, 2011, and where PROMISLingua also was presented. The second, **"Fast Access to Expert's Knowledge for Enterprises Concerning Cloud Computing"**, concerned the alliance of PROMIS@Service and the EuroCloud-Germany, the federation of Cloud Computing Business. Partners then translated these from English into one of the project languages and published them on each forum that was accessible for them.

Furthermore, partners were also encouraged to write press releases in order to enhance the dissemination of PROMISLingua in their country. As a result, the following press releases were prepared beyond the two mentioned above, shown in Table 2.

Title	Partner	Appearance	Date
PROMISLingua Kick Off – Multilingual Technologies to support Integrated Compliance in small Organisations	P@S	Website of P@S	29 April 2011
Fast Access to Expert's Knowledge for Enterprises Concerning Cloud Computing	UEAPME	Website of UEAPME; website of PROMISLingua	November 2011
European Digital Agenda: New EU-funded project aims to lower language barriers for SMEs	UEAPME, P@S	Website of UEAPME; website of P@S; website of PROMISLingua	November 2011

Table 3: PROMISLingua Press releases.

5.2 Multimedia

Partners have been encouraged to be present also in the radio, television and other media to disseminate the project both at international level and in their own countries. The most important media presence of PROMISLingua was a 25-minute live TV show broadcasting online from the CeBIT 2012 in Hannover on **"Stimulating the power of SMEs in Europe"** on the 8th of March, 2012. Andrea Benassi, Secretary General of UEAPME and Caterina Berbenni-Rehm, CEO of PROMIS@Service emphasized, among others, the role PROMISLingua can play in helping SMEs to comply with the different regulatory frameworks in Europe.
The broadcast is available through the following link:
http://www.cebit-studio-mittelstand.de/deDE/BroadcastB-338-Stimulating_the_power_of_SMEs_in_Europe-PROMIS_Service_Sarl-UEAPME-EuroCloud_Deutschland_eco_eV.html

6 CONCLUSION

As the report shows, PROMISLingua has already gained valuable results in the field of dissemination and awareness raising, in line with the Work plan, as well as the Dissemination plan prepared by UEAPME three months after the start of the project. The most important achievements concern the PROMISLingua web portal, which serves as the main tool of dissemination, and are owing to the presence of the project at a wide range of relevant conferences, fairs and other events up to the date, making use of the dissemination material, too, prepared for promoting the project at European and national level.

Further considerable steps forward in drawing attention to the project are expected based on the newly made valuable additions to the website (launching a monthly newsletter and a blog, among others) and the in-territory workshops planned for the second year of the project in each target country of PROMISLingua.