



GÉANT Strategy Workshops: Marcomms and Events

SIG Marcomms 29 October 2020

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Overview

- **Marcomms and Events Strategy workshop ran 28 October**
- **Last workshop out of six:**
 - Technology and Service Development
 - Community Support
 - International
 - EU Liaison and Projects
 - Finance and Procurement
 - **Marcomms and Events**
- **Distributed materials before the workshop:**
 - GÉANT Marcomms and Events Document – via GA email distribution
 - Draft GÉANT Strategy – shared in the March GA

Objective and Approach

Approach

- Document gave background on our work and sets out activities for the future
 - Needs community input, engagement and joint-action
 - Work in open plenary and breakout groups
 - Facilitators/rapporteur – GÉANT staff - > updated document
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- **19 NRENs joined – thank you!**

Breakout questions

- What could we improve about our channel approach?
- What particular joint campaigns would you like to work on?
- How can GÉANT Services Marketing improve support to NRENs in delivering marketing outreach to end-users and institutions? What materials (digital and physical) are required from Services Marketing for NRENs?
- Should the GÉANT brand be refreshed? In what way would you imagine this could be done?
- How do you feel about the suggestion of organising regular ‘Virtual talks by techies from the community’?

Main outcomes

- NRENs want to see **clear overall strategy for GÉANT**
 - Marcomms and Events strategy follows from that – can only be developed once the overall strategy is clear and approved.
- **NRENs understanding towards GÉANT challenge** of EC wanting us to brand GÉANT to the end users, whilst NRENs often are not even branding themselves towards end users.
- Communications **channels should be simpler** and more tailored to audiences – e.g. which channel is targeted at which audience, and for what use, etc.
- Common feeling that the GÉANT branded approach should be more targeted at policy makers, funders, international audiences etc. and speaking about/for the community – but **with services it should very much be white label.**

Main outcomes

- **Joint campaigns are very popular** and more are wanted. We all need to decide (together with GCC) which topics to cover and when.
- Much more **white-label approach for service promotion** – in materials, messaging, infographics, video etc. – no GÉANT logos.
- No **GÉANT brand** refresh needed – almost unanimous decision. It is already seen as a strong brand that has plenty of life. Some are open to a minor update – colours etc. – but not a priority.
- There is interest in **using the design team** as a resource – i.e. requests directly to the design team.
- **Techie Talks** from the community – a very popular idea, although some different views of how this could best be delivered (through SIGs/TFs?) and the format (some see as info-shares, some want talks from e.g. the Zoom CEO or Nobel Prize winners..) – more work needed.



Thank you

Any questions?

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