



PARTNERSHIP FOR ADVANCED COMPUTING IN EUROPE

PRACE Communications Overview

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PRACE aisbl



PARTNERSHIP FOR ADVANCED COMPUTING IN EUROPE

Partnership for Advanced Computing in Europe

- ▶ The mission of PRACE (Partnership for Advanced Computing in Europe) is to enable high-impact scientific discovery and engineering research and development across all disciplines to enhance European competitiveness for the benefit of society. PRACE seeks to realise this mission by offering world class computing and data management resources and services through a peer review process.
- ▶ PRACE also seeks to strengthen the European users of HPC in industry through various initiatives. PRACE has a strong interest in improving energy efficiency of computing systems and reducing their environmental impact.



PRACE Communications | Teams

- ▶ Teams
 - ▶ PRACE aisbl office in Brussels
 - ▶ Interaction with PRACE Members
 - ▶ Interaction with European Commission
 - ▶ Interaction with stakeholders outside project frameworks
 - ▶ PRACE-xIP Project WP3
 - ▶ Other project and topical teams, such as EXDCI-2, HPC-GIG, BDEC, FocusCoE, eInfraCentral, Women in HPC, etc.



PRACE Communications | Calendar

- ▶ **Timely, complete, and correct** announcement of Calls for Proposals, and relevant push to channels and subscribers
- Magazine published **twice per year** (Annual Report in May and Digest in November)
- Largest events in May (PRACEdays), June (ISC) and November (SC) – **coinciding with the publication dates**
- Throughout the year a steady **flow** of success stories, press releases, announcements, Info Bulletins



PRACE Communications | Target Groups

Scientific Communities: past & current **users**, potential & future **users**, **FET HPC Projects**, **CoEs** (*in co-operation with EXDCI Project*)

Industrial Communities: **large companies**, **SMEs**, Hardware & Software Vendors

Education: Universities (*including teachers*), Students (*next generation*)

Policy Makers & Funders: European and national level

General Public: including school children

- ▶ Special attention is paid to attracting more **female** researchers into HPC > PRACE is an Affiliate of **Women in HPC**



PARTNERSHIP FOR ADVANCED COMPUTING IN EUROPE

PRACE Communications | Channels

Website

Social media, videos, Info Bulletin

Publications, press releases, advertisements, Fact Sheets

Events, science fairs, exhibitions

Promotional materials, giveaways, posters



PARTNERSHIP FOR ADVANCED COMPUTING IN EUROPE

PRACE Communications | Metrics

Google Analytics (website visitors and most visited pages)

Followers on social media

Subscribers to our mailing lists

Media statistics from print media (generic readership)

Registration & attendance to PRACEdays (and EHPCSW)

Visitors to the PRACE booth at ISC, SC

Number of events, science fairs, exhibitions participated in



PARTNERSHIP FOR ADVANCED COMPUTING IN EUROPE

PRACE Communications | Website

- ▶ www.prace-ri.eu > main website for all of PRACE
 - ▶ Subdomains and sites such as www.training.prace-ri.eu/
 - ▶ Project-focussed websites such as www.exdci.eu



PRACE Communications | Publications

▶ Publications

- ▶ Annual Report (6+1)
- ▶ Digest magazine (8)
- ▶ Stand-alone articles (10+)
- ▶ Fact Sheets (12)
- ▶ Scientific Case (2)
- ▶ Position Paper (1)



PRACE Communications | Events

- ▶ EuroHPC Summit Week & PRACEdays
- ▶ ISC > www.isc-hpc.com
- ▶ SC > sc19.supercomputing.org/
- ▶ DI4R > www.digitalinfrastructures.eu
- ▶ EAGE > events.eage.org/2019/EAGE%20Annual%202019
- ▶ Other events such as: ICT, ICRI, BDEC, HiPEAC, PARI, etc.



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PRACE Communications | Outreach

- ▶ Outreach to universities
- ▶ Outreach to industry

Outreach does not take the form of a campaign, but rather of an aggregator channel (*landing page on website*)



PARTNERSHIP FOR ADVANCED COMPUTING IN EUROPE

PRACE Communications | Awards

PRACEdays17 Awards

Best Student Poster

Best Poster

Best Industrial Presentation

Best Scientific Presentation

PRACE Ada Lovelace Award for
HPC

PRACE-ISC Research Poster
Award

PRACE Summer of HPC

Ambassador

Best Visualisation

Awards are meant to celebrate **excellent** HPC-supported **research & innovation**, as well as to encourage **students** and **women** in HPC.



PRACE Communications | Media

- ▶ Press releases
- ▶ Advertisements / Banners
 - ▶ Scientific Computing World, The Parliament Magazine, Science Node, HPCwire, The Next Platform, etc.
- ▶ Social media
 - ▶ Twitter (@PRACE_RI), LinkedIn (company page), Facebook (only for SoHPC)
 - ▶ Sprout > sproutsocial.com



Connect | Networks & Groups

- ▶ Public Awareness of Research Infrastructures (PARI)
 - ▶ Next conference from 8 to 10 April in the United Kingdom
(www.isis.stfc.ac.uk/Pages/PARI2019.aspx)
- ▶ Women in HPC
 - ▶ Activities at various conferences and Newsletter (womeninhpc.org/)



Connect | Sign-up

- ▶ PRACE mailing lists
 - ▶ Info Bulletin (general PRACE News & Announcements)
 - ▶ Training Bulletin
 - ▶ Outreach to Universities
- ▶ PRACE SIG Mailing Lists
 - ▶ sig-operation@prace-ri.eu
 - ▶ sig-new-tech@prace-ri.eu
 - ▶ sig-industry@prace-ri.eu
 - ▶ sig-application-enabling@prace-ri.eu
 - ▶ sig-marcomms@prace-ri.eu
 - ▶ sig-training@prace-ri.eu



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THANK YOU FOR YOUR ATTENTION

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