GALA
Games and Learning Alliance
The European Network of Excellence on Serious Games

WP9 Dissemination
First year review

Wim Westera, OUNL
Three versions

1. The short version
2. The positive version
3. The gloomy version
The WP9 tasks

T9.1 Joint dissemination policy (OUNL)
T9.2 Dissemination channels (UNIGE)
T9.3 Conferences, workshops and networking (OUNL)
T9.4 Organization of a yearly European Conference on SG (UNIGE)
T9.5 Organization of journal special issues on SG (UNIGE)
First years WP9 deliverables

- D9.1 GALA Dissemination Policy Document Draft (month 3)
- D9.2 GALA Dissemination Policy Document (month 6)
- D9.3 GALA Website Release (month 6)
- D9.5 GALA Dissemination Report (month 12)
First years WP9 deliverables

- ✔ D9.1 GALA Dissemination Policy Document Draft (month 3)
- ✔ D9.2 GALA Dissemination Policy Document (month 6)
- ✔ D9.3 GALA Website Release (month 6)
- (✔) D9.5 GALA Dissemination Report (month 12)
WP09 first year’s goals

- Establish the core identity of the GALA NoE
- Establish a dissemination policy/strategy
- Develop dissemination instruments
- Arrange the boundary conditions for dissemination
- Prepare the mechanism for data collection
WP09 first year’s goals

- Establish the core identity of the GALA NoE
- Establish a dissemination policy/strategy
- Develop dissemination instruments
- Arrange the boundary conditions for dissemination
- Prepare the mechanism for data collection
Link with other WPs

- All partners disseminate
- Involving stakeholders via WP3-7, VRE
- Outreach advisory board T10.4
- GaLA events WP2-WP7
- Living labs T8.2
- Associate partners WP1
- Esseg T1.4
- Seed projects (all WPs)
Anticipated actions

- 1. Conferences, workshops and networking (Rob Nadolski, OUNL)
- 2. Organization of a yearly European Conference on SG (Francesco Bellotti, UNIGE)
  (To start not until year 2. VS-Games anticipated.)
- 3. Organization of journal special issues on SG (Francesco Bellotti, UNIGE)
- 4. SG/TEL networks (Rob Nadolski, OUNL).
- 5. Press and Media (Daniel Burgos, Thierry Nabeth, Atos)
- 6. Press releases (Francesco Bellotti, UNIGE)
- 7. Guidelines for events (Jannicke Baalsrud Hauge, BIBA)
- 8. Website (Riccardo Berta, UNIGE)
- 9. Press kit (Daniel Burgos, Thierry Nabeth, Atos)
- 10. GALA ESSEG presentation (michael.kickmeier@uni-graz.at, Uni Graz)
- 11. Video clip (Francesco Bellotti (UNIGE))
- 12. Print (Francesco Bellotti (UNIGE))
- 13. Web cast promotion (Giusy Fiucci, ORT)
- 14. Viral marketing (Wim Westera, OUNL)
- 15. Social media promotion (Pablo Moreno-Ger, UCM)
- 16. Contacts Stellar Network (Wim Westera, OUNL)
- 17. Event calendar (Jannicke Baalsrud Hauge, BIBA)
- 18. External feeds (Adi Mustata, MAN)
- 19. Performance indicators (Adi Mustata, MAN)
- 20. EssEG logo Style (Francesco Bellotti (UNIGE))
The good news

• Policy paper (OUNL)
• Website development (UNIGE)
• Conferences, workshops, events (OUNL)
• GALA ESSEG basic presentation (UNI GRAZ)
• Event calendar (BIBA)
• Social media dissemination approach (UCM)
• External media feeds (MAN)
• Performance indicators (MAN)

– GALA poster (specific) (UNI GRAZ)
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GALA Dissemination Policy

Our value proposition:

Becoming the knowledge kernel for European SG research and industry that aims at establishing a coherent, open and innovative SG practice by aligning SG research across Europe, fostering knowledge transfer to SG industry, propagating appropriate opportunities for SG education, and disseminating insights, evidence, applications, tools, and case studies to the education and training market.

Key merits:
• Complete coverage, scientific relevance, critical mass
• Openness to collaboration
• Bridging between SG research, SG industry, SG education and SG deployment
Brandign strategy:
Launching the European Society of Serious Games

BREMEN
19-21 September 2011
Branding strategy:
Launching the European Society of Serious Games

European Society of Serious Games

GALA NoE
The good news

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- GALA poster (specific) (UNI GRAZ)
Stats until July 2011:

- 9923 visits, 5.1 pages, 4 minutes 11 seconds,
- 3495 unique visitors
- 1,781 from partner countries
- “GALA” in Google: rank 16
- “GALA”, “gaming” in Google: rank 26
- “GALA”, “serious” in Google: rank 2
D9.3 External Website www.galanoe.eu

- Promotion of the projects output: scientific SG papers, SG conferences, workshops, joint activities, tools, SG releases, etc.
- Link to existing initiatives via RDF or RSS news feeds.
- Blogging utility
  - Availability of serious games
- Search Engine Optimization
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Conferences, workshops, events

- ECTEL 2011 (Atos): GALA workshop september 2011
- OEB (OUNL): GALA workshop december 2011
- VS-GAMES (UNIGE): applied for 2012
- ECGBL 2012 (UWS): anticipated 2012
- ICALT (UCM): anticipated 2012
- ISAGA (ATOS, UWS): anticipated 2012

- Some spontaneous actions:
  - Alpine workshop on Neuroscience and Technology Enhanced Learning (UNI GRAZ): March 2011
  - The 5th International Brain-Computer Interface Conference 2011 (UNI GRAZ): 2011
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Long term integration

ESSeG aims at transcending the 4-year duration of the project and become an established reference for the long term.

Overall systemization will be implemented by setting up an appropriate infrastructure.
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Event calendar

<table>
<thead>
<tr>
<th>Name of the event</th>
<th>Target group</th>
<th>Dates</th>
<th>Website</th>
<th>Date call for papers</th>
<th>Relevance for GaLA</th>
<th>Possible GaLA dissemination</th>
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<tbody>
<tr>
<td>no events yet</td>
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</table>

add a new event

BREMEN
19-21 September 2011

European Commission Information Society and Media
The good news

- Policy paper (OUNL)
- Website development (UNIGE)
- Conferences, workshops, events (OUNL)
- GALA ESSEG basic presentation (UNI GRAZ)
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- External media feeds (MAN)
- Performance indicators (MAN)

- GALA poster (specific) (UNI GRAZ)
Social media dissemination approach (UCM)

Feeds: action points
- Provide RSS feeds for the CfP and Recent papers feed (apparently, only the blog provides an RSS feed).
- Promote use of the news streams among GALA partners.
- An open non-moderated approach

Blogs: action points
- Prepare initial blog posts (one per WP09 partner?)
- Establish a procedure for invitation, reception and publication of the posts.
- Designate a person responsible for chasing after the partners to provide content.
- Prepare sample invitation emails.
Social media dissemination approach (UCM)

Twitter: action points

– @gameandlearning account (link with GALA, ESSEG?)
– Create and maintain an ESSeG account
– Invite individual partners to follow + mention + retweet content from GALA/ESSEG accounts.
– Unify the use of hashtags:
  don’t use #gala
  #galanoe and #esseg are okay

– Add a widget to the GALA website that aggregates all tweets marked with #galanoe. In the future, do the same for ESSeG website and the #esseg tag.
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External media feeds (MAN)

- Some feeds implemented already
- To be improved.
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Performance indicators (MAN)

- **PUSH**
  - Number of organised events
  - Number of presentations (conferences, seminars, workshops)
  - Number of (joint) publications
  - Number of organisations or individuals receiving dissemination materials
  - Number of media/press releases
  - Number of European states exposed to dissemination
  - ....

- **PULL**
  - Number of industries participating in dedicated seminars and events
  - Number of portal users
  - Number of users in VRC
  - Number of new, associated partners
  - Number of web-2.0 references of GaLA
  - Number of information requests
  - Number of downloads of tools, fact sheets, reports, press kits, etc.
  - Number of participants in events
  - Number of participants per event
  - Number and size of joint activities with external parties
  - ....
Performance indicators (MAN)

- Output submission form implemented
- Preparing processing
The good news

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- Social media dissemination (UCM)
- External media feeds (MAN)
- Performance indicators (MAN)
  - GALA poster (specific) (UNI GRAZ)
The bad news

- Coordinating press and media contacts (Atos)
- Press releases (UNIGE)
- Press kit development (Atos)
- Guidelines for GALA-ESSeG events (BIBA)
- Video clip (UNIGE) jan
- Print material (UNIGE)
- Web cast promotion (ORT)
- Viral marketing game (OUNL,Cyntelix): abandoned
- Contacts Stellar Network (?)
- ESSEG logo and style (UNIGE)
Anticipated Activities Year 2

- Making GALA partners upload their dissemination output
- Steady flow of GALA content: blogs, news, announcements
- Task 9.4 GALA Conference (VS GAMES 2012)
- Task 9.4 Initiating Special Issues
- Continued and increased visibility in stakeholder networks
Practical issues to be addressed

- Dissemination for dummies
- Need better connection with WPs:

<table>
<thead>
<tr>
<th>Work Package</th>
<th>WP9 Dissemination Contact Person</th>
</tr>
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<tbody>
<tr>
<td>WP1 Strategic coordination</td>
<td>Wim Westera (OUNL)</td>
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<tr>
<td>WP2 Research and Development Coordination</td>
<td>Pablo Moreno-Ger (UCM)</td>
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<td>WP3 SG Application Fields</td>
<td>Francesco Bellotti (UNIGE)</td>
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<td>WP4 Industry and Stakeholder Engagement</td>
<td>Daniel Bugos (ATOS)</td>
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<td>WP5 Education</td>
<td>Rob Nadolski (OUNL)</td>
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<td>WP6 Integration into Educational Processes</td>
<td>Liz Boyle (UWS)</td>
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<td>WP7 Integration in corporate training</td>
<td>Ion Roceanu (MAN)</td>
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<td>WP8 Support and Services</td>
<td>Janmcke Baalsrud Haage (BIBA)</td>
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<td>WP10 Management activities</td>
<td>Wim Westera (OUNL)</td>
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