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## Deliverable DN2.0.7,4: Fourth GÉANT2 PR Network Meeting



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### Abstract

This Deliverable contains a report of the third meeting of the GÉANT2 PR Network took place on 31 January and 1 February 2007 in Prague.

# Table of Contents

0	Executive Summary	iii
1	Introduction	1
2	Opening Remarks	2
3	Earth Science Survey Update	3
4	Review of GÉANT2 PR Activities	4
5	Improve Information Flows	5
6	International Connectivity	7
7	Promoting lambdas/point to point circuits	8
Appendix A	List of Attendees	9

## 0 **Executive Summary**

The fourth meeting of the GÉANT2 PR Network took place in Prague on 31 January and 1 February 2007.

It is planned to hold a further meeting of the PR Network in late September 2007 in Lisbon.

Project:	GN2
Deliverable Number:	DN2.0.7,4
Date of Issue:	30/04/07
EC Contract No.:	511082
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## 1 Introduction

Following three previous successful formal meetings of the GÉANT2 PR Network a fourth formal meeting was held in Prague on 31 January/1 February 2007.

Delegates from sixteen NRENs attended, together with representatives from JISC and TERENA.

Project:	GN2
Deliverable Number:	DN2.0.7,4
Date of Issue:	30/04/07
EC Contract No.:	511082
Document Code:	GN2-07-107

## 2 Opening Remarks

The PR Manager for DANTE welcomed colleagues to the event and each delegate briefly introduced themselves and their role

### 3 Earth Science Survey Update

DANTE's PR Manager gave a brief update on the survey, the results of which have now been analysed.

In all, 14 completed surveys were returned, from organisations in 11 countries, featuring 17 international collaborative research projects.

Key findings of the survey were

- Low awareness of GÉANT2 and its services
- Videoconferencing and VoIP increasingly popular
- Opportunities for synergy
- Higher bandwidth tops the wish list
- VPN has wide appeal
- Dedicated P2P connections are a requirement for many projects

The next steps will be to:

- Clarify areas of uncertainty via follow up contact
- Discuss comments from people with specific requirements
- Research non-respondents

HEAnet asked whether they had returned their questionnaire, as it had been received at the same time as various other requests and there may not have been the resource to deal with it. TERENA asked if information from non-respondents would be made public and DANTE responded that it would be made available to this forum

Project:	GN2
Deliverable Number:	DN2.0.7,4
Date of Issue:	30/04/07
EC Contract No.:	511082
Document Code:	GN2-07-107

## 4 Review of GÉANT2 PR Activities

DANTE's PR Officer gave an update on GÉANT2 PR activity since the last meeting in Paris and a preview of PR activity to come.

- publication of the A0 map had been delayed beyond the date previously planned because it had been updated at the end of 2006.
- A new development, to be issued in the forthcoming months, is the GEANT2 Bulletin, which will provide details of updates during the previous months, such as changes to the Website, new press releases and new publications. It will also serve to remind PR network members to advise of their own upcoming events, news etc.
- feedback on the DVD would be welcomed, particularly with reference to developing the next version, for example, which topics should be covered and suggestions for new case studies to be included. Some of the key aims of the video are to highlight applications, the role of the NRENs and the international connectivity aspects. In the new version, there will also be more focus on joint research activities (JRAs), and filming of JRA leaders had taken place during the third technical workshops in January.
- Feedback was also requested on the CD-ROM.
- GÉANT2's presence at IST 2006 was highlighted – a large number of contacts had been made at the event and once validated, would be captured in a database.
- The GÉANT2 video is now on the Website and NRENs are encouraged to embed it on their own sites.
- The development of the perfSONAR website was also mentioned – this differs from other GEANT2 websites because it is a joint development in collaboration with Internet2, ESnet and RNP.

TERENA enquired whether any evaluation of communications took place and whether we should do more. Currently, visits to Website pages are monitored by DANTE but most other feedback is by word of mouth.

## 5 Improve Information Flows

The session started with a presentation from DANTE's PR Manager, reminding delegates of the key factors critical to successful communication and the resources available to them from DANTE, including:

- Publicity on DANTE website.
- Brochures/branded merchandise/stands.
- Provision of speakers.
- Newsletter.
- GÉANT2 Press Releases

The session then moved on to a workshop where participants were asked to discuss the following topics:

- How do you communicate/promote what you do externally?
- What applications/technology do you use?
- How do you share what you do with each other?
- What additional resources supplied by the GÉANT2 PR Network would be useful?
- Any recommendations for improving communication/sharing best practice?

The main channels for communication to external audiences were listed as

- Annual conferences and workshops
- Web and emailing lists
- Printed and electronic newsletters
- Gadgets (freebies)
- Christmas cards
- Press conferences and press releases
- Posters, flyers and brochures
- Visiting other people's conferences as relevant
- Lobbying stakeholders (government, the EU)
- Customer contact through some form of account management activity.

The applications and technologies used were identified as:

- Web2.0/blog – new ways of using the Web

Project:	GN2
Deliverable Number:	DN2.0.7,4
Date of Issue:	30/04/07
EC Contract No.:	511082
Document Code:	GN2-07-107

- Email server
- CMS for the Website
- Using professional associations to reach (potential) target audiences
- Using advertorials in the specialist press
- The Giga Campus concept

Discussion on the ways to share information across the group focused on ways to improve existing communication. There was general agreement that, with the pressure on time and resource, this was one of the most difficult objectives to achieve.

Options for improving communications included the following:

- Creating a message board type discussion forum
- Using CMS with specific headings
- Yahoo Groups
- 

It was agreed that wiki pages, such as the one on the TRENA Website are not very user friendly/easy to use. This was a reflection of the technology, not the particular site.

Delegates said they would find useful

- GÉANT2 Brochures, promotional gifts and posters in larger quantities
- Roadshows across Europe to demonstrate the benefits of the network
- Someone from the project to chase the rest of the staff in the NRENs when their input was required
- Help with resource allocation people assigned in NRENs to promote the networks.

In terms of recommendations to improve communication best practice, it was agreed that this could be achieved via a personal approach and by making better use of mailings lists and a discussion forum.

The groups all agreed that the discussion had been useful and some interesting findings had come to light.

## 6 International Connectivity

DANTE's PR Officer gave a presentation on the other international projects DANTE is involved in.

The presentation covered the latest developments, key facts and examples of applications for the following projects - TEIN2, ORIENT, ALICE and EUMEDCONNECT, in addition to GÉANT2, and concluded with a summary of the lessons learned.

The presentation can be found at:

[http://intranet.geant2.net/upload/pdf/Prague\\_meeting\\_Global\\_connectivity\\_v1.pdf](http://intranet.geant2.net/upload/pdf/Prague_meeting_Global_connectivity_v1.pdf)

SURFnet advised that various telemedicine applications had been submitted as part of their lightpaths competition.

DANTE reminded the NRENs that CLARA is always interested in having news from Europe.

Project:	GN2
Deliverable Number:	DN2.0.7,4
Date of Issue:	30/04/07
EC Contract No.:	511082
Document Code:	GN2-07-107

## 7 Promoting lambdas/point to point circuits

Linda Greve Bendixen, UNI•C spoke about “How to Brand an Optical Network” and

Simon Watts, DANTE gave an update on what is happening in GEANT2 with IP and point-to-point circuits. The presentations can be found on the GEANT2 PR page.

The presentations provided a springboard for a workshop on how to promote special services, such as lambdas and point-to-point circuits.

The resulting discussion revealed that several of the NRENs have special services and new technologies to promote. It was noted that in the majority of cases, the NRENs did not promote the technology but the benefit gained by the user. This was because most end users were not interested in the new technology but what they could do with it. A point was made that new services should not be promoted before the support and administration systems are in place to handle customer enquiries. Channels of communication for promoting these new services included websites, brochures, events and face-to-face meetings.

## Appendix A List of Attendees

Ruth Kirkman – DANTE (chair)  
 Anne Balic - RESTENA  
 Lajos Balint -NIIF/Hungarnet  
 Linda Greve Bendixen - UNI•C / Forskningsnettet  
 Maria Bolado – RedIRIS  
 Vanessa Camilleri - Computing Services Centre University of Malta  
 Veerle Custers –BELNET  
 Carol de Groot – TERENA  
 M. Alessandra De Nicola – GARR  
 Marta Dias – FCCN  
 Roland Eugster – SWITCH  
 Robert Haymon-Collins– JISC  
 Gabriela Krcmarova – CESNET  
 Zbyszek Krzewinski - PSNC- PIONIER (in part)  
 Gitte Julin Kudsk - UNI•C, Forskningsnettet  
 Nada Mijatovic – AMRES,  
 Russell Nelson – UKERNA (in part)  
 Christian Panigl – AConet  
 Elise Roders – SURFnet  
 Goran Skvarc –CARNet  
 Rose Turner – HEAnet,  
 Bert van Pinxteren – TERENA, (in part)  
 Simon Watts – DANTE

Project:	GN2
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