



Event and Concertation Plan

This plan outlines the event and concertation activities of Europeana v1.0 WP5. It covers the event objectives, target audiences, and communication channels, describes the concertation levels and types of events and provides an event plan and a budget overview.

Europeana v1.0

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I. Introduction

The event and concertation plan comprises an important part of the dissemination activities of Europeana v1.0 and is aligned with the Europeana v1.0 Outline dissemination plan (D5.3).

The event and concertation plan:

- sets clear and measurable event related objectives
- outlines the main types of events based on the target audiences, specialisation depth and project concertation level
- describes the available marketing and financial resources and event communication channels
- provides an outline calendar of events

For better understanding and ease of use, all main terms are defined as follows:

Event is a face to face activity bringing a selected target audience together to focus on the presentation of a topic, project, product or service. It may be a workshop, seminar, round table, conference or similar, and range in size up to 3000 people at a certain location and within a specific timeframe (ranging from several hours to several days).

Concertation refers to the synchronized planning, coordination and realisation of joint activities. These may be planned by a group of projects or organisations to achieve a common goal. Concertation implies exchange of ideas and best practice, organisational collaboration and shared resources (informational, human and financial).

For the Europeana v1.0 project, the parties involved include all the Europeana project group members unifying their efforts toward the digitisation of the European cultural and scientific heritage and its accessibility on the Europeana online portal www.europeana.eu:

The Europeana group of projects are, to date:

Europeana v1.0 EuropeanaConnect Europeana Local Europeana Travel Judaica Europeana	Archives Portal Europe (APENet) Biodiversity Heritage Library (BHL-Europe) ATHENA European Film Gateway (EFG) Musical Instrument Museum Online (MIMO) EU Screen
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II. Event objectives

The event and concertation plan formulates clear and measurable goals which are aligned with the communication objectives described in the Outline Communication Plan (D5.3, <http://version1.europeana.eu/web/europeana-project/documents>) and complements them as follows:

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
Number of network members contributing content	75	110	120
Number of participants in v1.0 plenary sessions	250	250	250
Number of participants in workshops	100	150	150

2. To maximize the multiplier effect and minimize the duplication of effort across the Europeana group of projects by effective cross-project marketing activities

Success indicators	Year 1	Year 2	Year 3
Number of joint events	3	5	5
Number of Europeana presentations at partner events (<i>when Europeana is not the organiser</i>)	20	30	40

3. To build up Europeana brand (raise awareness, increase brand recognition and loyalty) among end-users and media by informing about the Europeana online portal and promoting its benefits

Success indicators	Year 1	Year 2	Year 3
Number of end-user and media events	n/a**	10	8
Number of unique visitors on Europeana portal		10% increase every 6 months	50% increase

III. Target groups

Taking into consideration the objectives of our events and concertation work, the following target groups have been identified:

Target Groups	Members
Group 1: the Thematic Partner Network and the EDL Foundation	Network partners, their managers and Directors, with particular focus on <ul style="list-style-type: none"> • 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

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

**New target group (end users and media) introduced in 2010.

Group 2: the Europeana group and related projects	All partners of and contributors to: <ul style="list-style-type: none"> • Projects aggregating content – eg European Film Gateway • Technology providers – eg Europeana Connect • Enabling projects such as PrestoPrime and Arrow
Group 3: professional stakeholders, including potential partners, content providers and technical collaborators	Senior managers in organizations with the potential to contribute to Europeana Aggregators and their providers Curators, librarians, archivists in Europe and overseas The Open Source community and other technology developers Policy makers and digital strategists in Europe Other EU projects such as Planets and Impact Colleagues in the KB
Group 4: political policy makers and funders	Information Society and Media Directorate Commissioner’s Cabinet Ministries in Member States Strategy and policy advisors in Member States
Group 5: end users and media	General public, expert amateurs, scholars/writers, journalists

IV. Project concertation

Concertation activities reinforce the multiplier effect of all dissemination activities. By working together we can maximise effective use of resources and achieve goals related to partner management.

Currently, the Europeana project group includes v1.0 plus 10 member projects focusing on digitization of information from the different domains of the European cultural and scientific heritage and making it accessible online. In most projects, dissemination activities are planned and managed in a separate work package. On a Europeana group level, marketing concertation initiatives, including events, are coordinated by the WP5 Communications Group comprising the dissemination work package leaders in each of the Europeana group projects.

Project name	Dissemination Work package leader	Contact details
Europeana v1.0	Jon Purday	jonathan.purday@kb.nl
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Based on the level of project engagement in the event planning, organisation and dissemination the following 4 concertation levels are defined:

Level 1: Events organised by Europeana v1.0 team only

These events are detailed in WP5 of the Europeana v1.0 project and planned and realised entirely by the Europeana marketing and communications team. However, the WP5 Comms group and Europeana partners contribute to the event dissemination by promoting Europeana events on their website and/or other communication channels (newsletters, mailings, etc.).

Example:

Europeana Plenary

14 – 16 September 2009

The Hague, Netherlands

300 plenary attendees

High-calibre keynote speakers included best-selling author Charles Leadbeater and Professor Bernard Hugenholtz, consultant to the World Intellectual Property Organisation and the European Commission, Director of the Institute for Information Law of the University of Amsterdam.

The event included general plenary sessions, work groups meetings and master classes to address all key cross-project issues and facilitate collaboration

Level 2: Events organised by Europeana and Europeana Project Partners

Events at this level require active collaboration in organising and communicating the event between Europeana v1.0 marketing and communications team and the corresponding projects' dissemination WP leaders. All sides may contribute to the event budget.

Example:

Aggregators' Round Table

Organizers: Europeana v1.0, APEnet & ATHENA

14 October 2009

Lund, Sweden

70 key stakeholders from all over the Europe

A joint event preceding the EU Presidential conference to maximize project synergy and use of participants' availability

Inauguration of the Council of Content Providers and Aggregators

Level 3: Events organised by Europeana Project Partners only

This category refers to events planned and organised by the dissemination work packages of the Europeana group of projects, either by themselves or in collaboration with other organisations. These events highlight Europeana by means of:

- A presentation about Europeana given by a work package leader or coordinator of one of the Europeana group of projects
- A keynote speech given by an Europeana core team member
- A break out session or workshop run by Europeana within the context of the larger event

Again, WP5 Comms group share their efforts in the communication phase. There are several forms of dissemination collaboration - announcements on partner web site, emails to partners and newsletter features. All WP 5 members agreed to supply Europeana marketing & communications team with a list of their planned events on a regular basis. These are then added to the calendar on the Europeana v1.0 and Group homepages. To ensure fast and convenient event announcement, a special template for event submission has been created and uploaded on Europeana v1.0 website.

Example:

BAAC-LCSA Annual Conference “Aggregation and Management of Audiovisual Content in the Digital Space”

Organizer: European Film Gateway in cooperation with Lithuanian Central State Archive, Institute of Library and Information Science at Vilnius University, Estonian National Museum, Library and Archives Canada

4-7 October 2009

Vilnius, Lithuania

40 attendees

Europeana presentation with special focus on aggregation given by the EFG liaison officer

Level 4: Events organized by external parties with Europeana representation

This category covers events organized by external professional organisations which are considered key events in a particular Europeana-related area, address some of the Europeana target groups (usually Group 3 or Group 5) and where Europeana will be presented via a keynote speech, paper or presentation given by a Europeana core team member and/or a Europeana group project representative with expertise on the event topic.

Example:

IASA Conference 2009

Organizer: International Association of Sound and Audiovisual Archives

20 – 25 September 2009

Athens, Greece

230 attendees worldwide

A Europeana panel session during which representatives of the PrestoPrime, EFG, Connect and EUScreen projects addressed key issues around the delivery of audio-visual heritage content to Europeana

V. Event resources

To ensure successful events for both Europeana v1.0 and the Europeana project group, the Europeana marketing and communications team provides online resources that can be used in print or on the web, expert advice and effective communication channels.

Marketing Expertise

Europeana marketing & communications team consists of 5 professionals with valuable experience in cross-platform marketing, PR, and event management:

- Marketing & Communications Manager
- Senior Communications Advisor

- Webmaster
- PR and Editorial Assistant
- Marketing Assistant, with responsibility for events, SEO and Web 2.0

Marketing web and print resources

Partners can access the following marketing materials on <http://version1.europeana.eu/web/guest/communication-tools>

Templates	Europeana powerpoint template Blank factsheet template
Sample Communications	Europeana powerpoint presentation (key facts and benefits) Model thematic presentations Europeana leaflet
Logos	Europeana logos provided in different formats for print and web and in diverse languages
Imagery	High resolution images with the rightsholder's permission to be reused for Europeana communication
Brand guidelines	Instructions for brand aligned communication

VI. Event communication channels

To reach the target audiences, the following communication channels are used:

Europeana public event calendar

The event calendar is available on both Europeana v1.0 and Europeana group websites (<http://version1.europeana.eu/web/guest/calendar> and <http://group.europeana.eu/web/guest/calendar>) and provides all interested parties (incl. general public, project partners, professional stakeholders, etc.) with up-to-date information about forthcoming events which relate to Europeana.

The online calendar supports an event overview by time period (day, week, month, and year) and project (Europeana project group). By clicking on the event on the particular day the visitor accesses the full event description, including event name, location, duration, target audience, website and any other relevant event details. The Europeana public calendar is maintained by the marketing assistant and is regularly updated. Information about events comes from WP5 Comms group, project liaison officers, information lists and other sources coming into the Europeana v1.0 marketing and communications team. The marketing assistant also proactively searches for, evaluates and adds relevant end user and media events into the online calendar.

News & Events section

The news & events section on the Europeana v1.0 and group homepages (<http://version1.europeana.eu/web/guest/home> and <http://group.europeana.eu/web/guest>) communicates in a concise format the two most relevant forthcoming events and it is updated regularly.

Documents section

On the Documents section of the Europeana v1.0 pages (<http://version1.europeana.eu/web/europeana-project/documents>) users can scroll through a list of previous events organized by Europeana. Each event is linked to a sub page with all presentations given by Europeana team members and external speakers. The online repository proves to be an effective post-event channel as it ensures long term access to interesting topics for participants and non-participants alike.

Event updates via RSS

RSS-updates on planned Europeana events (incl. details on event agenda, location, participants, etc) will circulate monthly among interested subscribers.

Mailing lists

- Mailing list of all Europeana partners
- Professional library lists
- Europeana press list of 250 journalists
- (If required) 90 000 eNews subscriber database, which includes mostly end users and a percentage of the professional stakeholders

Social networking websites

Making use of the impact of social networking sites on communication to end users, Europeana events will be also announced in the Europeana profile on LinkedIn, Facebook, Twitter, etc.

VII. Types of events

Based on the target audiences' specifics, concertation level and event focus, the following types of events can be identified:

Event type	Target group	Focus/specialisation level	Concertation level
Conferences	Professional audience (Groups 1,2,3) End users and media (Group 5)	Project and domain related topics (digitalisation, intellectual rights, libraries, archives, etc.) User-centric topics (Europeana use cases and main benefits, user generated content, social media, etc.)	Level 2, 3, 4
Plenary	Professional audience (Groups 1,2,3,4)	Europeana related topics: Project Progress Key strategic issues Technological developments	Level 1
Workshops	Professional audience (Groups 1,2,3)	Specific professional topics (interoperability, semantics, aggregation, etc.)	Level 2, 3
Political briefings	Professional audience (Group 4)	Europeana related political and strategic issues	Level 1

VIII. Event budget

Event type	Frequency	Subtotals over 3 years
Conferences	2 conferences per month	Covered by other WPs of Europeana v1.0/ partner projects
Plenary	1 event annually	€75k
Workshops	Min. 2 events annually	€15k
Political briefings	1 per year	As appropriate for the event

APPENDIX 1: OUTLINE EVENT CALENDAR*

Year 1 (2009)

	Jan09	Feb09	Mar09	Apr09	May09	June09	July09	Aug09	Sept09	Oct09	Nov09	Dec09
Conferences							LIBER Conf, ToulouseFR	IFLA Conf, Milan, IT	IASA Conf, Athens, GR ECDL Conf, Corfu, GR	BAAC-LCSA Conf, Vilnius, LU FIAT/IFTA World Conf, Beijing, China DC Conf, Seoul, Korea	Society of the Query Conf, Amsterdam, NL	EVA Russia, Moscow, RU Cultural Heritage Online Conf, Florence, IT eScience, Oxford, UK
Plenary				European av1.0 Kick Off Meeting The Hague, NL					Europeana plenary, The Hague, NL			
Workshops					IPR Cluster Meeting Prague, CZ					Aggregators' Round Table, Lund, Sweden	Data Agreement Meeting Paris, FR	DISH Conference, Rotterdam, NL DISH Europeana PreConf, The Hague, NL
Political briefings**												

*The event calendar is not an endorsement, is incomplete and will be updated on a regular basis.

** The first political briefing was held in November 2008

Year 2 (2010)

	Jan10	Feb10	March10	Apr10	May10	June10	July10	Aug10	Sept10	Oct10	Nov10	Dec10
Conferences		ICDL Conf, New Delhi, India 7 th Communia Workshop, Luxemburg	4 th BID-Congress Leipzig, DE Hispana, Madrid, ES	Museums and the Web, Denver, USA WWW2010 Raleigh NC, USA MuseumNext London, UK Digital Content Digitalisation, Madrid, ES 12 th Fiesole Collection Retreat, Leuven, Belgium	JTS, Oslo, NO 66 th FIAF Congress, Oslo, NO	JCDL Conf, Cold Coast, Australia ALA Conf, Washington USA IAML, Moscow, RU Il Cinema Ritrovato Bologna, IT 39 th LIBER Conf, Aarhus, DK i-Society, London, UK		76 th IFLA Conf, Gothen, Sweden	ECDL Conf, Glasgow UK Picnic, Amsterdam, NL Belgium conf on Europeana	28 th Pordenone Silent Film Festival - Pordenone, IT FIAT/IFTA Dublin, Ireland WOMEX, Copenhagen, DK 32 nd DGI Online Congress Frankfurt, DE CILIP (tbc)	41 st AMI/MASA Conf, Philadelphia, USA Thessaloniki Film Festival GR (tbc) UNICA Conf, Lisbon, PT Online Information Show, London, UK (tbc) Euromed, Nicosia, CY	
Plenary										Europeana plenary, Amsterdam, NL	Europeana Roadshow, Europe	
Workshops		x		x	x		x				x	
Political briefings									x			

Year 3 (2011)

Events and their dates to be confirmed during 2010.

APPENDIX 2: EVENT BRIEFING CHECKLIST

Item		Responsibility	Deadline
General			
Organizer			
Partner organization if any (co-organizer)			
Budget/Responsibilities allocation			
Contact persons at partner organization			
Type (conference, plenary, workshop, etc.)			
Main theme/title			
Date (s)			
Location			
Venue(s)			
Target audience			
Number of external participants			
Number of Europeana team participants			
Catering			
Lunch/Dinner menu content			
Number of menus (incl. allocation general/vegetarian/vegan menus)			
Financial			
Budget (event organization only)			
Partner funding eligibility and limits (whose expenses, what kind and to what amount will Europeana cover)			
Content			
Agenda			
Main topics			
Content organization			
<i>Main sessions</i>			
<i>Workshops</i>			
<i>Master classes</i>			
<i>Other (panels, posters, tutorials, etc.)</i>			
Keynote Speakers			
Speakers (ppts, workshops)			
Note takers			
Marketing			
Web promotion (web site, news, etc.)			
Collaterals			
Other marketing channels			