Research Engagement & MarComms Synergies

EaPConnect/NREN example

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…end-user focused approach…

- To create/promote **content tailored to end-user needs**

- Target audience: **researchers/university staff/students**

    + highly motivated

    + well-defined goals

- **Interaction** RE Officer <-----> MarComms

    ? RE person

    ? persons responsible for services

Practical steps

- Promotional **services-focused materials**

  + description & benefits & NREN value

- **Needs Assessment Survey** under EaPConnect project

  + for all – from heads to researchers/lecturers

- **Services promotion seminars** on specific topics **online**

- Disseminating **calls, useful for researchers** (PRACE opportunities, OCRE calls, GEO Knowledge Hub webinars, EOSC-related info, etc.)

- **Case studies**

  + problem & solution & technical details

Challenges

- End-users (groups) **identification**

- Put yourself in the researcher/lecturer shoes

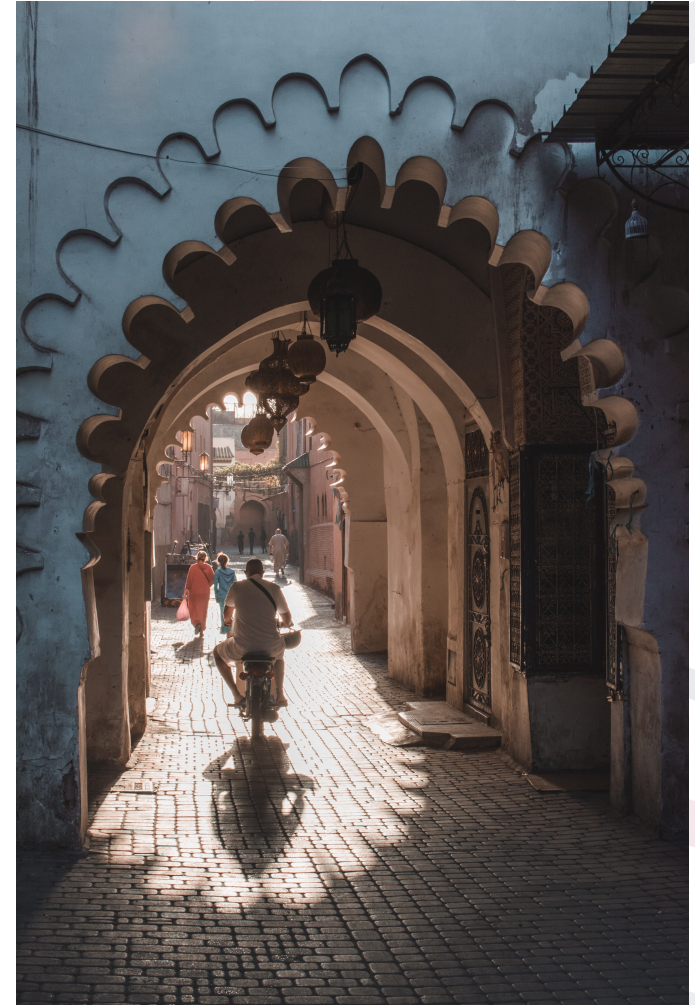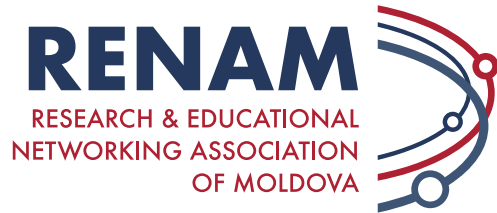- Awareness on **brand-related issues** (logo & ppt templates)

- You can cause problems (much more work :) for your NREN colleagues
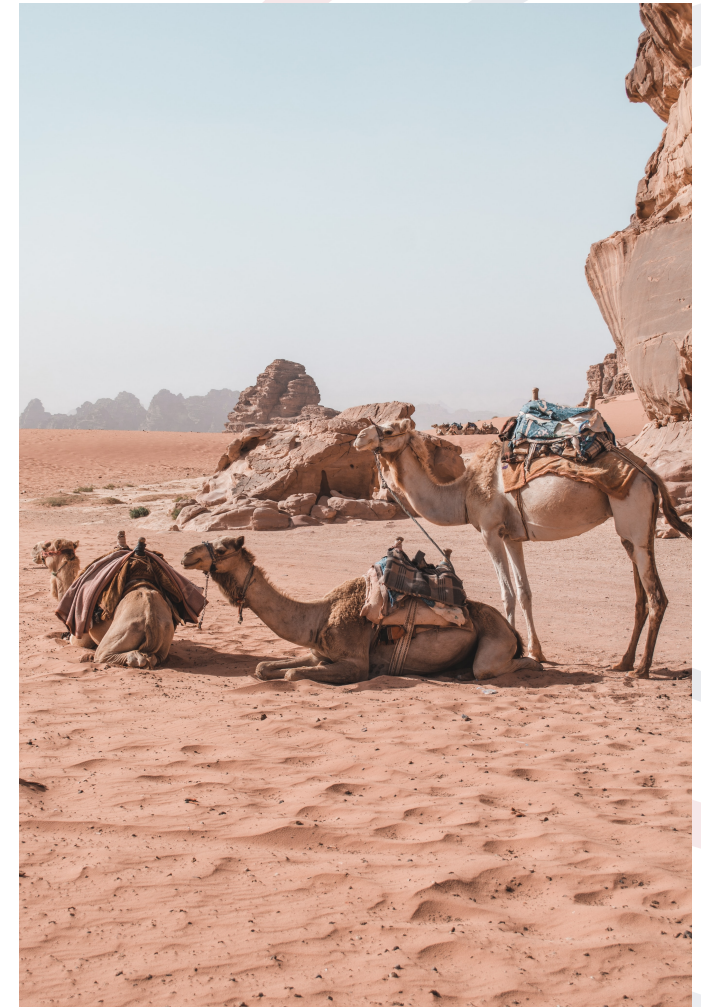
Lessons learnt

- **It is easier** to organize **online** services promotion seminars on specific topics

- Ministry involvement can be useful (Needs Assessment Survey)

Thank you!

Any questions?

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