



D7.1 POP Promotional Plan Version 1.2

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Change Log

Version	Author	Description of Change
V0.1	Bernd Mohr	Initial Draft
V0.2	Christian Terboven	Review 1
V0.3	Renata Gimenez	Review 2
V1.0	Bernd Mohr	Improved version based on reviewer enhancements and comments
V1.1	Bernd Mohr	Update Sep 2016 as requested by reviewers of interim evaluation <ul style="list-style-type: none">- Updated Section 4.1 (website)<ul style="list-style-type: none">o Added paragraph about website design philosophy- Updated Section 4.3 (social media)- Added Section 4.4 (newsletter)- Minor update Section 6
V1.2	Bernd Mohr	Integrated internal review feedback on V1.1 <ul style="list-style-type: none">- Updated Section 3.4.1 (slide template)- Updated Section 4.5 (marketing material)



Table of Contents

Executive Summary	4
1. Introduction	4
2. General Objectives	4
2.1 Target audience.....	5
2.2 Dissemination channels.....	5
2.3 Dissemination team	5
3. Corporate Image	6
3.1 Logo.....	6
3.2 Font.....	7
3.3 Language.....	7
3.4 Project Templates.....	7
3.4.1 Slide Template (PowerPoint).....	8
3.4.2 Deliverables	9
3.4.3 Publication acknowledgement sentence	9
4. External dissemination tools	9
4.1 External website	9
4.2 Events.....	11
4.2.1 Conferences and events.....	12
4.2.2 Networks of Excellence and groups	12
4.3 Online news strategy (blog + social media).....	12
4.4 Newsletter	14
4.5 Marketing material	15
5. Press strategy	15
6. Quality control	16
Acronyms and Abbreviations	17
List of Tables	17



Executive Summary

The POP Promotional Plan provides tools for the marketing activities of the POP Community Development process and the dissemination of project results in general. It includes the website, the customer leaflet, social media, press strategy, scientific publications policy, online material strategy, list of key events to be attended as well as a calendar of activities.

The aim of this document is to define the strategy for disseminating the project results taking into account the big social impact that this project will have on the European HPC landscape and, indirectly, on the society in general. The strong presence of the POP project partners – all leading research HPC institutions – ensures the wider dissemination potential through scientific channels, complemented by our industrial partner with a focus more on the exploitation and technology transfer activities. Most of the results will be published via academic and industrial channels by submitting scientific posters or posters, and by attending and organizing workshops, BoFs, courses and tutorials related to POP.

1. Introduction

The main purpose of the Dissemination work package (WP7) is to maximise the visibility of the project and to support the partners and scientists involved for dissemination purposes, as well as to collaborate with related EU projects and especially other Centres of Excellence and FET HPC projects that might benefit from the POP services the project provides. This document presents the dissemination tools, communication activities and press strategy for the POP project.

2. General Objectives

The objectives for the dissemination of the POP project is to provide tools for project dissemination and also support the Community Development work package (WP3) in their marketing and community development work as well as the Training work package (WP6):

- Disseminate the project objectives and activities via public website, press and social media;
- Participate in key conferences and events to publish project results and disseminate the offered services;
- Identify and perform training activities in order to engage interested parties in the usage of the offered services, both at POP member sites and directly at customer sites..



2.1 Target audience

This section lists the target groups for dissemination of the POP project. In particular, this project should be able to attract the attention of the following groups:

- POP project partners
- Scientific community involved in the topics related to the project especially developers, maintainers and users of scientific simulation software
- Related EU and International Projects: PRACE projects, H2020 CoEs, FET HPC projects
- European HPC and IT Industry vendors and especially SMEs
- Politicians and Governmental institutions
- Research organizations (like PRACE RI) and the European HPC Technology platform
- General public

2.2 Dissemination channels

In order to effectively reach the targets for dissemination and to maximize the visibility of the project, a broad spectrum of dissemination channels will be used. The public website is the first contact and plays a central role in dissemination followed by a carefully chosen list of events, as well as the rest of the external dissemination tools described in section 4 of this document.

2.3 Dissemination team

The WP7 team includes 6 organizations, which are represented in Table 1. It also shows the total number of personal months in WP7 for each partner.

Role	Participant organisation short name	Person(s) responsible	Person months
WP leader	JUELICH	Bernd Mohr	10
Participant	BSC	Judit Ginemez, Maria Toth Renata Gimenez,	1
Participant	NAG	Mike Dewar	1
Participant	RWTH	Christian Terboven	1
Participant	TERATEC	Jean-Marc Morel	5
Participant	USTUTT	Jose Garcia, Christoph Niethammer	1

Table 1: POP Dissemination Team

It is important to highlight that each project partner will be responsible for identifying the contacts associated with their own institutions to be used to



spread the results of the projects. Moreover, the WP7 leader will ensure that each partner fulfils the following requirements:

- Include a link from the partner's website to the POP project website by Month 6
- Disseminate the press releases to their own press contacts
- Include at least one article in an organization-related publication (website, newsletter or other) during the project
- Disseminate the promotional material, when necessary

3. Corporate Image

A common graphic identity in all dissemination tasks ensures better visibility and recognition as well as branding of the project. All dissemination materials will include the name of the project, the website and the graphic elements described in this section such as the logo, written in British English, Arial font, and the corresponding template, if applicable.

The brand of the POP project includes its corporate image, brand and style. Guidelines have been given to all partners to ensure coherence and consistency.

3.1 Logo

The main image of the project is the design of the logo, as follows:

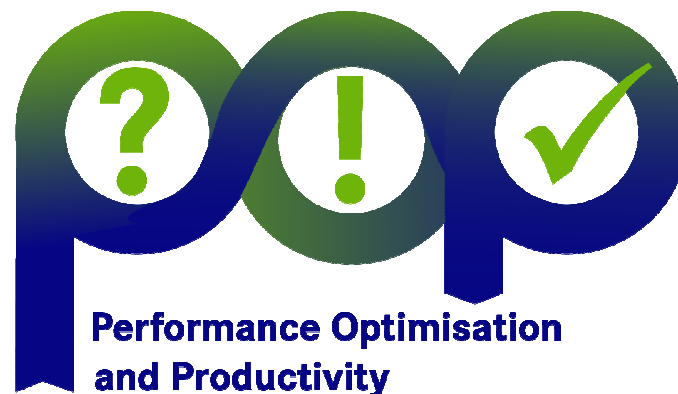


Figure 1: POP Logo with Text

There are two versions of the same logo: one version with the project name spelled out and one version with the graphics only. Both are valid and can be used, just depending on the space available and preferences, in each case.



Figure 2: POP Logo without Text

The basic idea behind the design of the logo was the idea to be able to explain the basics of the POP project to potential customers: The project acronym POP is drawn as a multi-colour twisted path with circles from left to right. It stands for the path HPC application developers have to take to optimize their applications. Often there is no clear direct way to achieve this and unexpected problems on the way result in no evident progress (“going in circles”). The colours are based on the colour-scale used by one of the tools of the project partners (Paraver). The symbols inside the logo, along the path, represent the three basic services provided by POP:

- Performance audit: What are the performance problem(s) of the application (?)
- Performance plan: These are the root-causes of the issues found and approaches to address them (!)
- Proof-of-Concept: Experiments and projections to show the effect of the proposed optimizations ⇒ problem solved (✓)

This logo, approved by all POP partners, should be included in all documentation related to the project and should be ideally used in colour. There will also be black and white versions of this logo, if needed. All versions of this logo can be downloaded in the “Further Information” section of the POP website (<http://www.pop-coe.eu/further-information/>).

3.2 Font

The Arial font is recommended to be used for all documentation as the corporate font for the project and should be used in all dissemination materials.

3.3 Language

The official language of POP project is British English. However, the dissemination material should be translated into the different partners’ languages, where possible. Each partner should ensure that the materials are adequately translated into the local languages, e.g. in the case of the press releases for the local media. Funding for this is not included in the dissemination budget.

3.4 Project Templates

A set of designed templates for project deliverables will be used in the project.

3.4.1 Slide Template (PowerPoint)

The power point template will be used in all presentations done by all partners and is available in the internal project wiki for all partners to be used. This template gives some design guidelines, as well as a general-purpose POP PowerPoint content template that can be incorporated into other presentations in order to disseminate the project and its results.



Figure 3: POP Slide Template Version September 2016
(title page: top, regular text page: middle, final page: bottom)

Update Version 1.2 (Sep 2016): The original version of the slide template which featured the green bar at the bottom of every regular slide was changed as the green bar dominated too much the overall layout. In exchange, a common final slide showing the green bar with the funding acknowledgment was added.



3.4.2 Deliverables

All deliverables will follow a similar look and feel, and structure. As stated in the DOW, this facilitates the reading. The template, created by the Management work package (WP1), is available in the internal wiki. This deliverable was created using the template. All public deliverables will be uploaded (once approved) onto the website under the section “Deliverables”.

3.4.3 Publication acknowledgement sentence

All resulting publications (publications, white papers, technical reports, etc.) should include the following sentence:

The research leading to these results has received funding from the European Union’s HORIZON 2020 research and innovation programme under the POP Project (<http://www.pop-coe.eu>), grant agreement No 676553.

4. External dissemination tools

The role of the dissemination tools or activities should ensure that the different targets specified above are aware of the POP project and the strategic relevance and impact of this project for Europe. This also includes intensive communication with researchers and industry partners.

4.1 External website

The public website (<https://www.pop-coe.eu>) will play the central role as it’s the most important channel for disseminating information. It has to provide general information about the project objectives, current activities, services provided, publications and achievements of the project.

The WP7 leader, in collaboration with the dissemination team, is the main person responsible for editing the website content, website deliverables, feedback and statistics. The website will probably be the first contact for all targets and will be regularly updated by all WPs.

The website is designed with a Content Management System called Drupal. This system is managed by a webmaster and web designer team located in the Operations team of the Barcelona Supercomputing Center. A RSS feed system exists to inform individuals about the latest updates of the websites.

To emphasize the main topic of the CoE (“Performance Optimization and Productivity”), the overall design of the website was kept intentionally simple and lean (see Figure 4 and Figure 5). A basic header (showing the logo and the name of the CoE) and a footer (acknowledging the EU sponsor) together with the chosen color scheme implements the overall POP corporate image and with the similar look-and-feel like POP presentation slides or documents, the recognition value of the POP brand will be increased. A static (rather than dynamic, partially hidden) menu of the left side gives a quick overview of all



the information available on the website without a need to search for content, and makes the website very easy to navigate. Finally, the main content of the different webpages in the middle of the page are clearly structured and try to provide necessary information in a compact way, with links to more detailed information if needed, without (visual) clutter distracting from the useful information. In addition, the lean design will ensure performant browsing of the web content and allows to easily provide the same content for different devices like large desktop screens, laptops, tablets or smartphones.



Figure 4: POP Website Home Page (Dec 2015)

As can be seen in Figure 5, the POP website was greatly enhanced in the first year of the project compared to the initial version from the beginning (see Figure 4). The main difference are:

- The home page was extended to show the main mission in addition to the most current “News” items
- The “News” section was expanded and now also has hosts the POP blog pages (see also Section 4.3) and POP Newsletter archive (see Section 4.4)
- The “Customer” section was extended to also provide POP service success stories and a list of POP customers
- A section providing learning material related to parallel programming, performance tools and performance analysis was added
- A page listing open-source performance toolsets developed by POP partners and commercial tools used for the POP services was created.
- Finally, a simple way to subscribe to the POP newsletter was provided, too.



POP Performance Optimisation and Productivity
A Centre of Excellence in Computing Applications

Log in

News

- Blog
- Newsletter

Partners

- Tools

Services

- Request Service Form

Target Customers

- Success Stories
- Customer Code List

Further Information

- Learning Material

Contact

Mission

The **Performance Optimisation and Productivity Centre of Excellence in Computing Applications** provides performance optimisation and productivity services for (your?) **academic AND industrial code(s) in all domains!**

The services are **free of charge** to organisations in the EU!

For more details see the [Services](#) page.

News

For more detailed news and reports, please see our [POP Blog](#).

Sep 2016 **POP LinkedIn Group Created**

In order to provide a user forum for discussing POP services and parallel performanc etools and methods in general, a [LinkedIn group](#) was created.

Sep 2016 **POP @ RSE 2016**

POP represented by NAG will participate in the [1st Conference of Research Software Engineers](#) on September 15 and 16, 2016 in the UK.

Subscribe to our Newsletter

Write your e-mail ...

Subscribe

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 676553.

Figure 5: POP Website Home Page (Sep 2016)

As can be seen in Figure 5, the chosen design of the website allowed to keep the website simple and easy to navigate, despite the fact that meanwhile almost more than twice as much content is provided compared to the original version.

4.2 Events

Another important dissemination channel will be attendance and presentations at high-level peer-reviewed conferences in the field of HPC, supercomputing, computational science, parallel computing, etc. Presenting the latest updates and success stories of the project at such events, tutorials, meetings or workshops will be an effective means of involving industry leaders in standards discussions early on. The list of targeted academic/industrial events includes conference and networks of excellence, see tables below.



4.2.1 Conferences and events

Event	Date and Location
ISC 2016	Frankfurt (Germany), 19 th – 23 rd June 2016
ISC 2017	Frankfurt (Germany), June 2017
PRACEdays16	Prague (Czech Republic), 10 th – 12 th May 2016
PRACEdays17	TBD
TeraTec Annual Meeting 2016 + 2017	Paris (France), June 2016+2017
SC 2015	Austin, Texas (USA), 16 th – 20 th November 2015
SC 2016	Salt Lake City, Utah (USA), November 2016
SC 2017	Denver, Colorado (USA), November 2017

Table 2: Main Target Dissemination Conferences

Besides the main HPC community events as listed in Table 2, it is also planned to target events related to the industry sector of potential POP customers, for example the NAFEMS workshops for CAE, in cooperation with work package “POP Community Development and Sustainability”.

4.2.2 Networks of Excellence and groups

- [HiPEAC](#) (European Network of Excellence on High Performance and Embedded Architecture and Compilation)
- [HPC Advisory Council](#) (Community effort support center for HPC end-users)
- [IDC HPC User Forum](#)
- [PROSPECT](#) (Consortium for the Promotion of Supercomputing Partnerships for Economic Competitiveness and Technology)
- [ETP4HTP](#) (European Technology Platform for High Performance Computing)
- [PRACE](#) (Partnership for Advanced Computing in Europe)
- [SPPEXA](#) (German (DFG) Priority Programme 1648: Software for Exascale Computing)

4.3 Online news strategy (blog + social media)

The third pillar for POP dissemination will be online news. Integrated in the main POP website, a POP blog (<https://www.pop-coe.eu/blog/>) was created and is maintained which features articles about major project results, customer success stories, reports from training and dissemination events and other news items interesting to POP customers. While most of the blog entries are written by the dissemination team with input from the other work packages, this also allows to publish news items and stories related to POP or about POP written by project externals, as blog entries can have a specified (visible) author. Blog articles are also typically written in a more personal, sometimes

even opinionated, style which is hopefully more attractive to the targeted audience than formal newsletters and press releases.

Figure 6: POP Blog

The blog also serves as an easily accessible news archive for the project. As shown in Figure 6, Tags (like “success story” or “training event”) allows to look up specific subset of news items and the blog can also easily browsed by (publication) time.

Traditional social media channels like LinkedIn, Twitter, or Google+ and the “News” section on the POP website will mainly be used to notify readers and followers about new content published at the POP website or blog. This strategy allows the social media messages and news items to be short, with all details available and easily accessible at the blog site. LinkedIn will be used as it is clearly a professional social media channel as compared to Facebook which typically has a more private and personal news content. Twitter is the established short message service and experience shows that HPC online news sites (like HPCwire and InsideHPC) typically follow HPC project tweets. For now, we plan to investigate whether Google+ should be



part of the social media strategy, and its inclusion depends on how many followers and potential customers use Google+. As of September 2016, a LinkedIn group (<https://www.linkedin.com/groups/12004488>) to provide a user forum to discuss POP services and parallel performance tools and methods in general was created is maintained in cooperation with work package “POP Community Development and Sustainability”.

4.4 Newsletter

Also in cooperation with work package “POP Community Development and Sustainability”, a quarterly (email) newsletter is mailed to a list of subscribers. Initially, the newsletter was mailed to POPO project members and costumers. Meanwhile, as of September 2016, the newsletter has 87 subscribers.



Figure 7: POP Newsletter 1 -- Issue June 2016

The POP website under “Newsletter” maintains an archive of all published newsletters so far and provides a simple way to subscribe to the newsletter.



4.5 Marketing material

Marketing material was created in the beginning of the project for POP community development. This includes a service catalogue in the form of a leaflet, a contact (business) card, as well as a PowerPoint presentation that can be distributed and presented to potential customers and users at communication events or during customer's visits. All material was designed based on the POP corporate design guidelines as outlined above.

The marketing material will be constantly updated according to the needs and requirements of the POP community development work package, if necessary. Once available, additional material, for example describing POP success stories in the form of brochures, a newsletter, and short videos, or service statistics including important information like ROI for customers will be created and made available. Success stories and service statistics will also be added to the project introduction slides, so that the material is also able to cover longer (e.g. 30 minutes) presentations.

Update Version 1.2 (Sep 2016): The "Introduction to POP" PowerPoint presentation (10 slides) was converted to the new POP slide template. Also, an extended version (32 slides) was created which features advanced and more detailed information on performance tools and methodology and includes now also material on successful performance audit and proof-of-concept examples, success stories and customer feedback.

More details on the marketing material can be found in deliverable D7.2 ("Community Development and Marketing Tools").

5. Press strategy

The press strategy will be consistent with the dissemination strategy and its objectives. As one of the most relevant press activities, the press strategy will last for the complete duration of the POP project.

Press releases are one of the most effective ways of communicating the existence of the POP project to a specific target audience (general public and related institutions). Press releases attract attention to the project's progress and its achievements. During the project, different press releases will be launched but the initial press release is the most important one because it defines the POP project objectives as well as its working plan. It was published by BSC, the project coordinator and is available at https://pop-coe.eu/sites/default/files/pop_files/pop-pressrelease-2015-10-01.pdf.

Ideally, in the middle of the project there should be another press release in order to explain its progress and at the end of the project, a press release for the project results. Press releases will be published and archived in the "News" section of the POP website.



6. Quality control

As specified in the POP Grant Agreement, the success and progress of the project of each work package will be measured with various metrics. For the Dissemination work package, the following KPI has been defined:

KPI1: The POP Awareness Levels among European Community according to an independent survey should be at least 50%

In addition, the Dissemination work package uses the following internal KPIs to measure its success and progress:

KPI2: A basic website and a first set of the marketing material as described in D7.2 should be available before the first big dissemination event (SC15, Nov 2015 in Austin)

KPI3: The necessary infrastructure for the online news strategy as described in Section 4.3 should be available by M6

KPI4: Starting with M6, at least one news item (blog entry) should be published per month

KPI5: At least one major success story should be published as short video for each of the last two years of the project

Note that at the time of the original deadline of this deliverable (Dec 2015), the first internal KPI (KPI2) was already achieved: a simple basic website and a simple one-page flyer was produced and used for the ISC 2015 conference in Frankfurt, June 2015 (**before project start!**). The final website and new marketing material was designed according to the POP corporate design in time for the SC15 conference, Austin, Nov 2015.

Update Version 1.2 (Sep 2016):

Regarding internal KPI3, the necessary infrastructure for the online news strategy (the POP blog) was created early 2016. So far, personal Twitter and LinkedIn accounts of project members have been used to tweet about project news by referring to blog entries as described in the online news strategy. Creation and usefulness of “project” accounts for Twitter and LinkedIn is still investigated. In addition, a LinkedIn group as a POP User Forum has been created.

As of September 2016, the blog has 27 articles and clearly fulfils KPI4.



Acronyms and Abbreviations

- BoF – Birds of Feather
- Blog – Discussion or information website (a truncation of the expression weblog)
- BSC – Barcelona Supercomputing Center
- D – deliverable
- EC – European Commission
- HLRS – High Performance Computing Centre (University of Stuttgart)
- HPC – High Performance Computing
- JUELICH – Forschungszentrum Jülich GmbH
- KPI – Key Performance Indicator
- M – Month
- POP – Performance Optimization and Productivity
- RWTH Aachen – Rheinisch-Westfälische Technische Hochschule Aachen
- USTUTT (HLRS) – University of Stuttgart
- WP – Work Package
- WPL – Work Package Leader

List of Figures

Figure 1: POP Logo with Text.....	6
Figure 2: POP Logo without Text.....	7
Figure 3: POP Slide Template (title page: top, regular text page: bottom).....	8
Figure 4: POP Website Home Page (Dec 2015).....	10
Figure 5: POP Website Home Page (Sep 2016).....	11
Figure 6: POP Blog.....	13
Figure 7: POP Newsletter 1 -- Issue June 2016.....	14

List of Tables

Table 1: POP Dissemination Team.....	5
Table 2: Main Target Dissemination Conferences	12