



D6.7 - Project Communication Report V1

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Prêt-à-LLOD - Ready-to-use Multilingual
Linked Language Data for Knowledge
Services across Sectors

D6.7

Project Communication Report V1

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30/09/2019	First draft	SWC, Thomas Thurner
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Executive Summary

Beyond the contribution to the expected impacts listed in the work programme, it is crucial to having the greatest impact on key stakeholders outside the project partnership, to ensure that the vision, objectives, activities and results of Prêt-à-LLOD become as widely known and as well understood as possible.

This report is the first review of the actions taken in this respect. It can be proved, that all planned initial steps of setup and initiation are complete. While some of the measures are on or above the planned KPIs, some of them are still under development and need focused attention for the next period.

We see a good start of all communication actions and are positive about the further development of communication, which may be driven by the up-coming tangible interim-results and presentable findings in the near future.



1. Introduction

1.1. Relation to other Deliverables and Work Packages

Dissemination, Communication and Exploitation are related tasks and therefore bundled in WP6. Where dissemination follows strongly the aim to distribute and inform about the relevant research and development done in the project, exploitation describes the pathway to a successful commercial implementation and market development. Communication is a vehicle for the above-mentioned as well as a task on its own serving especially those audiences who are not bound to the project via partnership or consortium.

Therefore successful communication has to keep a close eye on all activities of the project and inform internally and publish externally. So communication has to have its ears on all the activities of the project and should have reporters and rapporteurs in every work package. Consequently, every consortium member needs to participate actively in communication and use the channels provided.

2. Communication Setup

2.1. Communication Strategy

The consortium will create a database of target communities and stakeholders and apply a multidimensional approach to reach all key groups. The communication strategy of Prêt-à-LLOD will be built around three main components: goals, audience and message, and will focus on the message and the audience.

2.1.1. Target communities and Stakeholders

Audience	Goals	Message	Channels
General Public	Build up awareness for opportunities and potential made possible in the course of the project	Find the European answer in the global concert of solutions for the LT sector (as opposed to big market-dominating corporations).	Website, Twitter
LT Sector	Intensify interest and curiosity of stakeholders in the European LT-Sector among each other.	Together we can achieve more. We can team up for new solutions which are relevant for the market	Newsletter, F2F
Specific LT Branches	Make specific solutions visible and foster exchange and clustering of ideas and products.	Talk about the challenges in the sector and best practices in how they are resolved.	F2F Fairs
Research	Spread excellence and communicate knowledge	Report on new solutions, discuss ideas and make the	Newsletter

		research process accessible to the public.	Conferences Press Relations
Developers	Make results known to developers, integrators and applied research.	Describe solution paths,	Conferences Press Relations
Entrepreneurs	Appeal to the European LT-Industry to participate in the exchange of Language Resources and build new businesses and products on this basis.	Report on commercial successful European LT-Initiatives	Website Newsletter

Table 1: Target communities and Stakeholders

2.1.2. Channels

Templates and reusables

designed early in the initial phase of the project

- Project Logo, PowerPoint templates, templates for deliverables and general documents

Collaterals and dissemination material

- a project fact-sheet, poster and brochure
- Rollup

Audiovisual material, such as

- walkthrough videos to show the pilots

Press releases

- announcing the key milestones of the project
- Contributions to magazines related to data analytics markets, European and national technical magazines, newspapers

Targeted Distribution

- e-Newsletters and posts on social networks to raise awareness towards project activities

2.2. Corporate Identity

A comprehensive and target-oriented communication of the project requires a coherent project identity. This will be the basis of all communication activities and will enable a strong outward appearance.

Already the project acronym is a statement by itself and want to inspire a diverse range of associations. As **Prêt-à-LLOD** is phonetically near the term **Prêt-à-Porter** we inspire the

reception of the project as a solution driven endeavour along the lines of “ready-to-wear” for the term **Prêt-à-Porter**. As opposed to “Haute couture”, **Prêt-à-Porter** stands for wearable and standardized fashion, as distinct from made-to-measure products. You can use it from the shelf. Prêt-à-LLOD follows, to a certain extent, this narration.

Visually we follow this narration and have developed a translation of the Ci into a corresponding CD. The main elements are:

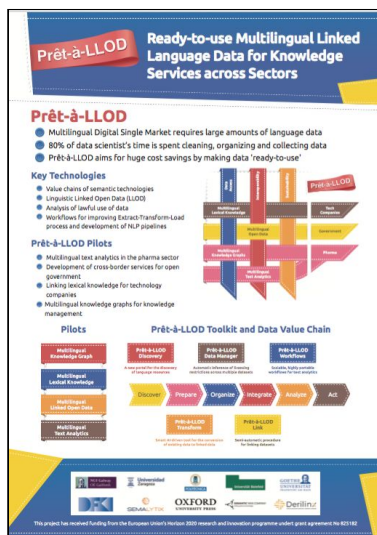
- Colorfulness
- Textile haptic
- Composed and designed to appeal as a patchwork
- A badge/label-like Logo

These elements of the CI and CD are consequently used in all materials and channels we serve. So the CI and CD is a cross-referential system of signs and messages, which hold the manifold project narration together.

2.3. Printables

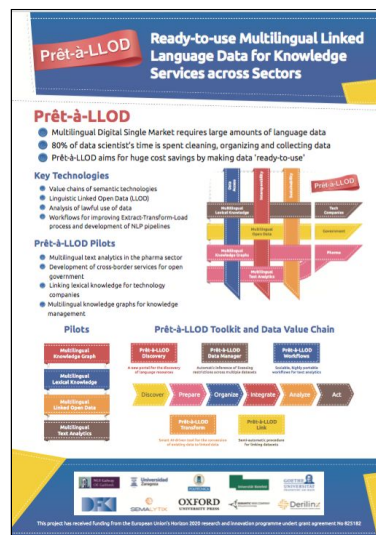
For use as supporting material for F2F communication and at fairs and conferences we developed a first set of printables.

Poster



A0
printed on demand

Flyer



A4
printed on demand

Event Flyer



A4
4000 pcs

Figure 1: Printables

A roll up is in design for easy reproduction by all partners locally.



3. Status of specific measures

3.1. Website Statistics

A tangible dissemination tool is the Prêt-à-LLOD project website, which is continuously updated and contains relevant project information such as published reports, papers as well as software and demonstrators made available to the research community in the future. The most important element here are demonstrators which can show how the language technology would work in real life.

The website should be an easily accessible and frequently updated repository for content produced by the project. It will thus be a point of reference for project activities from an organisational, promotional and dissemination point of view and a means of interaction between the community members to reinforce ties and collaboration. The website includes and maintains a **blog** and **event calendar** where articles on topics with a strong reference to Prêt-à-LLOD are frequently published.

3.1.1. Sessions

For the period from 06/2019 to 12/2019 we report the following numbers:

Sessions	Users	Page Views	Time on Page	Session Duration
1,645	988	3,634	00:01:36	00:01:56

Table 2: Website Sessions

3.1.2. Countries

Countries	Sessions
Germany	376
Ireland	213
Spain	178
United Kingdom	157
Austria	114
United States	86
Belgium	58
Italy	54
France	52

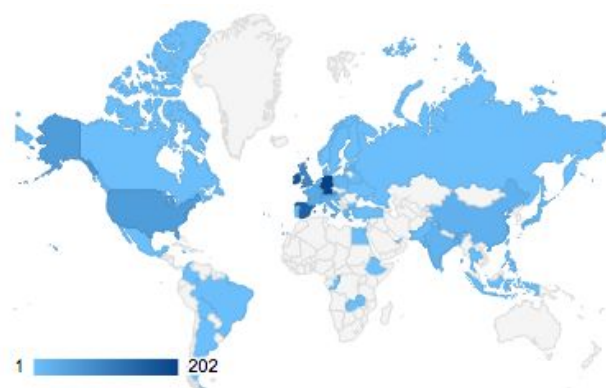


Table 3: Website Countries

Figure 2: Website Countries

3.1.3. Page rank

Pages	Sessions
Prêt-à-LLOD – Prêt-à-LLOD project website	1,108
European Language Services Industry Forum	146
3rd Summer Datathon on Linguistic Linked Open Data	40
Tools and Services	39
About	30
Deliverables	29
Speakers @ ELSE-IF19	26

Table 4: Website Page Rank

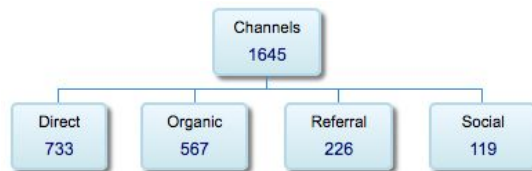


Figure 3: Website Page Rank

3.2. Social Media

Twitter is the focus of Prêt-à-LLOD’s Social Media activity. The consortium communicates its own and third party events, own contents and contents related to the overall LT technology sector. After the first year we are still in the early phase of establishment of our network there.

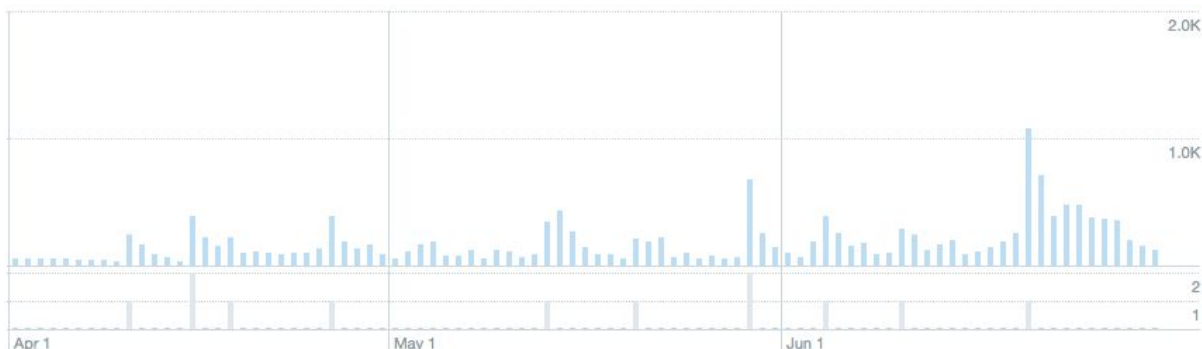
3.2.1. Twitter

We are continuously developing our presence on Twitter. Currently we have posted 123 Tweets, and the account were followed by 191 followers, while we are following 149 other accounts.

3.2.2. Impressions on Twitter

We started tweeting in April 2019 and have until the end of the year 42.500 impressions on our tweets.

Q2/2019 = 16.6K impressions



Q3 = 14.0K impressions



Q4 = 12.5K impressions

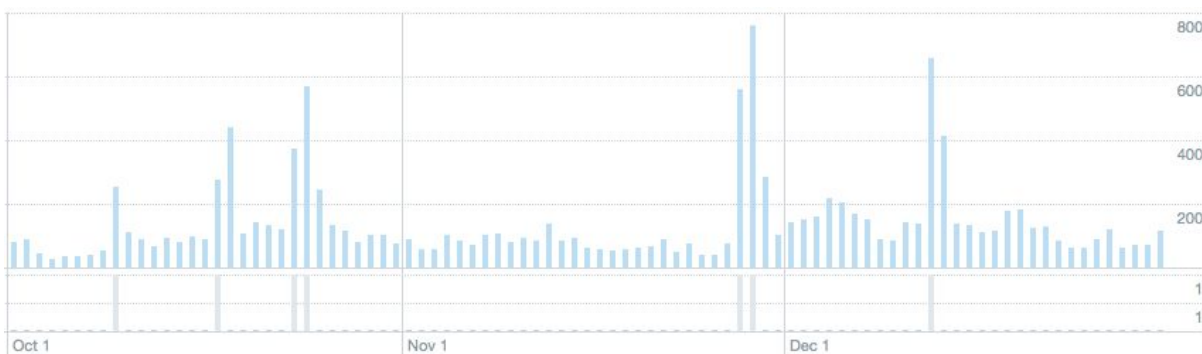


Figure 4: Impressions on Twitter

3.2.3. Top Tweets








Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements
	Prêt-à-LLOD @pret_a_llod · Jun 20 Members of the @pret_a_llod project in #Zaragoza @unizar. Two and a half days of fruitful meeting around #linguistics, #linkeddata and #NLP services. Thanks to the @I3Aunizar personnel for their invaluable and professional support! pic.twitter.com/WtyYHRpQPW View Tweet activity			5,399	171
	Prêt-à-LLOD @pret_a_llod · May 13 2nd Translation Inference Across Dictionaries shared task, supported by @pret_a_llod, will take place on 20th May in Leipzig. If you are attending LDK and like the topic, do not hesitate to join us! tiad2019.unizar.es 2019.ldk-conf.org View Tweet activity			2,171	28
	Prêt-à-LLOD @pret_a_llod · Jun 4 Read about Sina Ahmadi's experience at the 3rd Summer Datathon on Linguistic Linked Open Data #SDLLOD19 : pret-a-llod.eu/2019/06/04/3rd... #LLOD #LinguisticData View Tweet activity			2,081	30
	Prêt-à-LLOD @pret_a_llod · Apr 26 We are happy to announce that @pret_a_llod supports the 3rd Summer Datathon on Linguistic Linked Open Data #SD-LLOD-19 located @dagstuhl. datathon2019.linguistic-lod.org			1,885	42
	Prêt-à-LLOD @pret_a_llod · Jul 26 @ThierryDeclerck is presenting his joint work with @elaxis_eu and FH Darmstadt on using #ontolex for bridging between WordNet and lexical descriptions #lexicography #linkeddata pic.twitter.com/Zux9W7DIW8 View Tweet activity			1,761	36
	Prêt-à-LLOD @pret_a_llod · Jul 4 View Thomas Thurner's presentation at the recent Pret-a-LLOD Taxonomy Workshop @ LT-Innovate in Brussels pret-a-llod.eu/2019/07/03/inv... #pret_a_llod #LLOD #LinguisticData #LT-Innovate View Tweet activity			1,695	11
	Prêt-à-LLOD @pret_a_llod · Jul 9 NUIG Pret met Marc Verhagen (Brandeis University, USA) to compare LAPPS (Language Applications) Grid with TEANGA and look at collaboration. wiki.lappsgrid.org #LLOD #LinguisticData pic.twitter.com/zgZyqpUpoS View Tweet activity			1,683	19

Table 5: Top Tweets

3.2.4. Slideshare

Slidedecks are used by partners to present Prêt-à-LLOD at events, workshops, talks and meetings. The outreach of this channel is difficult to track, as distribution is not tracked and impressions are not always counted. So the figures of our Slideshare Channel count only a part of the outreach attained by our slidedecks.

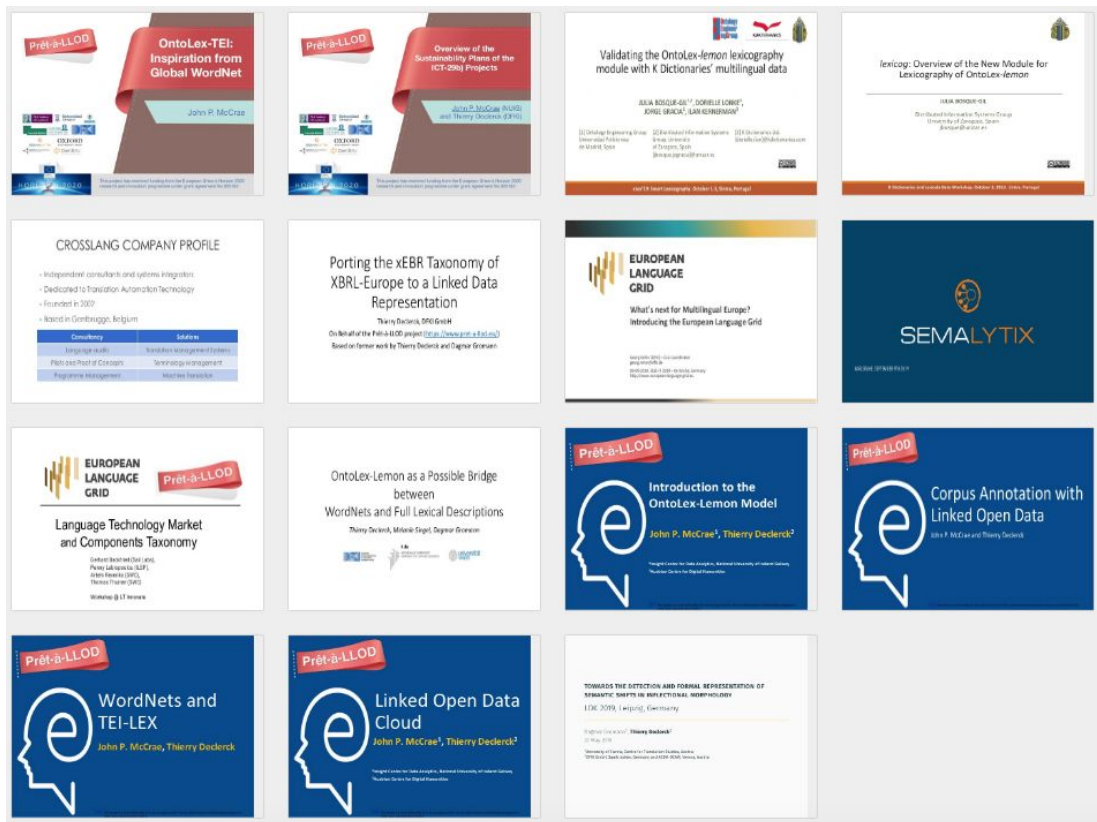


Figure 5: Slideshare

3.3. Newsletter

While the template for the newsletter has already been created and installed in Mailchimp, the actual start of the newsletter is planned for Q1/2020. To attract newsletter subscription, we have to further build up the image and brand awareness of Prêt-à-LLOD.

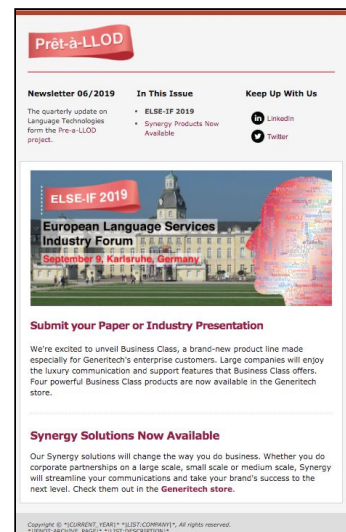


Figure 6: Newsletter Template

3.4. Face-2-face communication

Besides formal and structured communication effort, the informal communication of the project has to be mentioned. All consortium partners and their involved staff are acting as ambassadors for the project. These activities gain publicity for the project and brand awareness and act as an important additional informal communication channel.

4. Expected Impact (KPI)

Activity	Target group	Objective	Status Y1
Website	General public, Professional / Research audience	>50 daily visits, annual growth: Y1: 4,000; Y2: 12,000; Y3: 18,000	M06-M10: 2400 visits
Blog	General public, Professional / Research audience	Average visits per article: 300 visits 1 article per month	M06-M10: 10-600 visits per page 2-3 articles per month
SEO ¹	General public, Professional / Research audience	High visibility (Google page 1) for three keywords #multilingual data, #Ilod #NLProc	#multilingual data = failed #Ilod = achieved (page 1) #NLProc = failed
Twitter, Facebook and LinkedIn	Professional / Research audience	>3,000 social media followers Output: 100 Tweets per year	M04-M10: 163 Followers 116 Tweets
Newsletter	General public, Professional / Research audience	>500 subscribers Output: 3 newsletters per year	---
Flyer	Event participants and visitors	3 (one updated version per year)	achieved
Poster (roll-up)	Event participants and visitors	3 (one updated version per year)	achieved
Videos (on Youtube)	General public, Professional / Research audience	>2,000 views	---
Walkthrough	Professional / Research audience	2 animated walkthroughs; >2,000 visits	---

¹ To improve on the measured hastags, we plan to increase the number of tweets and posts including this specific hashtags.

Hackathon / Datathon	Entrepreneurs and scholars	> 100 participants	---
Workshop	Professional / Research audience	> 100 attendees	---
Scientific publications	Research community (open access)	2 journal / 20 conference articles	achieved

Table 6: KPIs