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Deliverable DN2.2.1: Promotion of Deployment and Uptake of GN3 Services at a Local Level



Deliverable DN2.2.1

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Authors:	L. Durnford (TERENA), M. Pankhurst (DANTE), S. Tyley (DANTE)

Abstract

This deliverable reports on the services workshops undertaken by the Partner Services Promotion Task at the GÉANT PR Network Meetings to help promote the deployment and uptake of GÉANT-related services at a local level.

Table of Contents

Executive Summary	1
1 Introduction	4
1.1 In this Document	4
2 Background	5
2.1 NA2 Communication and Promotion	5
2.2 Task 2 Partner Services Promotion (PSP)	5
2.2.1 PSP Working and Consultation Groups	6
2.2.2 Materials Repository and Toolkit	6
2.3 GÉANT PR Network	7
2.4 Brainstorming Workshops	7
3 Workshops 2009–2010	9
3.1 Eurooam Workshop	10
3.2 eduPERT Workshop	11
3.3 Connectivity Services Workshop	12
3.4 Workshop Outcomes	14
3.4.1 Working Group “Recruitment” for Follow-Up Work	15
3.4.2 Requests for Support	15
3.4.3 Survey of Workshop Participants	15
4 Conclusions, Recommendations and Next Steps	18
4.1 Workshop Conclusions	18
4.2 Workshop Recommendations	19
4.3 Broader Lessons Learned and Planning	19
4.4 Next Steps and Implications	22
Appendix A Terms of Reference: Partner Services Promotion Working Groups and Consultation Groups	23
A.1 Purpose of the Groups	23
A.2 Who Can Participate?	23
A.3 How Many Participants?	24
A.4 How Do the Groups Work?	24

A.5	Claiming Budget	24
Appendix B	GÉANT PR Network Participant Organisations	25
Appendix C	SURVEY for PR Participants	27
C.1	Questionnaire	27
C.2	Responses	29
Appendix D	Survey for Presenters	37
D.1	Questionnaire	37
D.2	Responses	39
References		41
Glossary		42

Table of Figures

Figure 3.1:	Workshop participation profile of PR-communications staff survey respondents	16
Figure C.1:	% breakdown of answers to: Did the background / technical information help your understanding of the service?	30
Figure C.2:	% breakdown of answers to: Was it useful to be able to give feedback about the service?	31
Figure C.3:	% breakdown of answers to: Did you find the ideas discussed interesting?	32
Figure C.4:	% breakdown of answers to: Have you used / do you plan to use any of the ideas in your work?	33
Figure C.5:	% breakdown of answers to: Do you think that such workshops help to make the meeting more effective?	34

Table of Tables

Table B.1:	Eligible GÉANT PR Network organisations showing active participants	26
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Executive Summary

This deliverable reports on the services workshops undertaken by the Partner Services Promotion (PSP) Task. PSP's remit is to help promote the deployment and uptake of GÉANT-related services at a local level. As a key part of this work, PSP has been holding brainstorming workshops on the different services within the GÉANT Public Relations (PR) Network meetings, held twice a year. The objective of the workshops is to provide the National Research and Education Network (NREN) PRs with the knowledge and assistance required to carry out their own local dissemination on the services. The workshops are an opportunity to provide the PRs with more detailed information about a particular service and to help with specific marketing aspects of that service.

The deliverable contains the following sections:

- Section 1 *Introduction*, which outlines the contents of the document.
- Section 2 *Background*, which describes the objectives of GN3 Networking Activity 2 Communication and Promotion (NA2) and Task 2 Partner Services Promotion (NA2 T2), and introduces key elements of NA2 T2, including the working and consultation groups. It also describes the GÉANT PR Network, including the brainstorming workshops that have been introduced into the meetings and how these services were selected.
- Section 3 *Workshops 2009–2010*, which summarises the three brainstorming workshops that have taken place to date – on eduroam, eduPERT and connectivity services – and considers their effectiveness in terms of their outcomes in the areas of working group recruitment, requests for support, and survey results.
- Section 4 *Conclusions, Recommendations and Next Steps*, which presents an overview of the workshop results and survey feedback, makes recommendations on the workshops, identifies broader lessons learned and how these are being taken into account in PSP planning, and outlines next steps and their implications.

The overall objective of NA2 Communication and Promotion is to develop and implement an integrated, project-wide communications strategy for outreach and promotion in order to generate awareness of and interest in the GÉANT network and its services, and to increase their use and uptake. A further key objective is the provision of a communications service to the project participants – NRENs as well as the project's Service, Joint Research and Networking Activities – in order to develop and implement respective pan-European and country-specific dissemination plans and tools. This is done in collaboration with the NRENs and their PR teams, and the Activity Leaders.

NA2 Task 2 Partner Services Promotion is a new task within NA2, introduced in GN3. Its objective is to promote the deployment and uptake of GÉANT services at a local level (i.e. through national promotion actions) by providing information on existing or newly developed services to the campus/institution and end users. The leading role in this is played by the National Research and Education Network (NREN) organisations, and it is the purpose of PSP to help the NRENs develop and carry out dissemination on GÉANT-related services in their respective countries. It does this by providing an online repository of promotional material, making available toolkits of material, giving one-to-one assistance on specific tasks, and by initiating and facilitating working and consultation groups, which consider various aspects of promoting a service.

The GÉANT PR Network, which brings together the PR-communications staff of the project-partner organisations, is an important resource for helping PSP to achieve its objectives of promoting the deployment and uptake of GÉANT services at a local level. One-day meetings are held twice per year, and, from September 2009, feature brainstorming workshops. These were introduced primarily to focus attention on the promotion of services, to communicate the purpose, features and benefits of the service to the NREN PRs in a bid to assist them with their own marketing activity.

Three brainstorming workshops have taken place to date, on eduroam, eduPERT and connectivity services, all following a standard format, which included introductory presentations on various aspects of the service by technical Activity members, breakout sessions, and full-group discussion about the ideas generated, challenges and achievements in rolling out and promoting the service, and whether anyone was interested in following up with PSP. After the third workshop, PSP carried out a survey of the participants, both technical service representatives and PR-communications staff, to assess the impact of this initiative on the PR Network meetings, whether the discussions had yielded useful ideas and information, and whether future workshops could be improved.

Taking into account not only the survey results but also working group recruitment and requests for PSP support, the overall conclusion is that the workshops make a positive contribution to promoting the deployment and uptake of GÉANT services at a local level. The workshops have succeeded in, among other achievements, providing useful feedback to technical presenters about the services / technologies; providing ideas for promotional messaging, materials and strategies that implicitly or explicitly are useful to the PR-communications participants in their NREN work; and stimulating interest among a sub-set of participants in seeking one-to-one PSP support or in becoming part of a working group to follow up collaboratively on promotional work.

However, survey feedback suggested that even greater benefits could be realised by implementing changes to the workshop format, and to what happens in between PR Network meetings. Recommendations for the former included focusing on specific, “real” examples rather than discussing at a higher, “theoretical” level; working towards a concrete goal such as producing a marketing plan, brochure or other marketing tool that can then be used in practice; and considering what is possible for NRENs with different resources to achieve. Recommendations for the latter included documenting the workshops in a more structured way; ensuring the repository is updated more quickly; and keeping the PR Network – both active members and non-participating NRENs – better informed between meetings.

In addition to the workshop-specific conclusions and recommendations, broader lessons have been learned from the progress of and challenges encountered by PSP to date, some of which also apply more generally to

NA2. The key areas that have been identified for attention are the level of NREN interest and involvement; manpower and structure of work; and the readiness of the GÉANT service for PSP support. These have either been addressed already (e.g. manpower), or the lessons learned are being taken into account in current and future PSP and NA2 planning. Investigating the reasons why not all project partners choose to take part in the PR Network and PSP activities, and considering ways to engage them, are being given particularly high priority. By implementing the recommendations and broader lessons learned, the PSP Task anticipates being able to build on the positive feedback received to date, increase its concrete output, and demonstrate its value throughout the remainder of the project.

1 Introduction

This deliverable focuses on the services workshops undertaken by the Partner Services Promotion Task as one very important way of helping promote the deployment and uptake of GÉANT-related services at a local level.

1.1 In this Document

The document contains the following sections:

- Section 2 *Background*, which describes the objectives of GN3 Networking Activity 2 Communication and Promotion (NA2) and Task 2 Partner Services Promotion (NA2 T2), and introduces key elements of T2: the working and consultation groups, materials repository and toolkit. It also describes the GÉANT Public Relations (PR) Network, including the brainstorming workshops that have been introduced into the meetings.
- Section 3 *Workshops 2009–2010*, which summarises the three brainstorming workshops that have taken place to date – on eduroam, eduPERT and connectivity services – and considers their effectiveness in terms of their outcomes in the areas of working group recruitment, requests for support, and survey results.
- Section 4 *Conclusions, Recommendations and Next Steps*, which presents an overview of the workshop results and survey feedback, makes recommendations on the workshops, identifies broader lessons learned and how these are being taken into account in PSP planning, and outlines next steps and their implications.

2 Background

This section introduces NA2 Communication and Promotion, the role within the Activity of Task 2 Partner Services Promotion and the GÉANT Public Relations (PR) Network, and the relationship between them.

2.1 NA2 Communication and Promotion

The overall objective of NA2 Communication and Promotion is to develop and implement an integrated, project-wide communications strategy for outreach and promotion in order to generate awareness of and interest in the GÉANT network and its services, and to increase their use and uptake. A further key objective is the provision of a communications service to the project participants – National Research and Education Networks (NRENs) as well as the project’s Service, Joint Research and Networking Activities – in order to develop and implement respective pan-European and country-specific dissemination plans and tools. This is done in collaboration with the NRENs and their PR teams, and the Activity Leaders.

2.2 Task 2 Partner Services Promotion (PSP)

NA2 Task 2 Partner Services Promotion (PSP) is a new task within NA2, introduced in GN3. Its objective is to promote the deployment and uptake of GÉANT services at a local level (i.e. through national promotion actions) by providing information on existing or newly developed services to the campus/institution and end users. The leading role in this is played by the National Research and Education Network (NREN) organisations, and it is the purpose of PSP to help the NRENs develop and carry out dissemination on GÉANT-related services in their respective countries by providing tools, materials and assistance.

PSP offers NREN PRs one-to-one help with specific tasks, such as the production of a brochure, as well as offering joint support, by initiating and facilitating a working group that considers various aspects of promoting a service. PSP also helps to gather together existing NREN promotional materials within a shared repository, and will make finished “toolkits” of materials available for use by NRENs and institutions.

2.2.1 PSP Working and Consultation Groups

Where several NRENs are interested in receiving support on promoting the same GÉANT-related service, PSP facilitates and participates in groups that collaborate on developing plans, materials and ideas for promotional work. PR-communications staff form a “working group” to do the creative work and technical / managerial staff form a “consultation group” that provides feedback, so helping to ensure that what is produced is accurate and appropriate. The products form (part of) a promotional “toolkit” for the service. Discussions within the PR Network meeting brainstorming workshops help to inform both PSP’s work in general and that of the working groups in particular, as well as prompting NREN PR-communications staff to participate in the working groups.

Terms of Reference for the working and consultation groups are available on the GN3 Intranet [PSP_WG&CG_ToR] and reproduced in Appendix A on page 23.

2.2.2 Materials Repository and Toolkit

An initial, collaborative effort was made in February 2010 to create an online repository in which promotional materials could be stored, accessed and shared by members of the European research and education networking community’s PR-communications staff. Pre-existing materials created by NRENs without project support were uploaded to or linked from within the TERENA Task Force on Communications and PR (TF-CPR) wiki. This part of the repository contains graphics, source files and completed materials (logos, leaflets, posters, stickers, videos, style guides, etc.) about eduroam, Internet user safety, multimedia, network security, point-to-point services, Authentication and Authorisation Infrastructure (AAI) federations, and general research networking topics. The GÉANT Intranet provided a home for service-related materials produced by NA2 or as a result of project-related activity [Repository] and includes a range of materials on eduroam, eduPERT, the network, and an image library for re-use by the NRENs. These two sites were inter-linked to allow cross-access to registered users. Materials in the repository can be used as a reference source for ideas and inspiration, but also as a source of graphics, texts or ready-made materials that can be re-used or adapted for further use. The repository is in addition to the public website media library [MediaLibrary], which contains materials (such as posters and finished brochures) that NRENs can order to support their services promotional work.

Currently the joint repository is accessible only to people with a GÉANT Intranet account and / or a TF-CPR wiki account. Ultimately it is hoped to upgrade the repository to a more open tool that allows “works in progress” and other content to be accessible to a larger pool of people. However, in any case, completed promotional materials that are designated part of a service’s promotional “toolkit” will be made publicly available, i.e. downloadable from an appropriate website.

PSP contributes to and coordinates the development of toolkit materials with the participation and advice of the relevant working group, or as a result of one-to-one support to NRENs. For example: with feedback from the eduroam working group, PSP created a case study of an eduroam implementation in Japan provided by a partnership between the NREN and a commercial supplier of wireless local area network (WLAN) services. The case study gives European NRENs an example of an innovative approach to implementing the service, maximising global capability delivered locally. PSP also assisted ARNES and AMRES individually with their eduroam brochures and marketing plans (these are discussed further in Section 3.4.2), and liaised between European NRENs and the Australian NREN, AARNet, to enable translated versions of AARNet’s eduroam

video to be produced at little cost. Such materials are also shared via the repository. Interaction with the PR Network provides an additional source of ideas and priorities.

These aspects of PSP's work are reported in the NA2 sections of the quarterly and annual management reports [GN3_Mgt_Reports].

2.3 GÉANT PR Network

The GÉANT Public Relations (PR) Network brings together the PR-communications staff of the project-partner organisations (DANTE, NRENs and the Trans-European Research and Education Networking Association (TERENA)). It is a key vehicle in helping NA2 achieve its core objective of providing a communications service to the NRENs and other GÉANT Activities. The role of NREN PR-communications participants is to assist with disseminating messages about GÉANT-related topics, both within their NRENs and beyond, to campuses and end users. The PR Network is also an important resource for helping PSP to achieve its objectives of promoting the deployment and uptake of GÉANT services at a local level (as described above on p. 5): the PR practitioners support the NRENs who play a leading part in this activity, providing dissemination channels in their respective countries for generating awareness and uptake of services among target audiences.

One-day meetings are held twice per year, back-to-back with the TERENA Task Force on Communications and Public Relations (TF-CPR) of which most active PR Network members are also participants and with which it continues to work closely. While TF-CPR meetings cover a wide range of PR, marketing and communications issues related to research and education networking in general, the PR Network focuses on marketing and communications issues related to the GÉANT network, services and project.

The use of the PR Network as a resource for helping PSP to achieve its objectives is a development in the purpose of the PR Network meetings, since the Network predates PSP, having been launched in March 2006 within the GN2 project. With the focus of the GN3 project on promoting the extending range of services, so the scope of the meetings has expanded to devote more time and effort to these services. In addition, feedback from meeting participants showed that there was a need to evolve the meetings to include more interactive elements.

As well as the forum provided by the bi-annual meetings, the PR Network has a dedicated email news group and an Intranet resource area.

A list of partner organisations that are eligible to take part in the PR Network, highlighting those that play an active role in the meetings, is provided in Appendix B on page 25.

2.4 Brainstorming Workshops

In September 2009, short brainstorming workshops were introduced as part of the GÉANT PR Network meetings. The workshops, facilitated by PSP, were partly a response to a call for more interactivity in the meeting format, but, more than that, they were proactively pursued as an opportunity for the PSP Task to raise

its own profile and the profile of specific services among the PR Network participants and to actively engage them, both during and outside the meetings, in promotional work. The workshops are important channels for PSP and NA2 to communicate about GÉANT services, to focus attention on the promotion of services, and to communicate the purpose, features and benefits of the services to the NREN PRs to ensure they are better able to integrate that knowledge into their own marketing activity. An additional goal was to gather ideas about suitable messaging and materials that would help the project and NRENs with development of promotional materials and messaging. The workshops also served to raise awareness about the availability of PSP “as a service” to NRENs and to gauge interest and identify individuals who may either need one-to-one PSP support or be willing to collaborate on follow-up work as part of a PSP working group.

In October 2010, following the third of the brainstorming workshops, PSP carried out a survey of the participants to assess the impact of this initiative on the PR Network meetings, whether the discussions had yielded useful ideas and information, and whether future workshops could be improved.

The key conclusion is that such workshop elements not only enliven the GÉANT PR Network meetings, but more importantly, they provide information and ideas that the participants see as useful and that prompt them to take part in follow-up activities. However, further improvements can be made to the workshop elements, the meetings more generally, and to the intervening follow-up activity and communication with the PR Network, including non-participating NRENs.

The three workshops that took place in 2009–2010 are described in detail in the next section.

3 Workshops 2009–2010

By the end of 2010, three short brainstorming workshops (around 2.5 hours in length), facilitated by PSP and focusing on GÉANT-related services, had taken place:

- eduroam – during the PR Network meeting in Vienna, September 2009.
- eduPERT – during the PR Network meeting in Ljubljana, March 2010.
- Connectivity Services – during the PR Network meeting in Trondheim, October 2010.

These services were selected as topics for workshops following investigation by PSP and NA2 more generally, in which videoconference meetings were held with Activity and Task Leaders across the project to understand the range and nature of GÉANT services, which would be suitable for PSP promotional work, and whether they were sufficiently developed to be presented to the wider forum of the PR Network. The three services selected for PSP workshops were those deemed most ready by the relevant Task and Activity Leaders; other GÉANT services, which are in earlier stages of development, were thought to be not yet ready for PSP focus. It is anticipated that more services will become ready for such workshops or other PSP / NA2 support during the course of the project.

All the brainstorming workshops followed a standard format, which included:

- Introductory presentations that outlined the key technical aspects of the service, progress being made, user groups, expectations regarding promotion and so on.
- Breakout groups that discussed different aspects, e.g. promotional materials for the service's various user groups, and reported back to the larger group.
- Discussion about the ideas generated, challenges and achievements in rolling out and promoting the service, and whether anyone was interested in following up with PSP, either individually or as part of a group.

Each workshop is described below, followed by a summary of workshop outcomes and next steps. The descriptions in sections 3.1 to 3.3 present the views and opinions of the workshop presenters and participants, and are not necessarily those of PSP.

For an overview of each service, please follow the links below, which lead to the appropriate page on the GÉANT website:

- eduroam – <http://www.geant.net/Services/EndUserApplicationServices/Pages/eduroam.aspx>

- eduPERT – <http://www.geant.net/Services/NetworkPerformanceServices/Pages/eduPERT.aspx>
- Connectivity Services – <http://www.geant.net/Services/ConnectivityServices/pages/home.aspx>

3.1 Eduroam Workshop

The workshop began with an overview of the service, presented by Miroslav Milinović, Task Leader of GN3 Service Activity 3 Multi-Domain User Applications, Task 2 eduroam (SA3 T2). He included certain technical points that bear on potential promotional work, e.g:

- Although authentication is secure, users are then on the Internet, which is not secure, so eduroam should not be promoted as secure Internet. It is the secure and reliable way of connecting to the Internet.
- eduroam providers are expected to do their part in promoting the service locally. A statement to this effect is included in the policy agreement they sign.
- eduroam is media agnostic. However, the base service – the service denoted by the name “eduroam” – is perceived as wireless. (The service that is accessed by wired connection, in a wired infrastructure, requires the prefix “wired”: “wired eduroam”. Wired eduroam could be perfect for libraries, dormitories, etc.) Promotion should focus on the base service i.e. wireless installations.
- A significant percentage of current eduroam use is within country rather than between countries.

There followed discussion about local promotional activities and issues, as experienced by various NRENs, before participants were divided among three breakout groups. These groups explored ideas about promotional materials for campus managers, libraries, and end users. (“Libraries” was added as a topic in place of “Projects” at the request of participants.)

The key conclusions were:

- Campus managers (group 1):
 - Can be difficult to reach and / or convince.
 - Emphasise the benefits: not very costly, not difficult technically, makes it easier to collaborate with other institutions, less administrative hassle, facilitates participation in the EC’s big research and development (R&D) projects, attracts international students, raises the profile of the university, e.g. as a venue for conferences.
- Libraries (group 2):
 - First have to get libraries to choose eduroam over the other services they are already using.
 - Libraries and their role are changing – they are becoming a source of information and a place to log on – but getting people in is a challenge.

- eduroam removes the barrier of an additional login system within the library, which is of benefit to users and administrators.
- Information about eduroam and how to connect could be included on the back of library cards.
- End users (group 3):
 - Need to generate awareness of eduroam, so need to encourage institutions to promote it.
 - Freshers' week is an opportunity to raise awareness with give-aways, eduroam induction and materials, login information on the back of student cards, drinks mats in bars, banner adverts on institution websites / intranet, posters, social-networking options, etc.
 - To reduce the burden on IT staff, PSP could provide (institution-authorized) tutorial information about downloading and configuring, perhaps with a prize draw for all who download.
 - Provide institutions with ready-made messaging for newsletters, websites and an email shot to students and/or faculty staff.
 - All materials should be adaptable so institutional messaging / logos can be added.

3.2 eduPERT Workshop

The workshop began with an introduction to the Performance Enhancement Response Team (PERT) concept and an overview of eduPERT development, presented by Bartek Gajda and Simon Leinen respectively (both of GN3 Service Activity 2 Multi-Domain Network Services Task 3 Monitoring (SA2 T3)). The key points raised were:

- A PERT is a virtual organisation of networking experts who help their end users diagnose and solve network performance issues.
- End users contact the PERT either directly or through their standard IT support channels when their applications are not working normally.
- To diagnose problems a PERT must consider the properties of the complete end-to-end path and ask intelligent questions of those who have systems on that path.
- eduPERT is the federated model for PERT work in the GÉANT community, involving distributed (NREN/campus/large project) PERTs who are close to users and supported by a common policy [GN2_DS3.12.4], registry and accreditation (see [eduPERT_website]), yearly training workshops and meetings for information exchange, plus a PERT Knowledge Base [eduPERT_KB].

The SA2 T3 presenters also summarised the main PSP-related objectives for phase 1 of the eduPERT marketing plan, drafted by members of NA2 and SA2 T3, which were:

- Encourage the creation of PERTs through increased awareness of PERTs and their benefits amongst the NREN community, as a way of highlighting the existence of the federated version, eduPERT.
- Educate target audiences on what to do to establish a PERT.
- The NRENS have a role to play in targeting organisational-level PERTs (institutions or projects).

The presenters indicated that PR-communications work is needed to:

- Help activate existing PERTs so that they officially join eduPERT.
- Help “sell” the PERT concept to remaining NRENs.
- Help NRENs “sell” their PERT service to their communities.

Three breakout groups were then formed to brainstorm in more detail the key messages and benefits of a PERT and the eduPERT service to target existing organisational-level PERTs (i.e. to alert them to the benefits of access to wider expertise and support that a federated service would provide) and potential organisational-level PERTs (i.e. to encourage organisations / institutions / projects to establish PERTs). This exercise highlighted a number of fundamental questions in the minds of many participants, which revealed important points for SA3 T2 to consider and for any promotional material to preempt or address:

- What value does eduPERT deliver when most NRENs are already providing network service assistance via their Network Operations Centre (NOC). From the end-user perspective, what is the difference between a NOC and a PERT and why would an organisation need to promote its PERT rather than generic “IT user support services”? (The answer to these questions is that eduPERT investigates performance issues along the complete end-to-end path, in all domains involved in the link not just the local domain. eduPERT can dramatically reduce the time to troubleshoot problems if there are PERTs in all the NRENs, to the benefit of the NREN as well as the end user.)
- The main difference between a PERT and eduPERT is that a PERT is an independent team that provides a local investigation and consultancy service on network performance issues for users within an NREN, university, research campus or project. eduPERT is the federated PERT structure that combines the independent PERTs and fosters the sharing of knowledge, data and experience across the GÉANT network community for the benefit of all member PERTs and their network users.
- The role of eduPERT must be clarified and the benefits made clear. As eduPERT becomes more successful, resource demand may grow. There should be more incentives to join eduPERT so the definition of eduPERT should be upgraded to offer more benefits.
- NRENs that have a large level of traffic outside their own networks could gain more from eduPERT and so could be targeted.
- Problems may occur when upgrading a PERT to eduPERT; can we copy the Computer Emergency Response Team (CERT) approach? Could PERT contact be part of the connection policy? Should PERT be open to end users?

3.3 Connectivity Services Workshop

The workshop began with a presentation by John Chevers, Task Leader of GN3 Networking Activity 4 Liaison and Support, Task 2 Internal Cooperation (NA4 T2), about the GÉANT connectivity services, both “basic” IP connectivity (GÉANT IP) and point-to-point services (GÉANT Lambda and GÉANT Plus). His main points were:

- GÉANT IP’s funding model includes a cross-subsidy element which helps achieve the reach of the pan-European backbone network.

- GÉANT Plus and GÉANT Lambda are flexible, bespoke services designed to allow NRENs to access additional capacity to better serve their customers.
- BoD (Bandwidth on Demand) is in development – an automated bandwidth provisioning service designed principally to meet short-term capacity requirements.
- NRENs and the EC jointly fund the network, so deriving value for money is in the interests of all partners.
- NRENs need GÉANT connectivity, and pay significant sums in subscriptions each year. To obtain full benefit from this investment it is crucial that take-up of GÉANT services is maximised.

Time was then devoted to discussing barriers to uptake. The key points raised in this discussion were:

- Some NRENs are wary of promoting point-to-point services because of a perceived tendency by institutions that pay below the market rate for their connectivity to demand the most/best services they can get, even if they're not necessary. If these institutions knew about point-to-point services, they would be likely to ask for them even if there was no real requirement.
- Identifying potential suitable users so they can be targeted and communication between relevant parties are challenging issues.
- Lack of resources regarding sales and installation people is also a barrier to uptake.
- Point-to-point services are only as strong as the weakest link in the chain of networks crossed by the inter-domain circuit.

Participants also discussed the key benefits to user groups of connectivity services. The majority of participants said they were involved in promoting their respective NREN's connectivity services and about half were involved in promoting point-to-point services (the rest probably not offering these services). It was agreed that PSP can help to promote point-to-point services generically, leaving it to NRENs to answer specific customer requirements about which service is appropriate.

Participants were then divided among three groups for a 45-minute brainstorming session on messaging, materials and strategies for targeting campuses/institutions, projects and user communities. The breakout groups' key conclusions for each set of users were:

- Campuses / institutions (group 1):
 - Achievable but resource-intensive – there are no short cuts.
 - Key benefits / messages:
 - Institutions shouldn't fall behind but ensure they have enough capacity for years to come.
 - Good connectivity services, and information demonstrating related trends in connectivity provision and increased usage, enhance an institution's reputation and can attract top-level teaching staff, researchers and students.
 - Good connectivity may also help win funding bids for projects, etc.
 - NRENs could help institutions with their capacity planning.
 - Strategy – main focus is on a face-to-face approach with key individuals, although personal contact requires investment in resources.

- Materials – tailored case studies are very powerful, especially if they are extended to include the impact connectivity has on the institution, e.g. reputation, financial benefits. Use of “evangelists”, i.e. respected members of the community, is also very valuable.
- Projects (group 2):
 - Target international projects (involving multiple countries) and those with demanding data requirements (e.g. high volume, high speed).
 - Key benefits / messaging:
 - Specialised connectivity services make seamless pan-European networking and interdisciplinary collaboration available.
 - High bandwidth, processing and analysis speed.
 - Reliability.
 - Projects don’t have to manage and administer networking themselves but pick up the phone.
 - Strategy – NRENs are responsible for stimulating demand by promoting to and consulting projects within their own countries, but there should be one contact point for pan-European project teams, e.g. a button online that a project end user can click to send a request form to GÉANT and relevant NRENs, then receive a single reply from a single source.
- User communities (group 3):
 - Defined as individual researchers, projects or institutions all working in the same discipline.
 - Each would be very specific and would need a targeted approach. The participants looked at a reusable framework for addressing communities, which would highlight what is relevant for each community.
 - Key benefits / messaging – highlight different aspects depending on the specific community, e.g. security is more important for medical communities than for education.
 - Strategy – talk with people from the community to find out their needs, etc. We need to be able to “talk their language”, so an “evangelist” approach is good. Research their journals and events as possible dissemination channels.

3.4 Workshop Outcomes

The effectiveness of the brainstorming workshops can be evaluated in terms of their outcomes in the following areas:

- Working group recruitment.
- Requests for individual support.
- Survey results.

Each of these is considered below.

3.4.1 Working Group “Recruitment” for Follow-Up Work

The concept of PSP working groups was devised in early 2010. As outlined in Section 2.2.1 on page 6, these groups collaborate on developing plans, materials and ideas for promoting a specific GÉANT-related service. PR-communications staff form a “working group” to do the creative work and technical / managerial staff form a “consultation group” that provides feedback and advice. Immediately following the eduPERT and connectivity services brainstorming workshops, the PR Network meeting participants were invited to join the respective PSP working group. An eduroam working group was launched separately from the PR Network meeting, although interest was gauged during the Ljubljana event.

Three NRENs, from Switzerland, Finland and Poland, joined DANTE and TERENA PSP representatives in the eduPERT working group. The same three NRENs, plus a representative from Slovenia, agreed to participate in the consultation group.

The eduroam working group comprised DANTE and TERENA PSP representatives, with NREN members from Belgium, the UK, Serbia and Slovenia. The consultation group included GN3 participants from TERENA, the UK, Croatia and Luxembourg, and also a representative from the TERENA Mobility and Network Middleware Task Force.

These groups have held several meetings, focusing on identifying target audiences, needs and priorities; developing and formulating messages; creating materials for “toolkits”; providing assistance for local implementation; and sharing news and information.

Four NREN PR-communications staff expressed interest in becoming part of a connectivity services working group and, at the time of writing, PSP is still pursuing this possibility.

3.4.2 Requests for Support

As a result of workshop participation, one-to-one support was requested by ARNES, to produce a brochure about eduroam for users in Slovenia, while participation in the eduroam working group prompted AMRES to seek help in producing a brochure for potential funders of eduroam in Serbia and to consult PSP about a more general plan for promoting eduroam within the country.

3.4.3 Survey of Workshop Participants

A short survey was presented to PR-communications participants following the connectivity services workshop in Trondheim, polling their opinions about that and either of the previous two workshops they may have attended. An email version was sent to absentees who had taken part in the eduroam or eduPERT workshops during the earlier PR Network meetings. A separate, similar survey was sent to the technical experts who presented information at the start of each workshop. The survey questionnaires are reproduced in Appendix C on page 27 and Appendix D on page 37.

The survey questions fell broadly into three types, addressing:

- The respondents and which workshops they had participated in.
- The value of the workshop discussions to them.
- The value of the workshops to the meetings and how improvements could be made.

The presenters' surveys included only the last two sets of questions, while the PR-communications participants' included all three. In addition to selecting from a limited choice of answers, participants could also add comments relating to each question.

3.4.3.1 Response Rate and Participation

Three out of the four technical presenters returned their surveys. Each had presented at a different workshop.

As shown in Figure 3.1 below, of the 18 PR-communications people who responded, six had participated only in that day's workshop, on connectivity services; another six had taken part in all three workshops; four had attended both the connectivity services and the eduPERT workshops; one had been part of the eduroam and connectivity services workshops only; and one had participated in only the eduroam and eduPERT workshops.

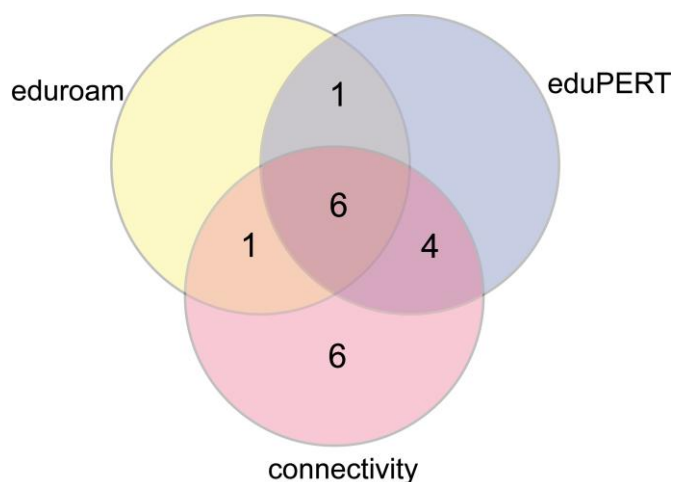


Figure 3.1: Workshop participation profile of PR-communications staff survey respondents

The fact that all PR-communications respondents except one had participated in the connectivity services brainstorming workshop is not surprising, given that the survey was conducted at the end of that workshop. But that eight (44%) had taken part in the first workshop and eleven (61%) had participated in the second was encouraging, since the survey aimed to ascertain a “general impression” of the workshop approach more than a detailed assessment of any individual workshop. Furthermore, the number of “missing” responses was relatively low: only five people who were asked to respond by email and one who was present in Trondheim did not submit answers.

The PR-communications participants' and presenters' responses are summarised in Appendix C on page 27 and Appendix D on page 37.

The conclusions and recommendations arising from the survey are presented in the next section.

4 Conclusions, Recommendations and Next Steps

4.1 Workshop Conclusions

Overall, the introduction of PSP brainstorming workshops into the GÉANT PR Network meetings to help promote the deployment and uptake of GÉANT services at a local level has been seen as a very positive step by technical presenters and PR-communications participants alike.

Workshop discussions have succeeded in:

- Focusing part of the PR Network meeting on the promotion of services, specifically.
- Providing feedback to technical presenters about the services / technologies, including fundamental concepts as well as how to promote.
- Providing ideas for promotional messaging, materials and strategies that implicitly or explicitly are useful to the PR-communications participants in their NREN work.
- Stimulating interest among a sub-set of participants in seeking one-to-one PSP support or in becoming part of a working group to follow up collaboratively on promotional work.
- Providing information and ideas as a starting point for further work by the eduroam and eduPERT working groups.
- Informing NA2 discussion and planning about the services outside the PR Network meetings.
- Enlivening the PR Network meetings generally and encouraging shyer participants to contribute more to discussions.

Of all the participants' comments relating to potential improvements to the workshops, the majority made suggestions in four main areas:

- Acknowledge the difference between NRENs regarding the services they offer and their resources to promote them (13).
- Workshops should be more focused / more concrete (10 comments).
- Vary the length, structure or schedule (9 comments).
- Follow-up between meetings (8 comments).

4.2 Workshop Recommendations

Translating this into recommendations, greater benefits – to the workshops, and to the work of both PSP and NA2 as a whole – could therefore be seen with the following changes:

- During the brainstorming workshop:
 - Vary the format, length and structure depending on the topic and goals.
 - Focus on specific, “real” examples rather than discussing at a higher, “theoretical” level.
 - Work towards a concrete goal such as producing a marketing plan, brochure or other marketing tool that can then be used in practice.
 - Consider what is possible for NRENs with different resources to achieve.
 - Offer more than one topic so that participants have a greater chance that one is relevant to their NREN work.
 - Involve other people who contribute to the service’s marketing plan who are not part of the PR Network.
- Following the brainstorming workshop:
 - More thoroughly document key results and ideas in a clearly structured way, e.g. on the GÉANT Intranet.
 - Ensure that the repository is updated more quickly to include any relevant materials.
 - Provide a space (on the Intranet) where participants can add their own further ideas about the promotion of services and about the topic and structure of workshops;
 - Keep the PR Network – both active members and non-participating NRENs – informed about the above updates and any other relevant developments, especially progress made by working groups.
- NA2:
 - Consider using the interactive workshop approach for other topics that fall within the NA2 scope but may not be within the remit of PSP.

4.3 Broader Lessons Learned and Planning

In addition to the workshop-specific conclusions and recommendations, broader lessons have been learned from the progress of and challenges encountered by PSP to date, some of which also apply more generally to NA2. Although the Task has been busy during the first two years of the project – developing its overall approach to the work, and forging new relationships with NREN PRs through the interactive workshops, PSP working groups and on a one-to-one basis – in terms of producing concrete materials and campaigns to promote services at a local level it has arguably had a slow start. Several reasons for this have become apparent, which have either been addressed already or the lessons learned are being taken into account in current and future PSP and NA2 planning. Three key reasons – the level of NREN interest and involvement, manpower, and the readiness of the services for PSP support – are considered in more detail below.

- **Level of NREN interest and involvement**

There was a lower-than-hoped-for response by NREN PRs to PSP's invitations to participate in working groups, to obtain one-to-one support, or to contribute items to the shared repository. This echoes the level of NREN participation in the PR Network, where not all project partners who are eligible to be involved choose to be so.

- As a particularly high priority, PSP and NA2 as a whole will investigate the reasons why not all project partners choose to take part in the PR Network and PSP activities, and consider ways to engage them. This is being addressed in Year 3 planning.
- PSP will continue to work with the NREN PRs through the Network, the working groups and individually, but will also develop liaisons with other relevant contacts – especially decision-makers regarding NREN (marketing) planning and resource allocation, e.g. Chief Technical Officers, Service Managers and other managers – in order to engage NRENS in different ways in the process of implementing concrete outputs at national level.
- Since PSP's work (as defined in the Technical Annex) is intended to be led by the promotional needs of the NRENS, the Task will continue to seek NREN involvement in and approval for its activities. However, PSP will place greater emphasis on proactively developing and collating tools, text, materials and ideas to provide to NRENS, rather than waiting for (and chasing) NRENS to participate or ask for help, and will guide the NRENS in their value and use. It is of course recognised that there is a need for balance here, so that effort is not spent on unwanted items.
- Although the working group approach has not been as successful as was hoped, being both less enthusiastically supported in general by the NRENS and having less success in producing actual materials, there has been a definite benefit for PSP work – for example from the eduroam working group – in sharing the participants' opinions (i.e. using the working group participants more as a "focus group"), so helping to prioritise which materials to focus on and to discuss ideas for other areas of potential work, such as how to recruit and support "evangelists" to promote the service within particular user communities.
 - NRENS may be more willing to take part in a working group if they perceive that their contribution is "allowed" to be limited to providing input to a focus group type of approach, rather than having to commit to helping produce actual materials. PSP will pursue this approach further.
- PSP will take a proactive approach to refreshing the shared repository, informing NREN PRs about additions, which will also help to maintain awareness of the availability of this resource, and guiding NRENS in the use and value of the items within it.
 - PSP has recently added NREN materials on eduroam, some of which were created using messaging ideas from the eduroam working group discussions. PSP has also ensured that the links between the two parts of the repository (on the GÉANT Intranet and on the TERENA TF-CPR wiki) remain up to date. Materials now in production will be added there as soon as possible.

- **Manpower**

NA2 and PSP have recognised that reorganising the Task's manpower could help it to deliver further value.

- Going into the last quarter of Year 2, PSP has reorganised its manpower to have three members in the team, giving more “heads” to share ideas and tasks, and allowing greater continuity of support to NRENs and services Tasks. The reorganisation also enables each team member to be a lead on the different projects.
- Where possible (and the many different and disparate small jobs relating to different services and situations that PSP undertakes don’t always lend themselves to this approach), the Task will aim to identify groups of jobs, such as those relating to a particular promotional challenge, that can be handled as a coherent package overseen by a nominated team member. For example, in collaboration with various other GN3 Tasks, PSP is planning and executing a comprehensive eduroam support package. With a training workshop (which is the responsibility of the NA1 Training function) serving as a deadline for completion, PSP’s contribution includes helping SA3 T2 to re-structure and update the old eduroam cookbook, and producing communications-PR materials for the different user groups. As mentioned above, the Task manpower reorganisation will facilitate this consolidated approach.

- **Readiness of the services for PSP support**

To date, the services that were deemed ready for PSP work (whether workshops, the formation of working groups or other actions) were eduroam, eduPERT and the connectivity services GÉANT Lambda and GÉANT Plus. The other GÉANT services, which are in earlier stages of development, were thought to be not yet ready for PSP focus. This restriction on the number of services that could be promoted by PSP also contributed to the Task’s slow start. Since holding the workshops, however, feedback has indicated that the services Task Leaders can gain much valuable input from the NREN PRs at an earlier stage in the service development process than that at which a service is usually thought ready.

- PSP (and NA2 more generally) will explore opportunities to provide the services Task Leaders with feedback from the PRs at an earlier stage in the service development process.
- Other services are already approaching the stage where their Task Leaders are recognising the need to involve communications-PR colleagues and will require PSP support in the final quarter of Year 2 of the project and thereafter. For example:
 - eduGAIN: PSP is organising an interactive workshop at the Utrecht meeting of the PR Network (February 2011) to explore how NRENs can communicate about eduGAIN to campus-level identity providers and service providers, and to commercial service providers. This will be followed up by PSP support activities, including trying to launch a working group.
 - educonf: PSP has liaised with the service Team Leader and Activity Leader to agree how the service will be presented to and discussed with the PR Network in Utrecht and will maintain this contact thereafter to see how the service is progressing regarding readiness for further promotional support.
 - Bandwidth-on-Demand and Static Dedicated Wavelength Service: PSP has participated in discussions with the SA2 T1 Task Leader, with NA4 T2 and with other NA2 Tasks to explore how to present these upcoming services to NREN PRs (also at the Utrecht meeting). This contact will be maintained and further updates monitored.

PSP remains committed to the idea of working and consultation groups, and will continue to make them a key focus, supporting existing groups to ensure they deliver results and setting up more as required.

4.4 Next Steps and Implications

Based on the above recommendations and broader lessons learned, the PSP Task in particular and the NA2 Activity in general are planning how to improve the service they deliver to NRENs through the GÉANT PR Network and PSP activities.

The positive response shown in the survey indicates that interactive workshops are a popular and effective method of exchanging information and ideas, and that the services brainstorming workshops facilitated by PSP should continue to play a role in GÉANT PR Network meetings.

The three workshops conducted so far have followed a similar format and have been used to introduce the services, the PSP promotional work and the workshop concept itself to the PR Network meeting participants. In line with suggestions from many of the participants, the next step is to diversify the way these workshops are run in order to tackle more focused topics and achieve more concrete goals. This change will be reflected in the next workshop, which is scheduled to take place on 9 February 2011, facilitated by PSP.

PSP is also developing plans to give more attention to post-workshop follow-up with the whole PR Network – in addition to active collaboration with working group participants, which will continue to be the main channel for achieving progress – and to providing regular updates. Non-participating NRENs, who are included on the PR Network mailing list, will also receive these updates. Meanwhile consideration will be given to how to engage them in PR Network and PSP activities, so that the potential mutual benefits of *all* GÉANT project partners' active involvement can be realised.

Of course, altering the length or structure of workshops would have an impact on the time available for other topics and presentations in the rest of the GÉANT PR Network meeting schedule, so this may not always be possible or desirable. However, given the positive response towards interactive workshops, it would be worth considering investing considerably more meeting time in this approach. Furthermore, a similar interactive approach could be taken to address some of the general NA2 topics that are usually tackled in other ways; for example, NA2 could run workshops on other aspects of GÉANT communications and marketing work, thereby benefiting from a more engaged audience, the generation of concrete ideas or outcomes and a lively and productive meeting overall, as well as more long-term benefits, such as a higher level of understanding and participation by NREN PRs in activities that take place outside the meetings.

By maximising the potential of the PR Network meetings in this way, and by incorporating broader lessons learned into current and future NA2 and Task 2 planning, PSP anticipates being able to build on the positive feedback received to date, increase its concrete output, and demonstrate its value throughout the remainder of the project.

Appendix A **Terms of Reference: Partner Services Promotion Working Groups and Consultation Groups**

A.1 Purpose of the Groups

Partner Services Promotion (PSP – Task 2 of Networking Activity 2 in GN3) helps national research and education networking organisations (NRENs) to develop and carry out their plans to promote GÉANT-related end-user services.

Where several NRENs are interested in receiving support on promoting the same service, PSP will facilitate and participate in groups that collaborate on developing plans, materials and ideas for promotional work.

PR-communications staff form a "working group" to do the creative work and technical / managerial staff form a "consultation group" that provides feedback, so helping to ensure that what is produced is accurate and appropriate. The products form a promotional "toolkit" for the service.

A.2 Who Can Participate?

Working groups are open to the communications / marketing / PR staff of NRENs, TERENA, DANTE and any other appropriate organisation in the wider research and education networking community, as long as there is no conflict of interest or confidentiality issues.

For each service in question, the consultation group is open to relevant technical experts / service managers from NRENs, DANTE, the GN3 project, TERENA or TERENA Task Forces, and from any other appropriate organisation in the wider research and education networking community, as long as there is no conflict of interest or confidentiality issues.

'Observers' within the groups will in general not be permitted, as the purpose of the groups is to actively work together. Furthermore, the presence of an observer could be detrimental, possibly affecting group interactions or causing confusion about whether or not that person could claim budget for time spent observing the meeting.

A.3 How Many Participants?

In order to launch a working group and concomitant consultation group, there should ideally be at least two NRENs prepared to involve their staff in that work. However, the groups can continue operating even when only one NREN person is active, along with staff from TERENA and / or DANTE.

A.4 How Do the Groups Work?

Where possible, meetings of the groups should be 'virtual' - via videoconference, Adobe Connect or similar – or should be arranged in connection with other, physical meetings – e.g. PR Network meetings or the TERENA Networking Conference. The goal is to collaborate on specific tasks within the meeting time as much as possible, thereby minimising the amount of work to be done outside meetings.

A.5 Claiming Budget

The participants of working and consultation groups are able to claim costs for time spent participating in group meetings or in related work done away from meeting time. They should book their time (under NA2-T2) in the usual manner, working via their administrative colleagues who bill the project each month.

Any person participating in one of the groups who has an official role within the GN3 project cannot claim budget under PSP, but under their own Activity / Task.

If and when an observer sits in on a group meeting, that person will not be able to claim budget in recompense for their time.

Appendix B GÉANT PR Network Participant Organisations

All GN3 project partners are eligible to take part in the GÉANT PR Network. The full list is given in the table below, with those that play an active part in the meetings marked with an asterisk (*).

Organisation	Country and Location
DANTE*	UK
TERENA*	The Netherlands
NRENS:	
AARNIEC/RoEduNet	Romania
ACOnet*	Austria
AMRES*	Serbia
ARNES*	Slovenia
BELNET*	Belgium
BREN	Bulgaria
CARNet*	Croatia
CESNET*	Czech Republic
CYNET	Cyprus
DFN	Germany
EENet*	Estonia
FCCN	Portugal
GARR*	Italy
GRNET	Greece
HEAnet*	Ireland
IUCC	Israel

Organisation	Country and Location
JANET(UK)*	UK
LITNET	Lithuania
MARNet	Macedonia
MREN	Montenegro
NIIF*	Hungary
NORDUnet*	Nordic region (includes Norway, Sweden, Finland, Denmark and Iceland)
PSNC	Poland
RedIris*	Spain
RENATER*	France
RESTENA*	Luxembourg
SANET	Slovakia
SigmaNet*	Latvia
SURFnet*	Netherlands
SWITCH*	Switzerland
ULAKBIM	Turkey
University of Malta	Malta
Associate NREs:	
BASNET	Belarus
JSCC	Russia
RENAM	Moldova
URAN	Ukraine

Table B.1: Eligible GÉANT PR Network organisations showing active participants

Appendix C SURVEY for PR Participants

C.1 Questionnaire

We would like to learn what you think of the services brainstorming workshops that were introduced at the GÉANT PR Network meetings a year ago? We are interested in your general experience and impressions and are keen to receive your feedback so that the workshop formats can be improved if needed. Whether you have participated in one, two or all three workshops, if you have a specific example to share, please use the space below each question to explain.

1) Name (optional) _____

2) How long have you been attending GÉANT PR Network meetings? _____(years)

3) Which of these brainstorming workshops have you participated in? (circle)

* eduroam (Vienna, 8 Sep 2009) Yes / No

* eduPERT (Ljubljana, 3 Mar 2010) Yes / No

* connectivity services (Trondheim, 6 Oct 2010) Yes / No

4) Did the background / technical information presented help your understanding of the service discussed? (Tick the box)

Yes, very much	Yes, a little	no opinion / it made no difference	No, it was a bit unhelpful or confusing	No, it was very unhelpful or confusing
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Explain / example? _____

5) Was it useful to be able to give feedback to the presenter about the service? (Tick the box)

Yes, very useful	Yes, a bit useful	no opinion / it	No, a bit useless	No, very useless
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		made no difference		
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Explain / example? _____

6) Did you find the ideas discussed interesting (about target audiences, promotional messages and materials)?
 (Tick the box)

Yes, very interesting	Yes, a bit interesting	no opinion / it made no difference	No, a bit boring	No, very boring
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Explain / example? _____

7) Have you used / do you plan to use any of the ideas discussed in the workshop in your work?

Yes I have used / intend to use specific ideas.

No I have not used / do not intend to use any ideas.

Explain / example? _____

7b) What would help you to use workshop ideas in your work?

8) Do you think that such workshops help to make the whole meeting more effective? (Tick the box)

Yes, strongly agree	Yes, agree	no opinion	No, disagree	No, strongly disagree
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Explain / example? _____

9) How would you make future brainstorming workshops more interesting or effective? What changes would you suggest?

10) Are there other GÉANT services, tools or technologies that you would like to have on the agenda in a future workshop?

c.2 Responses

Of the 18 survey participants, nine PR-communications staff had been attending PR Network meetings for up to four years and seven for four or more years. One respondent was attending the meeting as a one-off, and another didn't answer the question.

Q – Did the background / technical information presented help your understanding of the service discussed?

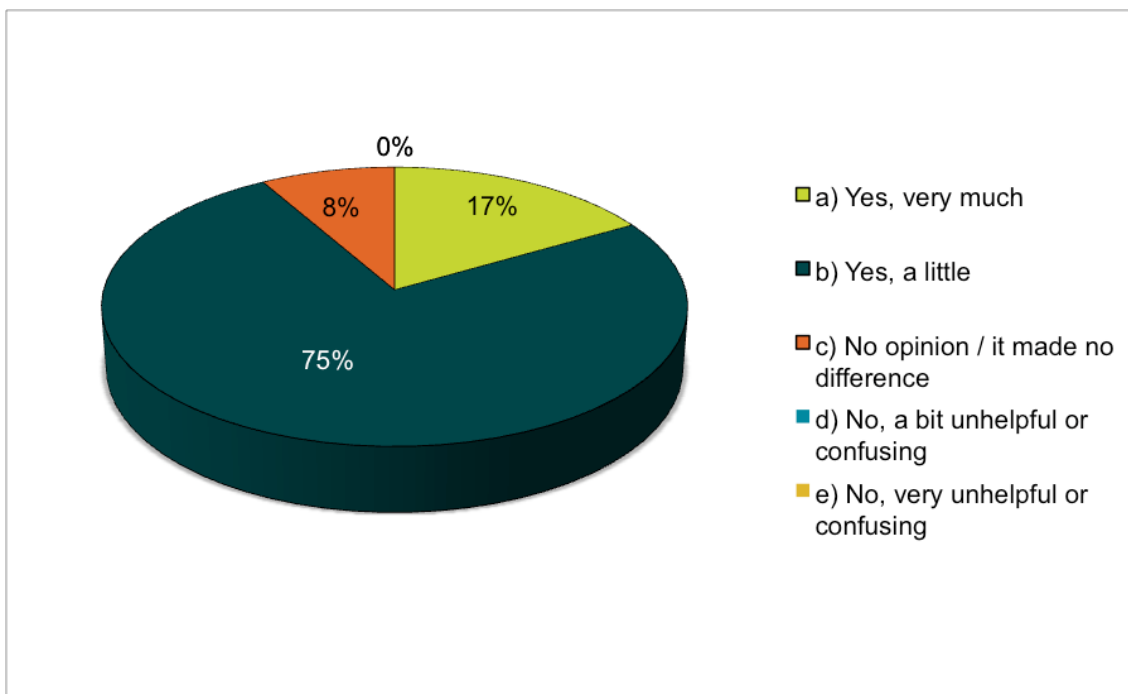


Figure C.1: % breakdown of answers to: Did the background / technical information help your understanding of the service?

The vast majority of respondents (75) felt that the background technical information presented to introduce each workshop had helped their understanding of the service concerned, although only 3 thought that it helped “very much”. Additional comments included:

- It was good “to have the same starting point with everyone”, although some PR-communications staff were already aware of the technicalities. The presentations didn’t help those people to “know more”, but getting “the techies’ view of the problem” helped to highlight points that may otherwise have been underestimated.
- “Some techies are better at explaining than others”, so the degree of clarity in the presentations can vary.
- “I learned more from the responses / comments made by attendees during the presentations” than from the presentations themselves.
- The more general comment that not every NREN offers every service covered in a workshop (e.g. point-to-point services, which can only be offered by those NRENs with dark fibre network), so the relevance or interest to participants is not uniform.

Q – Was it useful to be able to give feedback to the presenter about the service?

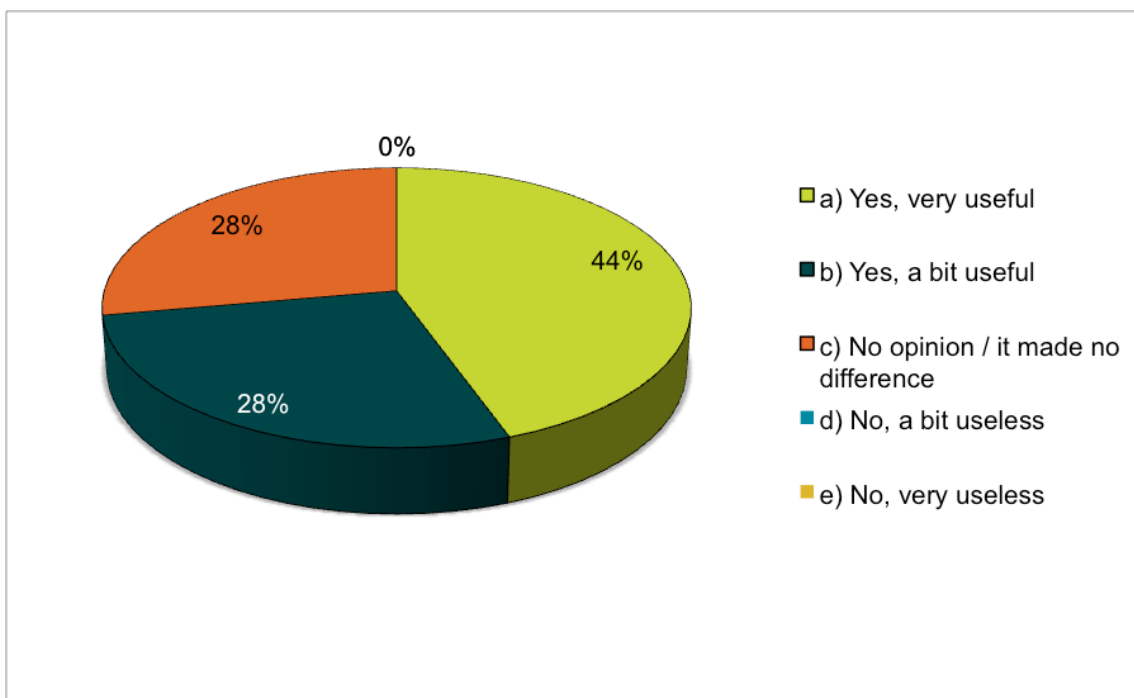


Figure C.2: % breakdown of answers to: Was it useful to be able to give feedback about the service?

Thirteen respondents felt that it had been useful or very useful to have the opportunity to give feedback to the technical presenters about the services and how to promote them. Five had no opinion or felt that this made no difference. Additional comments included:

- “It’s always useful and desirable to have a possibility to give feedback.”
- “We can provide a different set of comments than technical colleagues and ensure the presenters have considered new issues” so “bridging gaps between different parts of the project / job functions which otherwise remain separate and don’t necessarily work together”.

Q – Did you find the ideas discussed interesting (about target audiences, promotional messages and materials)?

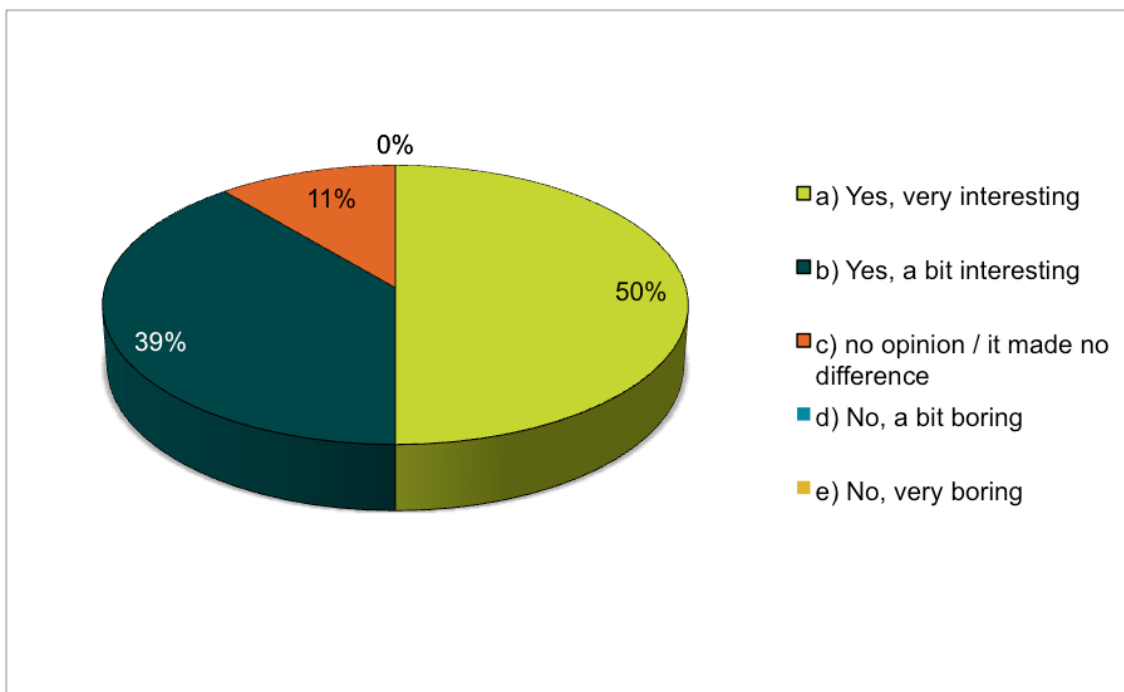


Figure C.3: % breakdown of answers to: Did you find the ideas discussed interesting?

Nine respondents found the ideas discussed about target audiences, promotional messages and materials “very interesting”, while another seven agreed that they were “interesting”. Only two had no opinion.

Although one respondent thought the workshops so far have stayed “very high level, not really concrete”, the majority of responses were positive. Additional comments included:

- The workshops “gave suggestions for the PR work in my NREN” (made by two people).
- Such discussions “widen understanding about the background and experience others have had. All kinds of interesting questions like 'why' and 'how' were answered... use cases, best practice, etc.”
- Again in this context, the general issue that not all GÉANT-related services are offered by all NRENs, or not in the same way:
 - “It’s interesting if your own NREN is involved in it.”
 - “The target audiences discussed don’t always apply.”

On the other hand, some others felt that there is value in hearing about other people’s ideas even if one’s own NREN is not directly involved:

- “You always learn new things about how other NRENs do things / see things.”
- “The connectivity services workshop 'campus' group had very interesting messages I would not necessarily have thought of.”

- These workshops are “useful to get the NREN point of view from attendees – helps to understand challenges involved in NA2 work.” (NA2 team)

Q – Have you used / do you plan to use any of the ideas discussed in the workshop in your work?

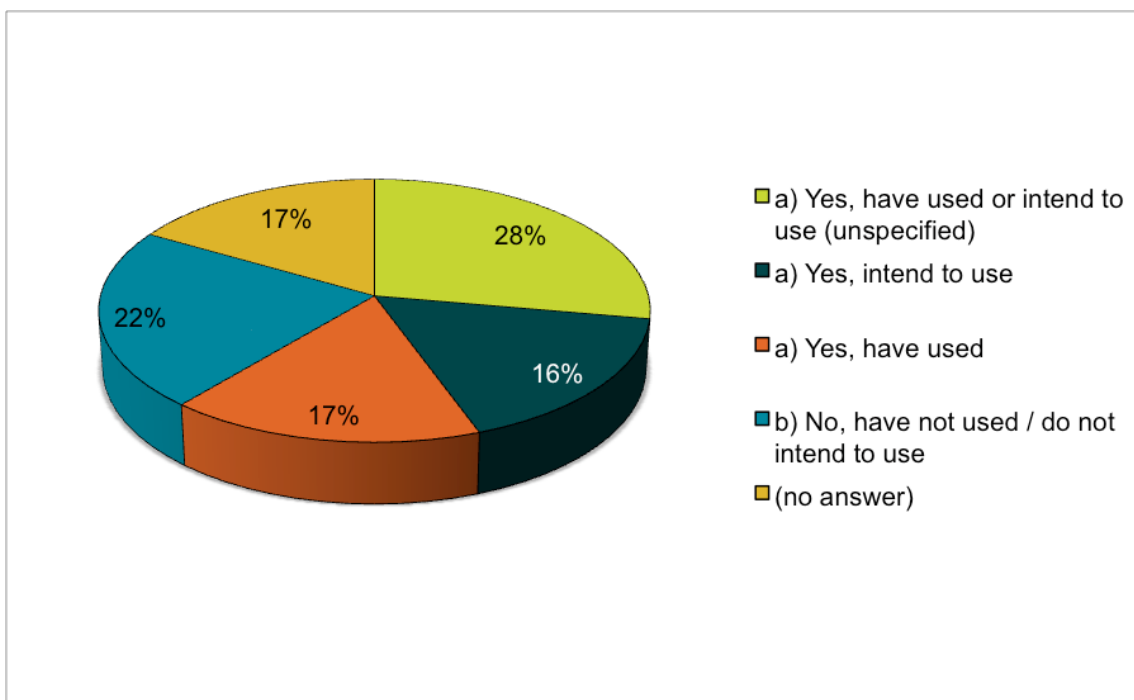


Figure C.4: % breakdown of answers to: Have you used / do you plan to use any of the ideas in your work?

Eleven participants said that they had used or intended to use ideas discussed in the workshops in their own work. Four said no to this question and three did not answer.

For some of the people who did not answer, or who answered no, the reasons were that their NREN doesn't offer the service, or that the NREN may have “already implemented in our own way”. For others, some of the ideas may be useful, “but to use them requires a little bit of organisation in my NREN” or “you may have to elaborate a bit on them”, although they may “feed into internal discussion and may be re-used / adapted”. Another said that the ideas discussed are taken “into consideration when planning our NREN's communications activities”.

Other comments included:

- I “do get inspired” by the workshop discussions.
- “Everything dealt with even unconsciously enters my way of thinking.”
- I used “messages for a brochure.”
- I plan to “look at case studies already in existence and re-purpose them”.
- “I wasn't aware of a joint repository for information / PR and hope to use / and contribute more to that.”

- “The information / ideas are very good for my work because I can do similar things for my NREN, for example: brochure maps... and I make dissemination about GÉANT with this information (in our national events).”

As a subsidiary question, respondents were asked, “What would help you to use workshop ideas in your work?” Of the eight comments received, three asked for more focused workshops or more concrete examples to be discussed in the breakout groups. Four centred on follow-up to the workshops, suggesting that conclusions should be clear and that timely access to produced materials with a “structured way of accessing them through the Intranet / wiki” would be useful. One person also suggested that a “brochure / leaflet on collected ideas of each service / service group” would help.

Q – Do you think that such workshops help to make the whole meeting more effective?

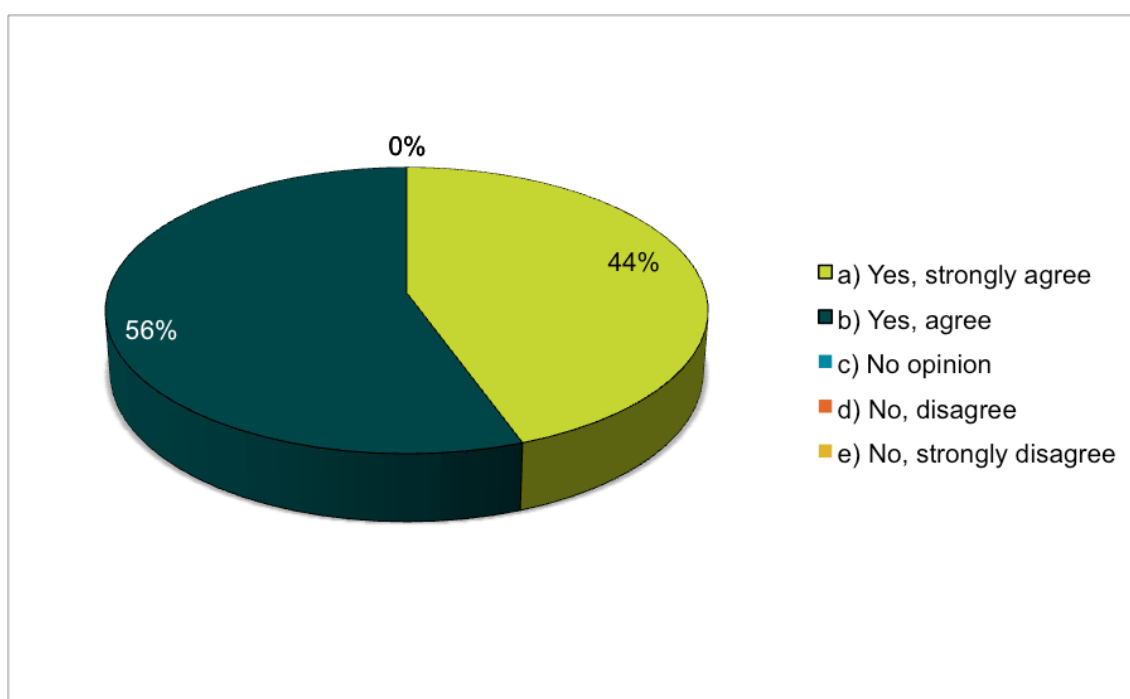


Figure C.5: % breakdown of answers to: Do you think that such workshops help to make the meeting more effective?

To find out what respondents felt about the value of interactive workshops as opposed to presentations or other types of meeting elements, they were asked if they think that such workshops help to make the whole meeting more effective. Everybody agreed. This question also elicited a lot of comment – only two people refrained.

- “Exchange of ideas is always effective!”
- “The need for interaction is critical when collaborating.”
- “Exchanging ideas, defining goals and messages” as the benefits.
- “Two-way communication is essential both for the audience and presenter.” (3 people)
- “All kind of interaction and live discussion helps.”

- “At the very least it’s a break from passive listening.”
- Four comments focused on the breakout group approach as beneficial:
 - “Interactivity and active thinking about an issue are really worthwhile.”
 - “It makes people more active to discuss in groups – not everyone contributes in the big group.”
 - People feel more comfortable to speak and to “go into detail concerning specific problems – it’s easier to share your own point of view and discuss it.”
 - “I always find that interaction helps to see problems from all perspectives and discover new points one may have underestimated.”
- Another batch of comments hinted at ways to improve the workshops:
 - “I would be glad with more topical suggestions on behalf of the community.”
 - Two more people commented on the length and schedule of the workshops.
 - Inevitably there were also comments again about the relevance to participants:
 - “They are concrete and useful if you have those services in your portfolio and in hand.”
 - “Workshops are effective as they help others to understand the challenges faced by fellow PRs. However, usefulness varies according to service / NREN.”

Q – How would you make future brainstorming workshops more interesting or effective? What changes would you suggest?

An opportunity to offer advice was also provided by asking how participants would make future brainstorming workshops more interesting or effective. Only two participants did not comment: one said, “It’s ok”, and another simply said, “I will have a think.” The remaining suggestions included:

- Make the sessions funny or playful, “as then they leave a deeper impression” on participants.
- Focus “on only one single problem”.
- Lengthen the workshop (4 comments) with “more time in breakout sessions” or perhaps even taking “the whole day to really make a plan or work out a concrete idea”.
- Conversely, other people recommended “more short sessions” or “several ‘small’ topics instead of one ‘big’” topic.
- “Smaller groups” (suggested by two participants), “to encourage wider participation”, while someone else rejected the breakout group concept, advocating “open discussion not necessarily breaking into groups and then ‘forcing’ the natural or unnatural victims to have the presentation”.
- Four respondents agreed that follow-up outside the meetings would be beneficial:
 - “Will ideas arising during the workshop circulate between the PR Network meeting participants?”
 - “More follow-up from people involved in the marketing plan, i.e tie the workshops and the plan together, with a more visual / obvious link”, which “would also help to raise awareness of the plans.”
 - “Better documentation / idea collection, idea bank in TERENA / Wiki”.
- Three others provided more fundamental thoughts about the nature and purpose of the workshops:
 - Make the goal “even more precise / detailed.”
 - Consider “what is possible and realisable with low budget, low staff”; the workshops should “differentiate between focus on small NRENS and big NRENS, because there may be really good ideas and suggestions as a result of a workshop but it’s not at all helpful that the realisation needs

e.g. 10 staff members and a great campaign planned a year ago and invested 100k euros (memo to self: 'nice, but forget it')."

Q – Are there other GÉANT services, tools or technologies that you would like to have on the agenda in a future workshop?

The final question asked whether there are other GÉANT services, tools or technologies that participants would like to have on the agenda in a future workshop. Answers included:

- “The workshop schedule should mirror the schedule of services rollout.”
- “Perhaps the Services Introduction Manager could present on the approach being taken.”
- Possible topics:
 - Authentication and Authorisation Infrastructure (AAI).
 - Middleware identity federation.
 - Single sign-on.
 - Green IT.
 - Lightpaths.

Appendix D **Survey for Presenters**

D.1 **Questionnaire**

Issued by email.

1) Was it useful to be able to get feedback from the PR-communications staff about the service? (indicate your choice):

- a) Yes, very useful
- b) Yes, a bit useful
- c) no opinion / it made no difference
- d) No, a bit useless
- e) No, very useless

Comment /example? _____

2) Did the discussion help your understanding of PR-communications staff and their needs and expectations? (indicate your choice):

- a) Yes, very much
- b) Yes, a little
- c) no opinion / it made no difference
- d) No, it was a bit unhelpful or confusing
- e) No, it was very unhelpful or confusing

Comment /example? _____

3) Do you think that such workshops are an effective and engaging way of sharing information in meetings?
(indicate your choice):

- a) Yes, strongly agree
- b) Yes, agree
- c) no opinion
- d) No, disagree
- e) No, strongly disagree

Comment /example? _____

4) Have you used / do you plan to use any of the workshop feedback in your work on this service / technology?

- a) Yes I have used / intend to use specific feedback
- b) No I have not used / do not intend to use any feedback.

Comment /example? _____

5) Overall, would you recommend other technical colleagues to participate in similar workshops with PR-communications colleagues?

- a) yes
- b) no
- c) don't know

Comment _____

6) How would you make future brainstorming workshops more interesting or effective? What changes would you suggest?

- a. _____

- b. _____

- c. _____

D.2 Responses

On the three most important questions, the presenters' views were unanimous:

Q – Was it useful to be able to get feedback from the PR-communications staff about the service?

All three presenters agreed that it was “very useful”. Additional comments included:

- “PR staff gave interesting questions about the necessity and/or importance of different features of the service, how to promote it and to whom”.
- It was “good to see what PRs view as a challenge regarding promoting a service, and I did get some very good ideas in the breakout session.”

Q – Have you used / do you plan to use any of the workshop feedback in your work on this service / technology?

All three presenters said yes. Additional comments included:

- “We have defined milestones [. . .] which are partially delivered as results from the workshop.”
- “I will immediately use feedback on mechanisms for working with large pan-European user groups.”

Q – Overall, would you recommend other technical colleagues to participate in similar workshops with PR-communications colleagues?

Overall, all three presenters said they would, with one adding the comment:

- “[B]ut only if (when) they have a real/finished service/product/result to present/advertise.”

This advice may hold true – especially if the main goal of the workshop is to come up with concrete suggestions for promotional messaging, materials and strategies – but the fact that the eduPERT workshop entailed so much valuable questioning of the fundamental concept of the service suggests that there is also value in technical colleagues consulting for feedback at earlier stages in the development of services.

On the other survey questions the response was more varied, although still positive:

Q – Did the discussion help your understanding of PR-communications staff and their needs and expectations?

Two presenters felt that it did, while the third felt it “made no difference” but clarified that:

- “I got what I expected, but that was valuable information (confirmation of my understanding of what PR people need/expect from me/service).”

Q – Do you think that such workshops are an effective and engaging way of sharing information in meetings?

Two presenters “strongly” agreed and one agreed with the statements. Additional comments included:

- “And I’d repeat it whenever one of the groups [GÉANT service/development group or PR group] thinks it is needed.”

Q - How would you make future brainstorming workshops more interesting or effective? What changes would you suggest?

Answers to this question included:

- It “looked good as it was.”
- A suggestion that the workshop format be restructured, splitting it into two parts so that more thinking time is allowed in between.
- A suggestion, from two presenters, that specific follow-up actions would be beneficial, especially further meetings or workshops to develop ideas and actions. One presenter commented: “I think that really practical 'next steps' are difficult to agree in such a session, so a working group – as suggested – would be really valuable.”

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Glossary

AAI	Authentication and Authorisation Infrastructure
BoD	Bandwidth on Demand
CERT	Computer Emergency Response Team. With the GÉANT NOC, responsible for securing the GÉANT network and other services delivered by DANTE.
NA1	GN3 Networking Activity 1 Project Management
NA2	GN3 Networking Activity 2 Communication and Promotion
NA2 T2	NA2 Task 2 Partner Services Promotion
NA2 T4	NA2 Task 2 Materials
NA4	GN3 Networking Activity 4 Liaison and Support
NA4 T2	NA4 Task 2 International Cooperation
NA4 T5	NA4 Task 5 Assistance to the Development of Research and Education Networking in Less Advanced Regions
NOC	Network Operations Centre
NREN	National Research and Education Network
PERT	Performance Enhancement Response Team
PR	Public Relations
PSP	Partner Services Promotion
SA2	GN3 Service Activity 2 Multi-Domain Network Services
SA2 T1	SA2 Task 1 Multi-Domain Network Connectivity Services Development
SA2 T3	SA2 Task 3 Monitoring
SA3	GN3 Service Activity 3 Multi-Domain User Applications
SA3 T2	SA3 Task 2 eduroam
R&D	Research and Development
TERENA	Trans-European Research and Education Networking Association
TF-CPR	TERENA Task Force on Communications and Public Relations
WLAN	Wireless Local Area Network