Prêt-à-LLOD

D6.8 - Project Communication Report V2

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Document History

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Executive Summary

Beyond the contribution to the expected impacts listed in the work programme, it is crucial to have 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 second review of the actions taken in this respect. While the project developed well in the outreach to the scientific community the take-up and communication towards the LT industry still needs improvement. The pandemic prevented face-to-face communication, and event participation and an overall situation where innovations are harder to communicate. In addition to this a major problem with the website (attacks) also caused problems in reaching out to the interested public.

So the remaining project life time has to be used to compensate this deficit and build up a solid reputation for the project in the public. We have met this challenge by the development of new communication methods such as webinars and online events.

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's aim is 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 both 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 is 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 research process	Newsletter Conferences

		accessible to the public.	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 webinars 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 set of printables.

Poster   **Flyer**   **Roll-Up**
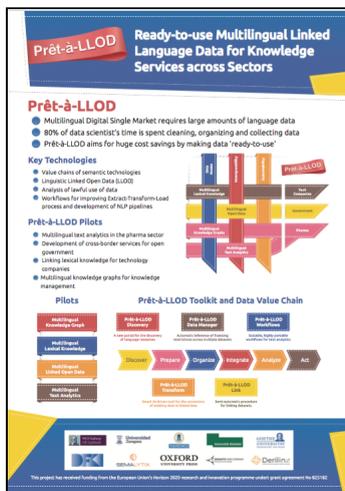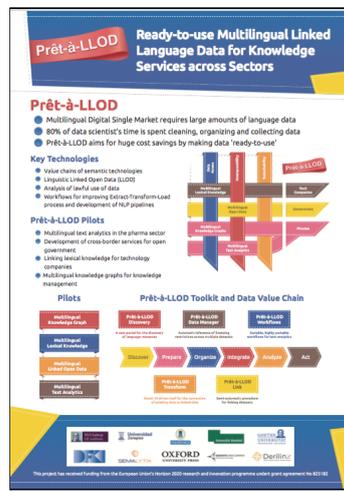
A0   A4
printed on demand   printed on demand
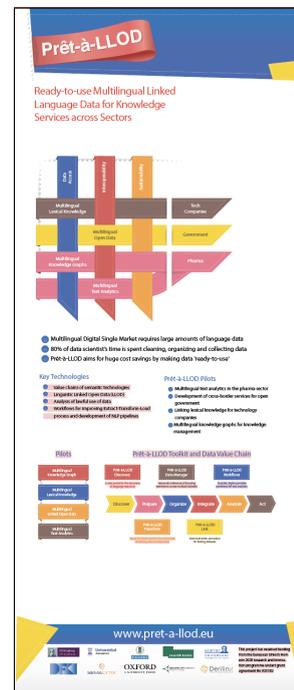
Figure 1: Printables

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.

In 2020 we had several attacks on our website. Beginning of June 2020 our Wordpress system was attacked and corrupted, with a complete loss of all data. Also a recovery of the system form a backup hasn't brought a stabilisation of the situation. So we decided to rebuild and republish the whole website.

- We switched the CMS of the website from Wordpress to Github
- Rebuilt the layout and design for the new CMS
- Trained all users in the usage of Github
- Searched for backups of all contents and republished them piece by piece
- Restarted statistics

This all caused a significant discuntionation in outreach and presence.

3.1.1. Statistics

Because of the above mentioned discontinuation of the operation of the website, we also have a lack of data when it comes to usage statistics, this is why we can only report monthly outreach based on the data we have.

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

For the period from 02/2021 to 03/2021 we report the following numbers:

Sessions	Users	Page Views	Time on Page	Session Duration
216	144	813	00:00:42	00:01:03

The monthly estimate is:

Sessions/month	Users/month	Page Views	Time on Page	Session Duration
110	80	400	n/a	n/a

Table 1: Website Statistics

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.

3.2.1. Twitter

We are continuously developing our presence on Twitter. Currently we have posted 180 Tweets, and the account was followed by 282 followers, while we are following 164 other accounts.

Your Tweet Timeline – 1.8 tweets per day (tpd) / 8 tweets per month (tpm)
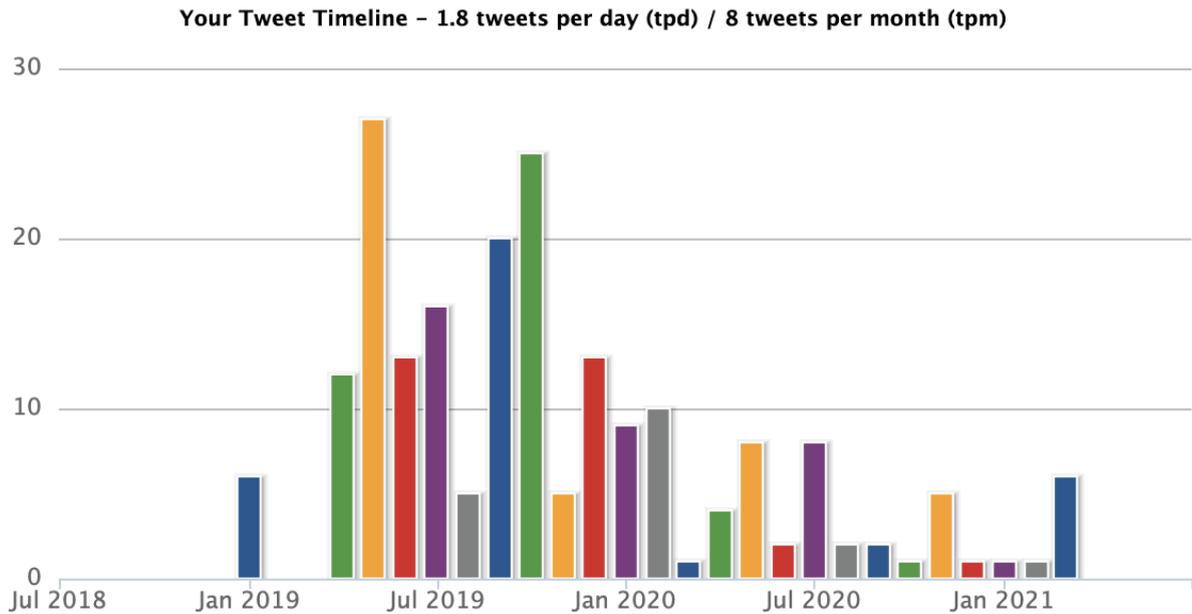
Figure 2: Tweet timeline

3.2.2. Impressions on Twitter

We started tweeting in April 2019 and have until the end M27 130.100 impressions on our tweets.

Q2/2019 = 16.6K impressions
Q3/2019 = 14.0K impressions
Q4/2019 = 12.5K impressions
Q1/2020 = 7.0K impressions
Q2/2020 = 15.0K impressions
Q3/2020 = 17.9K impressions
Q4/2020 = 43.0K impressions
Q5/2020 = 4.1K impressions

Figure 3: Impressions on Twitter

3.2.3. Slideshare

Slide decks 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 slide decks.
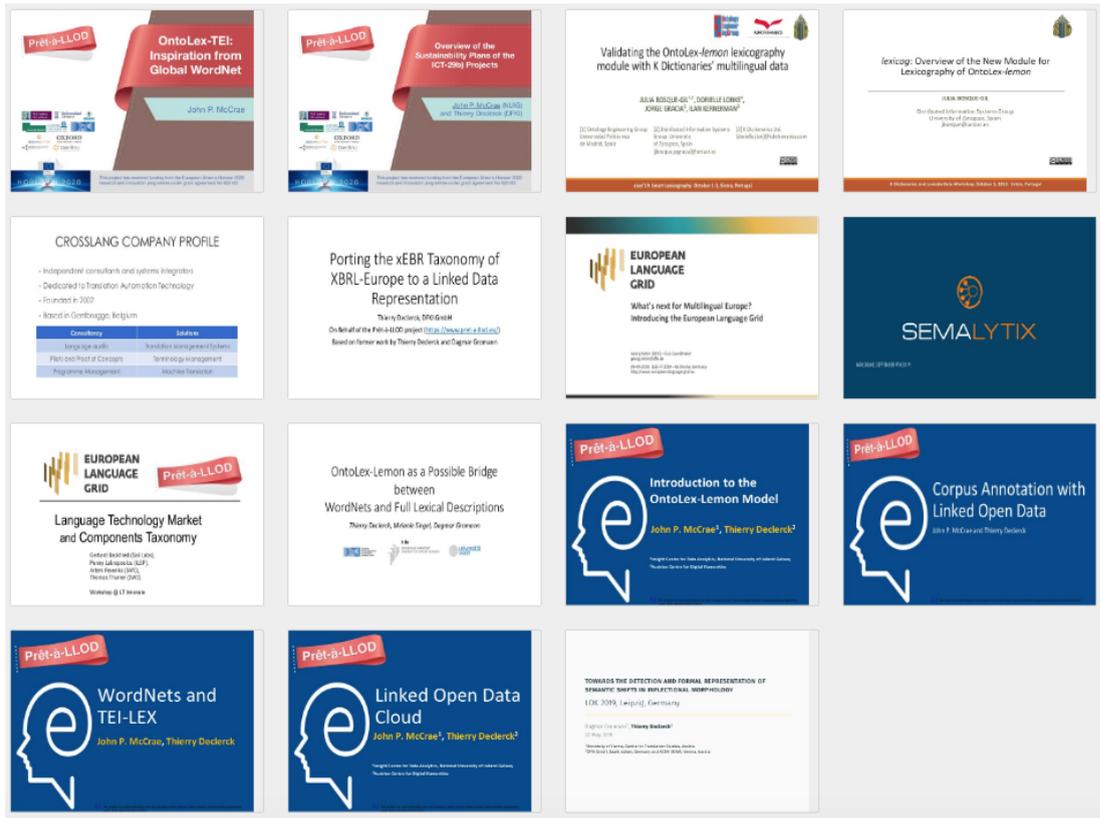
Figure 4: Slideshare

3.3. Newsletter

In a regular newsletter we inform on the newest developments, events, workshops and webinars of the project. Latest two issues were on 11/2020 and 04/2021.
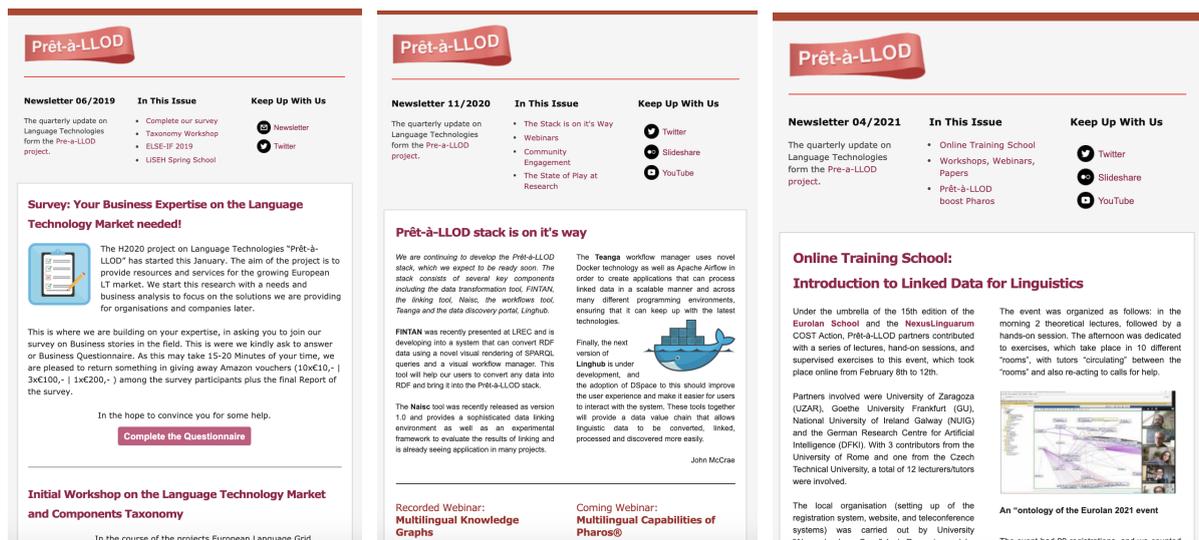
3.4. Face-to-face communication

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.

3.5. Webinar

In late 2020 we started with a series of Webinars, which show the LT Stakeholders what is Pret-a-LLOD all about. The format is a 45 minute webinar including presentation, demo and Q/A session. The webinars are promoted for live attendance and as recorded video.

The webinars are attended by 30-60 persons each

- SWC' Pilot
- OUP's Pilot
- Derilinx' Pilot

4. Expected Impact (KPI)

Activity	Target group	Objective	Status M27	interpretation
Website	General public, Professional / Research audience	>50 daily views, annual growth: Y1: 4,000; Y2: 12,000; Y3: 18,000	**4800 views / anno**	We are below our target because of the attack, data loss, rebuild of the website and retraining of partners in usage.
Blog	General public, Professional / Research audience	Average visits per article: 300 visits 1 article per month	**10-250 visits per page** **1-2 articles per month**	Connected with the weak performance in the KPI above.
SEO[1]	General public, Professional / Research audience	High visibility (Google page 1) for three keywords #multilingual data, #llod #NLProc	**#multilingual data = failed** **#llod = achieved (page 1)** **#NLProc = failed**	The 1st and 3rd hashtags were set wrong. 1st isn't a searchable hashtag as it consists of two words. 3rd is a term which could not be

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

				taken up by the tweeting community because of complexity.
Twitter, Facebook and LinkedIn	Professional / Research audience	>3,000 social media followers Output: 100 Tweets per year	**282 Followers** **180 Tweets**	We do not engage in Facebook, because there is no substantial community activity or serious business communication about the LT topic. This is why we do not reach the overall social media targets here.
Newsletter	General public, Professional / Research audience	>500 subscribers Output: 3 newsletters per year	**5 newsletters so far**	The frequency of the NL is connected to the amount of presentable outcome of the project. That's why we reached the target now in a later stage of the project.
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	**webinars**	We republish webinars as Youtube videos
Walkthrough	Professional / Research audience	2 animated walkthroughs; >2,000 visits	---	This is planned for the final releases of the software packages.
Hackathon / Datathon	Entrepreneurs and scholars	> 100 participants	**apx. 200 / year**	
Workshop	Professional / Research audience	> 100 attendees	**apx. 200 / year**	
Scientific publications	Research community (open access)	2 journal / 20 conference articles	**achieved**	

Table 2: KPIs

5. Conclusion

The initial communication goals for the Prêt-à-LLOD project were ambitious. We aim for reaching new target audiences and an extremely broad recognition of the project itself "riding" also a - at this point envisioned - hype of language and speech technologies. The plan was to build this communication on the core of the existing outreach and scale out.

At this point we see this vision only partly coming true, as the LT sector itself has not grown in that size and velocity we envisioned and also the pandemic slowed down growth and also possibilities for a pro-active communication of project outcomes towards a global LT market.

So the remaining project life time has to be used to compensate this deficit and build up a solid reputation for the project in the public. We have met this challenge by the development of new communication methods such as webinars and online events.