

CONTRACT NUMBER 508830

DEISA
**DISTRIBUTED EUROPEAN INFRASTRUCTURE FOR
SUPERCOMPUTING APPLICATIONS**

European Community Sixth Framework Programme
RESEARCH INFRASTRUCTURES
Integrated Infrastructure Initiative

DEISA Dissemination Plan

Deliverable ID: DN2-2
Due date : September 15, 2004
Actual delivery date: September 15, 2004
Lead contractor for this deliverable: CSC, Finland

Project start date : May 1st, 2004
Duration: 5 years

Project co-funded by the European Commission within the Sixth Framework Programme (2002-2006)		
Dissemination Level		
PU	Public	
PP	Restricted to other programme participants (including the Commission Services)	X
RE	Restricted to a group specified by the consortium (including the Commission	
CO	Confidential, only for members of the consortium (including the Commission Services)	

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1. Introduction

1.1 Executive Summary

This document is the deliverable DNA2-2 DEISA Dissemination Plan of the DEISA NA2 Dissemination activity.

The main objective of the DEISA NA2 Dissemination activity is to distribute general information on the project operation, and to contribute to the transfer of know-how and experience resulting from the deployment of the research infrastructure. The NA2 Dissemination activity acts in coordination with the global project management and in close cooperation with the User Support Service Activity and all other DEISA activities.

The DEISA Dissemination Plan describes the planned dissemination activities in the DEISA project and indicates their schedule. It sets guidelines for dissemination in order to unify the dissemination activities to be carried out by all DEISA partners, and describes the dissemination channels to be used and the dissemination material to be produced. Indications are given about the criteria adopted to assess the impact of the dissemination plan.

The present Dissemination Plan deals with the initial phase of the project. It is of course understood that the dissemination activities will adapt to the evolutions of the project. This document will therefore be regularly updated.

1.2 References and Applicable Documents

[1] <http://www.deisa.org>

1.3 Document Amendment Procedure

This document will be annually updated.

1.4 List of Acronyms and Abbreviations

<DEISA>	Distributed European Infrastructure for supercomputing applications
<DDT>	DEISA Dissemination Team
<DEC>	DEISA Executive Committee
<EC>	European Commission

2. Overall objectives of the dissemination activity

The main objective of the DEISA NA2 Dissemination activity is to distribute general information on the project operation, and to contribute to the transfer of know-how and experience resulting from the deployment of the research infrastructure. The main target groups for dissemination are scientists and HPC end-users. The NA2 Dissemination activity acts in coordination with the global project management and in close cooperation with the User Support Service Activity and all DEISA activities.

Like management, dissemination is an activity that is at the service of the project as a whole. Like management, dissemination drives the success of the project as a whole. In the first phase dissemination concentrates on raising the awareness of the project, its goals and the interest of potential users. As the project matures focus will be on communicating its achievements.

Information will be disseminated globally between the DEISA consortium, end scientific users, and a wide variety of world-wide external audiences interested in the DEISA operation and results.

In collaboration with the User Support activity, the dissemination activity strengthens the effectiveness of support and training provided by DEISA to the users' community. In collaboration with other DEISA activities the dissemination activity transfers know how and best practices in the most critical areas of the DEISA activities, such as technology integration, deployment and use of Grid middleware in production systems within and beyond the DEISA consortium.

The dissemination activity helps to promote the identification of new potential applications, users and business opportunities by organising occasions for interested parties and DEISA partners to interact. It contributes to sustain a technical support within the project (User Support, Middleware and System Integration, Network) and provides the project with a technical platform for exchange and circulation of technical documentation. By means of communication the dissemination activity helps to promote the access to high performance computing and the use of Grid technologies by academic and industrial users in Europe. It supports the external information flows, communication activities, exchange and dissemination of the best practices accumulated by the DEISA consortium.

The structure of this Dissemination Plan is adapted to the Research Infrastructure nature of the DEISA project. The main objective of the Service Activities is to deploy and operate the infrastructure, and to provide high level services. It is expected that these activities will produce knowledge for dissemination and use, but this cannot be planned in advance. The main objective of the "scientific" Joint Research Activities (JRA1 to JRA6) is the support of the early users of the facility. Scientific results produced in these activities are property of the scientific users, not of the Consortium.

There is one research activity in the project, JRA7, dealing with middleware development, which can potentially produce knowledge for dissemination and use. However, in the spirit of the I3 research activities, this activity is primarily devoted to the enhancement of the DEISA infrastructure itself, and the production of general purpose knowledge is not a primary objective. It is clear that this research activity will produce results that will eventually be very useful to other Grid projects or initiatives, but, again, this cannot be planned in advance.

For these reasons, this initial Dissemination Plan deals with the "opening to the public" aspects of dissemination and use.

3. Dissemination targets

The main objective of the dissemination activity is to distribute general information on the project operation, and to contribute to the transfer of know-how and experience resulting from the deployment of the research infrastructure. The main target groups for dissemination are scientists and HPC end-users. Information will be disseminated locally - between the DEISA partners and users - and globally between the DEISA consortium and a wide variety of world-wide external audiences interested in the DEISA operation and results. Accordingly, the DEISA dissemination activity will act at these two levels.

The dissemination activity is targeted to the following communities:

- Scientific users in Europe that are primary DEISA users with an authorised access to the partner national infrastructure;
- External scientific DEISA users in Europe;
- European industrial users;
- Institutions, organisations, research projects or other entities in the European research, industrial and non-technical communities with potential interest in the DEISA infrastructure;
- Scientific, research and industrial groups and organisations outside Europe potentially interested in DEISA
- Other organizations – like European Grid research projects - that are interested in sharing information with the DEISA initiative.

The DEISA dissemination activity supports many scientific communities to benefit from the project's leadership on HPC and Grid computing. It should also raise awareness of the DEISA project at an international level.

In the following sections the target groups and countries of the DEISA project will be presented.

3.1 Target groups

The following tables represent the internal and external target groups of the DEISA project. There are a variety of reasons for dissemination to these target groups:

- Information flow between partners
- User support
- Acquiring new DEISA users,
- Raising awareness of the project and the new infrastructure available,
- Informing on project proceeding and experiences obtained,
- Informing general public audience about research activities funded by the EC.

Dissemination channels to be used in order to reach different target groups are presented in Tables 1 and 2. The DEISA dissemination channels will be described in detail in chapter 4. The members of each target group will be defined more specifically as the project proceeds. The updated version of the DEISA dissemination plan will be produced with this information.

Table 1. Internal target groups of the DEISA project

Type of a target group	Members of a target group	Dissemination channels to be used	Purpose of a contact
Scientific users in Europe that are primary DEISA users with an authorized access to the	Material sciences, cosmology, plasma physics, life sciences. The list will be specified	Specific area in the website, training, user workshops, eNewsletter.	User support and information on project proceeding and experiences obtained

partner national infrastructure	and completed as the project proceeds. All JRAs essentially.		
DEISA partners	CINECA, CSC, ECMWF, EPCC, FZJ, IDRIS, RZG, SARA, CRF.	DEISA Intranet, email lists, reporting, see Internal Information Exchange Plan for details	Internal information flow

Table 2. External target groups of the DEISA project

Type of a target group	Members of a target group	Dissemination channels to be used	Purpose of a contact
European scientific community at large	Material sciences, physical sciences, life sciences, environmental sciences and engineering. The list will be specified and completed as the project proceeds.	DEISA website, eNewsletter, articles and press releases, attendance at events and conferences, DEISA events of the year, workshops and seminars.	Raising awareness of the project and the new infrastructure available, acquiring new DEISA users, informing about project proceeding and experiences obtained
European industrial users	The sectors cover among others automotive, aviation, oil industry. The list will be specified and completed as the project proceeds. CRF.	DEISA website, workshops, seminars, exhibitions, eNewsletter.	Raising awareness of the project and the new infrastructure available, acquiring new DEISA users, informing about project proceeding and experiences obtained
Institutions, organisations, research projects or other entities in the European research, industrial and non-technical communities with potential interest in the DEISA infrastructure		DEISA website, eNewsletter, articles and press releases, attendance at events and conferences, DEISA events of the year, workshops and seminars.	Raising awareness of the project and the new infrastructure available, acquiring new DEISA users, informing about project proceeding and experiences obtained
Scientific, research and industrial groups, organizations and individuals outside Europe		DEISA website, articles and press releases, attendance at global events and conferences.	Raising awareness of the project and the new infrastructure, informing about project proceeding and experiences obtained
Other organisations (like European Grid research projects) and individuals - that are interested in sharing information with the DEISA initiative	EGEE, Terena, Teragrid...	Direct contacts by DEC, DEISA website, eNewsletter, articles and press releases, attendance at events and conferences, DEISA events of the year, workshops and	Possible cooperation in the field of dissemination

		seminars, EC events.	
General public audience	Press, citizens	DEISA website, articles and press releases.	Raising awareness of the project and the new infrastructure, informing about research activities funded by the EC.

3.2 Integration of pre-existing dissemination infrastructures

The aim of the DEISA dissemination is to raise awareness of the project, its operations and experiences both within the European Union and at an international level. DEISA dissemination activity integrates a large number of pre-existing dissemination methods and structures of DEISA partner organisations, which are presented in Table 3. The information provided in this table will be updated for the 2nd version of the DEISA dissemination plan.

All target groups are not distributed regionally, but according to scientific disciplines that operate Europe-wide. This fact will be taken into account in order to cover dissemination for a specific target group, not only nationwide, but Europe-wide. Special attention will be made to cover the dissemination in EU member states not represented in the DEISA consortium.

Table 3. Integration of pre-existing dissemination infrastructures

Country	Target groups	Dissemination methods to be used	Special events / actions
Finland	Scientific	Press releases, articles at CSC's publications, eNewsletter, attendance at events and conferences, link to the DEISA website at CSC website.	a workshop or a seminar
France	Scientific	IDRIS letter and regular newsletter, Specific dissemination actions for the scientific community, link to the DEISA website at IDRIS website.	DEISA event of the year 2005, Paris
Germany	Scientific HPC community	RGZ and FZJ have a common dissemination policy in Germany in order to avoid the overlapping of activities. FZJ: RGZ and FZJ have a common dissemination policy in Germany in order to avoid the overlapping of activities. FZJ: Mailing list of all projects and users, monthly news bulletin (ZAMaktuell, in German) for short articles and announcements, regular seminar series, NIC booth at SCxx, NIC booth at ISCxx (Heidelberg), Journal (inSiDE) jointly edited with HLRS and LRZ, special topical Work-shops/Winterschools.	
Italy	Main Italian universities, Astrophysics scientist community, Material scientist community, Geophysics scientist community, Weather forecast scientist community, Fluid dynamic scientist community, Italian industrial computing community	Events and conferences, television channels, papers having scientific supplement, scientific magazines (e.g. Le scienze), CINECA mailing list, news web site, CINECA always disseminate at national level using Italian language, so all DEISA material will be translated to national languages.	CCP04 Conference on Computational Physics, Genoa (Italy), Advanced research workshop on high performance computing - Technology and applications - Cetraro (Italy),

Netherlands		Presentation (news items) and link on the SARA website, information through regular quarterly HPC newsletter, annual SARA User Group Meeting, regular email to all users, dissemination through the HPC-EUROPA project promotion, regular personal contacts with users, promotion through the National Computing Facilities Foundation, promotion through the Dutch Computing Challenge Program, SARA's annual report (in paper and in electronic form on website), local meetings and conferences	IST2004. eInfrastructure, EGEE-DEISA conference, user workshop (when SARA system is operationally included in the DEISA infrastructure)
UK	EPCC and ECMWF operate in different fields and have different target audiences in the UK. EPCC: Scientific (Cosmology), Industrial	EPCC: Regular EPCC newsletter, regular Newsletter for HPCx users, email updates to HPCx users (around 500), regular mailshots for the HPC Europa programme, annual HPCx seminar (recently held in Edinburgh). Possibility to disseminate through Globus Alliance.	ScicomP, May / June 2005 hosted by EPCC. This is joint with the SP-XXL meeting, so there is an opportunity to address all the European users of big IBM systems
The rest of EU	Scientific, Industrial		
The rest of the world	Scientific, Grid		Booth at Super Computing 2004

4. Dissemination Environment

A variety of approaches will be exploited to raise awareness of the DEISA project and the interest of new potential users. Dissemination channels to be used differ from one target group to another and the channels to be used will be defined by the DEISA consortium. The DEISA dissemination channels can be classified in categories presented in Table 4.

Table 4. DEISA dissemination channels

Dissemination channel	Description
DEISA web site	Basic dissemination channel for both general public; and DEISA users and DEISA partners. Dissemination material downloadable through the website: electronic newsletter, brochures and flyers. User support actions
Email actions	Distribution of electronic newsletter Distribution of press releases
Mailing actions	Distribution of brochures
Events	<ol style="list-style-type: none">1. DEISA event organized by the consortium2. Events in different disciplines, where DEISA partner is an active participant giving a speech and / or demonstration3. Events organized by DEISA partners with some visibility for the DEISA project4. Events organized by the European Commission
Publications	Articles published in publications, magazines and newspapers
Press releases	Centrally organized and locally distributed by DEISA partners

In support for the dissemination actions different types of dissemination material will be produced:

- Electronic newsletters,
- Brochures,
- Posters and
- Flyers.

The dissemination networking activity will also provide dissemination support for:

- User support and consulting (technical documents, user's guide, FAQ, partner and public consultancy),
- User training activities and
- Exchange of personnel.

Those dissemination channels and material that will be used at this stage of the project will be presented in detail in the next sections of the dissemination plan.

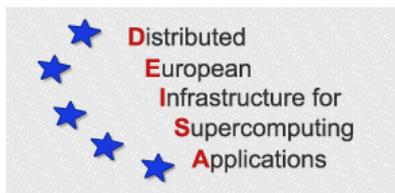
4.1 Visual identity

The visual identity of the DEISA project will be defined by September 2004. It will be outsourced and designed by a professional advertising agency specialized in graphic design. The visual identity will cover all printed material to be produced in the project; web site and other material in electronic form e.g. slide presentation. There will be specific templates available for brochures, flyers, newsletters, posters and slide shows, in a way that dissemination material may be produced autonomously in each DEISA partner following guidelines and using the appropriate template.

4.1.1 DEISA Logo

During the preparation of the project, a set of "logo" images for the DEISA project has been developed. A final version of the project logo is shown in Figure 1. The DEISA image is flexible, modern and functional. It is most often used in a blue or white background and works well in a variety of sizes. Different versions are available to fill graphic needs of print and multimedia projects.

Figure 1. The DEISA Logo.



4.2 DEISA Dissemination Channels

4.2.1 DEISA Web Site

There are a number of dissemination tools in the use of DEISA project in order to raise awareness of the project and to communicate its goals and achievements. The DEISA web site www.deisa.org has a central role in the dissemination. All the key information concerning the project will be available at www.deisa.org and many of the other dissemination material will be downloadable from there. The DEISA web site will be referred as the source for more, up-to-date, information on the project in all printed material (e.g. articles, press releases, brochures, presentations) together with contact details of the project representative, when applicable.

There will be dedicated areas in the web site for external audience, press, users and project partners.

The DEISA web site will provide the following functions:

- Creates a shared workspace within the DEISA project for Networking activities, Service activities (including User Support Actions, Grid and middleware technical activity, Network Support) and Joint Research Activities;
- Provides single information entry on the DEISA project for potential target audiences;
- Serves the DEISA user community through maintenance and support of the DEISA User Profiles and providing users training actions;
- Establishes and maintains feedback mechanisms with a wide range of audiences involved and interested in DEISA. Based on user feedbacks, creates and maintains the FAQ list;
- Disseminates the project’s knowledge and results via publishing a quarterly electronic newsletters, biannual information bulletins, white and technical papers;
- DEISA press releases and pictures of printable quality for the use of the press;
- Collects the links to major information sources related to the DEISA project.

The content of the DEISA web site is regularly updated during the project lifetime. It may also be restructured and expanded according to project needs.

The DEISA Intranet is intended for the internal use of the DEISA partners. It is described in the deliverable DN2-3, Information Exchange Plan.

The visitor statistics of the DEISA website will be analyzed twice a year. It is possible to monitor the patterns of usage of the web site and thus, to improve its content and structure. The log analysis of the DEISA web site is the basis for evaluation of effectiveness of information delivery and awareness of the project. The date to be gathered for further analysis is presented in Table 5.

Table 5. The date to be gathered for further analysis from the DEISA web site

Patterns of use	Web Site Resources
Visitor sessions	Most requested pages
Average sessions per day	Top entry pages
Average length of stay (min)	Most accessed directories
Number of visitors	Most downloaded files
Visitors visited only once	
Visitors visited more than once	

4.2.2 Events

Together with other dissemination activities attendance at events has an important role in the dissemination of DEISA project. This activity will be supported by other items of DEISA dissemination: Flyers and brochures will be distributed at events, a slide presentation and a poster will facilitate the presentation of the project and participation to / organization of an event may be advertised at DEISA web site and in the electronic newsletter. The role of the DEISA Dissemination Team (DDT) will be the preparation of the attendance at an event, whereas the other activities will provide the content to be presented and technical specialists as DEISA representatives.

There are four types of events, where DEISA project can be present:

1. DEISA event organized by the consortium
 - a. DEISA seminars and workshops
 - b. Important annual event tightly related to the DEISA project
 - c. Two pan-European conferences
2. Events in different disciplines, where DEISA partner has an active role (a presentation and / or demonstration)
3. Events organized by DEISA partners with visibility for the DEISA project
4. Events organized by the European Commission

4.2.2.1 DEISA events organized by the consortium

The DEISA consortium will organize three types of events to promote the project and communicate its achievements.

The first **DEISA event of the year** will be organized in May 2005, in Paris. It focuses on HPC, users and applications. The event has a big political importance. There will not necessary have to be a very large number of talks, but some well targeted and attractive ones. The event's duration will be 1.5 days. A press conference will be organized on the 1st day of the event.

Table 6. The 1st DEISA event of the year

The 1st DEISA event of the year	
Start of preparations	August 2004
Timing	May 2005
Resources needed	6 PM, DEC, DDT, Task Leaders
Purpose	The event focuses on HPC, users and applications. The purpose of the event is to raise awareness of the project objectives and interest of new potential users.
Target	Scientific community
Supporting actions	DEISA brochure, flyer and poster An article advertising the event in the electronic newsletter and information bulletin

The DEISA consortium will organize **two pan-European conferences** during the project lifetime. The first conference is planned to be organized in the time scale Month 25-36 (May 2006 – March 2007), the time of the second conference is planned around Month 49-60 (April 2008 – March 2009). The conference is public and oriented to the DEISA user community. The target audience will be 300 participants. In table below an estimation of resources needed for the organization of a pan-European conference is presented.

The DEISA partners will organize **DEISA national educational workshops and seminars**, when they have joined to the DEISA infrastructure. These events will be opened for partners and existing and new potential DEISA users. The first events will take place in June – December 2005 (Months 15 – 20).

In addition, the **organization of joint conferences with other European projects and initiatives related to DEISA** are taken into account. The organization of such events will be evaluated as the DEISA project proceeds further from the initial phase.

4.2.2.2 Participation in international conferences, workshops and exhibitions related to the DEISA project

The DEISA partners will represent the project in a variety of international conferences, workshops and exhibitions. The DEISA presence in an international event may include a presentation, a demonstration, a booth and / or networking. The events, where the DEISA project will participate in a one year scale will be evaluated within the consortium and they are listed in the detailed execution dissemination plan for the following 12 months. However, room will be left in the 12-month-plan for events that are identified during that period. During the next 12 months the DEISA consortium plans to participate to the events listed in Table 7. Participation to other events will be evaluated case by case, when a suitable event will be identified.

Table 7. Planned participation in international conferences and exhibitions during the next 12 months

Event	Time	Type of participation
Supercomputing 2004	November 6 – 12	A booth
IST2004	November 15 – 17	A common booth with some projects, a demonstration
European Grid Conference 2005, Amsterdam	February 2005	

4.2.2.3 Events organized by DEISA partners with some visibility for the DEISA project

According to suitability the DEISA partners will provide the DEISA project with some visibility in events organized by them outside the scope of the project. The first event of this kind is organized spring of 2005 by FZJ for the new EU member states. The DEISA project will be presented in this event.

4.2.2.4 Dissemination events and activities organized by the European Commission

The DEISA consortium will assist the European Commission upon request in publicity campaigns by contributing to EC publications, giving invited speeches, participating in exhibitions and showing demonstrations at conferences and workshops organized by the European Commission. The first dissemination activity of this kind will take place at IST2004, 15 – 17 November 2004. At IST2004 the DEISA project will have a common booth with some other IST projects and a demonstration.

4.2.3 *Press releases*

Press releases are very rare events of high political and strategic content, to be made only when there is a major landmark in the project. The project start is the first landmark and the first press release will be produced and distributed in September 2004. The second press release will be the announcement of the production status of the "core" facility, in April-May 2005. The target of a press release is the general public and the press itself. The aim of a press release is to lead journalists to ask questions about DEISA and write more articles. The official press contacts of the project will be established, there will be one scientific leader for this activity per country.

Press releases will be formulated and released in a coordinated way. All partner sites will release their translated and localized press release versions at the same time.

4.2.4 *Publications*

The DEISA consortium will actively introduce articles to scientific and technical publications as the project proceeds and major landmarks in the project take place. In addition, articles about DEISA will be featured in the publications and newsletters of DEISA partners.

4.2.5 *Organization and Management of Joint Dissemination Activities*

The organization of joint dissemination activities with other FP6 projects in the field of HPC and GRID is considered a great way for reaching a wider audience and for obtaining cost-effectiveness. Opportunities for such cooperation are actively searched and evaluated case by case.

4.3 *DEISA Dissemination Material*

4.3.1 *Electronic newsletters of the DEISA Project*

The biannual electronic newsletter will raise awareness of the DEISA project and announce its main achievements. In total 10 issues of this newsletter will be distributed during the project. The first issue is due for January 2005. The targets of this newsletter are the DEISA users, interested research communities and potential scientific and industrial users, as well as content providers in the scientific and technical press. There will be some special issues produced with emphasis on industrial deployment. Each DEISA partner will handle the distribution locally in their own country. The electronic newsletter will be available at www.deisa.org.

An electronic newsletter is a low-cost dissemination instrument and is effective, when sent to the right kind of contact. The mailing lists will be produced carefully in order to

avoid spamming. The electronic newsletter may be used to promote DEISA events and participation to exhibitions and to attract attention to other dissemination tools like the website.

Table 8. The 1st DEISA electronic newsletter

The 1st DEISA electronic newsletter	
Deadline	October 2004
To be delivered by	November 2004
Other resources needed	1 PM, DDT, other activities
Purpose	To raise awareness of the DEISA project and to announce its main achievements.
Target	Scientific, industrial, content providers of the scientific press.
Distribution channels	Email, www.deisa.org , distribution lists / number of people in the distribution list
Format	Standard (.pdf and .html), Follows the visual identity of the DEISA project.
Language	English

4.3.2 Brochures, Posters, Flyers

4.3.2.1 The 1st brochure, DN2-4

There will be two brochures produced during the DEISA project. **The 1st brochure DN2-4** is due for Month 6. It provides general information on the DEISA project. Each activity of the project is described according to the set guidelines. The format of the brochure is an A4-sized folder with individual pages, one per project activity. 10 000 copies of the brochure will be printed. It will be distributed at events and in local mailing actions to scientific and industrial contacts defined by the DEISA partners. A web version of the brochure will be available at www.deisa.org.

Table 9. The 1st brochure

The 1st brochure, DN2-4	
Deadline	September 2004
To be delivered by	November 2004
Amount	10 000 pcs
Printing	Approximately € 3 000
Other resources needed	1 PM, DEC, DDT, all Task Leaders
Purpose	General description of the project
Target	Scientific and industrial
Distribution channels	Events: eInfrastructure, IST2004, EGEE conference, The Netherlands; Supercomputing 2004, other upcoming events. 200 copies distributed per partner through local mailing actions
Format	an A4-sized folder with individual pages, one per project

	activity. Follows the visual identity of the DEISA project
Language	English

4.3.2.2 The 2nd brochure, DN2-10

The 2nd brochure DN2-10 will be due for Month 31 - 36. It will present the project achievements. The format of the brochure will be similar to the first brochure. The amount will be determined according to the experience obtained from the distribution of the 1st brochure. It will be distributed at events and in local mailing actions to scientific and industrial contacts defined by the DEISA partners. A web version of the brochure will be available at www.deisa.org.

Table 10. The 2nd brochure

The 2nd brochure, DN2-10	
Deadline	November 2006 ... April 2007
To be delivered by	April 2007
Amount	10 000 pcs, the exact amount will be determined according to the experience of the 1 st brochure.
Printing	Approximately €3 000
Other resources needed	1 PM, DEC, DDT, all Task Leaders
Purpose	Presentation of project achievements
Target	Scientific and industrial
Distribution channels	Events, 200 copies distributed per partner through local mailing actions, other channels determined as a result of the experience obtained from the distribution of the 1 st brochure. Follows the visual identity of the DEISA project.
Format	Similar to the 1 st brochure
Language	English

4.3.2.3 DEISA Poster

A DEISA poster will be produced by Month 7. The poster is strategically oriented, with a few strong ideas that characterize the project. The idea is not to have a detailed project description in a poster, but to give an immediate idea of what DEISA is. It will be used in exhibitions and events, where DEISA will have a booth. Each project partner will be provided with 10 posters. Other posters may be produced when needed, but the visual identity of the DEISA project must be followed. Posters must be addressed to the DEC (content) and DDT (appearance) for quality control prior to printing.

Table 11. The DEISA poster

DEISA Poster	
Deadline	September - October 2004
To be delivered by	October 2004

Amount	100
Printing	Approximately € 3 500
Other resources needed	1 PM, DEC, DDT
Purpose	Brief presentation of key ideas of the project
Target	Visitors at booth, both scientific and industrial
Distribution channels	To be used in the DEISA booth at events, exhibitions, conferences, e.g. IST2004, The Hague, Netherlands.
Format	A0, follows the visual identity of the DEISA project
Language	English.

4.3.2.4 DEISA Flyer

A flyer that briefly describes the DEISA project will be produced by Month 6. It will have the same content and appearance as the poster to be produced. The DEISA web site will be referred as the source for up-to-date information on the project. The flyer will be downloadable and printable from the DEISA web site. In addition, 5 000 copies of the flyer will be printed for distribution at events.

Table 12. The DEISA flyer

DEISA Flyer	
Deadline	End of September, 2004
Amount	5 000 pcs
Printing	Approximately € 500
Other resources needed	0,5 PM, DEC, DDT
Purpose	General description of the project
Target	Scientific and industrial
Distribution channels	Events: Launch of FP6, eInfrastructure, IST2004, EGEE conference, The Netherlands; Supercomputing 2004, other upcoming events.
Format	an A4-sized folder with individual pages, one per project activity. Follows the visual identity of the DEISA project
Language	English

Individual flyers describing either the whole project or some activity may be produced when needed. The visual identity of the DEISA project must be followed. The flyer must be addressed to the DEC (content) and DDT (appearance) for quality control prior to printing. The DEC and DDT must be provided with the following information:

- Purpose,
- Target,
- Distribution channels
- Amount and
- Cost of printing

DDT will assist in the distribution of the flyer upon request. A web version of the flyer should be provided to www.deisa.org .

4.3.3 *White Papers, Information Sheets and other Technical Papers*

White papers on DEISA middleware (security, data management, resource management, database access, global file system) will be published on the DEISA web site. First documents of this kind will be released in autumn 2004.

4.3.4 *Slide Presentations*

An official slide presentation is available at DEISA web site for public. Likewise project partners may use this slide presentation when preparing for a project presentation in an event. The slide presentation follows the DEISA visual identity.

4.3 *User Support and Consulting*

The fundamental objective of the *SA4 Applications and User Support* is to deploy all possible actions needed to enable the scientific users' adoption and utilization of the DEISA supercomputing infrastructure and the efficient instrument for the production of leading computational science. This is the SA specifically addressed at the scientific impact of the project. It is the project's interface with the European Scientific community, in the same way that national User Support teams are the centres interfaces to national scientific communities. There is a very strong coupling between SA4 and the dissemination support activities, mainly at the level of the tools that are used for user support. For all things dealing with contact with the scientific community, User Support takes precedence over dissemination, which acts as support to User Support.

The support actions provided by the N2 Dissemination for applications and user support, middleware and networking are:

- DEISA User's Guide
- Maintenance and support of DEISA web pages dedicated for User Support Actions, Grid or middleware technical activity and for Network Support,
- providing documentation produced by the *SA4 Applications and User Support* through the DEISA web site,
- publishing white papers on the DEISA middleware (security, data management, resource management, database access, global file system) on the DEISA web site,
- support of activities on the DEISA Network Operation Centre noc.deisa.org,
- direct assistance and advice to the other production oriented Grid infrastructures,
- providing maintenance and support of the DEISA FAQ list at DEISA website, and
- providing users' training actions via the DEISA web site.

4.4 *Internal Information Exchange*

See the deliverable DN2-3 Information Exchange Plan for details.

5. Detailed dissemination plan for the first 18 months of the project

Time	Project month	Activity
May '04	M1	
		Website updated with official presentation of the project
June '04	M2	
July '04	M3	
		Preparation of DEISA Dissemination plan, DN2-2
		Preparation of DEISA Information Exchange Plan, DN2-3
Aug '04	M4	
25.08.2004		DEISA Dissemination Plan completed for the review, DN2-2
25.08.2004		DEISA Information Exchange Plan completed for the review, DN2-3
Sep '04	M5	
		The 1st DEISA press release distributed Europe-wide by all partners
15.09.2004		DEISA Dissemination Plan approved, DN2-2
15.09.2004		DEISA Information Exchange Plan approved, DN2-3
By the end of the month		Project management tool, document repository tool
By the end of the month		The 1st DEISA brochure and poster delivered for the review, DN2-4
Oct '04	M6	
Nov '04	M7	
6. - 12.11.2004		Booth at Super Computing 2004, Pittsburgh, US
15. - 17.11.2004		DEISA demo in a common booth with some other projects at the IST2004, The Hague, Netherlands
22. - 23.11.2004		DEISA present in the EGEE conference in Amsterdam, Netherlands
Dec '04	M8	
By the end of the month		The 1st DEISA brochure and poster, DN2-4. Common look for all printed and electronic documents finalized
Jan '05	M9	
By the end of the month		1 st issue of DEISA electronic newsletter
By the end of the month		DEISA User Database, DN2-5
Feb '05	M10	
Mar '05	M11	
Apr '05	M12	
By the end of the month		Annual interim report "Evaluation of DEISA Dissemination Activity", DN2-6
May '05	M13	
		DEISA Event of the year, Paris, France
Jun '05	M14	
By the end of the month		The 2nd DEISA e-Newsletter and DEISA Industrial Information Bulletin

Jul '05	M15	
Aug '05	M17	
Sep '05	M18	
By the end of the month		Extended User management support, MN2-6