Deliverable

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D6.1-Dissemination and Standardisation Strategy

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Abstract: This is the first iteration of the Dissemination and Standardisation strategy. The document reports on the objectives that will guide specific steps to be taken as part of the communication plan and target audiences. It captures the plan for activities focussing on dissemination and standardisation of outputs for Project IMAC.

REVISION HISTORY

Revision	Date	Author	Organisation	Description
0.1	29-12-2017	Sonali Rai	RNIB	First draft of the plan
0.2	03-01-2018	Pilar Orero	UAB	Comments and suggestions
0.3	04-01-2018	Sonali Rai	RNIB	Second draft
0.4	08-01-2018	Sergi Fernandez	i2CAT	Comments and suggestions
0.5	17-01-2018	Ronald Mies	IRT	Chapter on standardisation
0.6	18-01-2018	Sonali Rai	RNIB	Final draft
0.7	08-02-2018	Jose Miguel Sanjuan	I2CAT	Final revision

EXECUTIVE SUMMARY

Dissemination is one of the most dynamic activities in the Immersive Accessibility Project (ImAc) and for that reason; two specific deliverables have been created: D.6.1 and D6.3. Deliverable D6.1 reports on the dissemination activities planned for the duration of ImAc. These activities aim to promote the project and make results available to relevant stakeholders from academia and the industry through the course of the project. D6.3 sets out an updated plan for exploitation and dissemination of results.

All partners in the consortium are involved in the dissemination by participating in or undertaking at least one of the following activities:

- Presenting and promoting the project at conferences, working groups, workshops and other events
- Writing content for the ImAc website [details in the report on D.6.2] and engaging with the social media feed
- Creating and adhering to the visual identity for the project assets such as project poster, powerpoint slides, factsheets etc.
- Writing papers for scientific publications, conference proceedings and journals
- Organising workshops and other ImAc events
- Collaborating with other European research project teams

In ImAc these activities were underway in month 1 with an aim to using the initial feedback to build on the plans for project implementation. Some of the key project components that were regularly circulated internally and externally included:

- Current developments
- Plans for research
- Achieved results
- Achieved milestones
- Published deliverables and other publications, like scientific articles
- Attended external and own events, like the annual meetings
- Other important incidents

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1. INTRODUCTION

1.1. Purpose of the document

This deliverable outlines the strategy planned to meet the dissemination, standardisation and exploitation objectives of ImAc. It looks at how the project's key messages and outcomes will be reported through channels that have a reach into and are relevant for its diverse stakeholder group. The document also gives an insight into a list of activities planned both for online (website, various social media platforms etc.) and offline platforms (event participation and organisation) that are envisaged by the project team, and reports on the dissemination materials that are now available or are being prepared. Additionally, the document also contains a list of recent and upcoming events that ImAc has plans to join or are under consideration and provide opportunities for creating awareness of activities coordinated within WP6 and monitored via the Confluence Platform.

The deliverable then goes into ImAc's objectives, target audience and actions to implement for standardisation.

1.2. Scope of the document

The document covers project activities planned within WP6 of ImAc. The aim of these activities is to ensure the project results specifically the creation of a player and tools for the production of immersive experiences in 360 degree videos enable the immersive content production and delivery market to successfully support the delivery of subtitles, audio description, audio subtitles and sign language. In order to achieve the desired results, WP6 intends to:

• Determine an overall approach for the successful exploitation of the proposed solutions, such as production, standardisation, additional stakeholder involvement etc. and identify strategies that meet the profile, expertise and reach of each stakeholder.

• Allow maximum visibility to the proposed solutions through presence at major relevant events and set up direct contacts with potential clients of the developed solutions.

• Implement a communication strategy aligned with the exploitation strategies of the consortium partners.

1.3. Status of the document

This is the first version of Deliverable 6.1 of the ImAc Project. Other iterations of this document are to follow in months 15 and 30. As the project has only been underway for a few months, the first version of D6.1 is intended to primarily address the communication and standardisation strategies that should be pursued within the project. An exploitation strategy will be drawn on the completion of a market study that will take into account the technical components that need to be integrated into the player and preparations for the first pilot are well underway. However, besides outlining a general communication and standardisation plan, project partners are already actively engaging in some activities (notably in the dissemination domain) as part of their wider work in areas that are of relevance to ImAc. Therefore, this document also reports on those concrete actions.

1.4. Links with other ImAc activities

As this work package reports on activities underway in other work packages, the aim of WP6 is to provide tools and platforms for the dissemination and exploitation of results coming out of the ImAc Project. Therefore work package leaders as well as the project coordination team are closely involved

in defining participation at events, compiling materials and discussing and implementation strategies. To summarise, key components of the project such as pilots and demonstration activities in other work packages will have dotted line into WP6 with the goal of disseminating outcomes and the standardisation activities will be linked to technical project results.

Within WP6, in addition to this document and other deliverables including a report on market analysis, exploitation and a set of technical fact sheets will be produced during the course of the project which will be updated regularly and jointly represent the work done within the work package. This deliverable describes the activities of D6.1 focussing on dissemination, branding, information and communication assets and Task 6.3 focussing on standardisation activities. Subsequent iterations of the document will summarise exploitation results coming out of D6.3 (Market Analysis and Strategies for successful exploitation).

2. COMMUNICATION STRATEGY

2.1. Introduction

Task 6.2 within WP6 in ImAc is accountable for the putting together a communication strategy and the subsequent implementation of particular dissemination activities. The task description is as follows:

"This task coordinates all those activities that will make results available outside of the project. Dissemination responsible will propose a project logo to the partners, jointly with a template for presentations (that will update when necessary). The ImAc public website will be thoroughly updated according to ImAc innovations and progress. All dissemination activities (Scientific, Open-Access Publications, Conferences and Trade Fairs, Raising awareness, etc.) will be detailed and updated in D6.1. The target audience of workshops will include stakeholders, such as members of standards working groups, potential customers, industry, students and researchers. They will foster the exchange of views and different perspectives in the field."

Dissemination and communication activities will focus on the creation of content including setting up a blog, publishing regular news items and other updates, producing videos and releasing these on social media. Together, these will aim to inform various audiences about the project, its results, activities and planned/past events. In order for ImAc communication to be successful, it is important to:

- identify the target audience,
- tailor messages for these audiences,
- select relevant communication channels to reach them.

In this section we outline our overall communication strategy that focusses on the first quarter of the project. This strategy will be reviewed and revised if necessary in view of the results obtained during the course of the project.

2.2. Overall Strategy

Before going into the detail of the strategy, it is worth noting that the ImAc project team is keen to ensure that the developments on this project are driven by needs of real end user and seeks to continuously involve users by means of user centric design methodologies. Developed tools and services must meet the requirements of experienced broadcasters from the start, and they are thoroughly tested through pilot operations.

At the dissemination and communication level, ImAc must focus specifically on the following objective: *"To develop new services which take advantage of the convergence between broadcast, broadband and social media."*

As per this objective– Communication for ImAc can be further split into sub-objectives that need to be accomplished for the overarching objective to be met. The sub-objectives suggested here are:

- Increase awareness of the project and its objectives
- Disseminate project results and its activities
- Share knowledge gained in the project
- Open communication paths with stakeholders
- Showcase pilot results

Following on, some of the key steps in the Communication and Dissemination Strategy (CDS) for ImAc include:

1) Defining the purpose (objectives)

2) Analysing the external factors and stakeholders

3) Establishing key messages for communication

4) Identifying relevant channels for communication

5) Setting up a calendar of activities and events

6) Evaluating the communication: KPIs / milestones

Taking these into account, it is possible that the need for further sub-objectives will emerge through the course of the project and for this reason, a dissemination plan is a useful structure to organise coherent actions, optimise use of resources and obtain maximum impact.

It is anticipated that most dissemination activities will fall into one of the two key categories – offline and online activities.

2.2.1. Online activities

This comprises the focus on ImAc's blog , use of social media and other online resources (mailinglists, Youtube, digital resources, etc.).

2.2.2. Offline activities

This comprises face to face activities such as events, workshops, trade fairs, presentations etc. and seeks to reach both: end users, industry and other relevant bodies.

2.3. Target audience

It is important to understand the external factors that impact ImAc as they are likely to affect how the aims of the project are met and the relationships that will be instrumental to maximise its impact.

ImAc aims to explore how accessibility services can be integrated within immersive media and propose new deployment methods for access features including subtitles, audio description, audio subtitling and sign language in immersive environments. The project seeks to create new open source tools for the content industry i.e., broadcasters, to create immersive and personalised sign language, enhanced audio description and subtitling services for 360 degree content. In view of this, it is understood that the final deliverable will of interest to a range of professionals including but not limited to professionals from the creative industry, production houses, post production studios, event organisers, technology providers (hardware and software), broadcasters and other organisations investing in delivering immersive experiences to their customers and consumers.

Therefore strategies must be developed in order to engage a diverse set of stakeholders (detailed below) that will benefit directly or indirectly from the ImAc approach and solution.

2.3.1. Industry

Stakeholders from the industry not only include broadcasters, gaming companies and production houses that produce content in 360 degree format but also those with experience in producing access features for audio visual content delivered across platforms. It is important that the industry is consulted regularly during the development and evaluation stage to ensure that the tools produced

are fit for purpose. Due consideration must be given to the need for confidentiality to allow the industry to offer honest feedback and if needed non-disclosure agreements may be introduced to make this easier. In further iterations of this document, it is likely that this stakeholder group will be subdivided into further categories such as creative industry, post production studios, animators, gaming and immersive experience producers, entrepreneurs, broadcasters however it is too early to tell which of these will be the kety beneficiaries of the tools created by ImAc.

Potential benefits for the industry: reaching a wider audience base with innovative accessible storytelling techniques for increased retention and pulling audience into a new environment to experience new environments, gamifying experiences for end consumers.

Perceived challenges: traditional scepticism that surrounds the provision of access services on audio visual content, cost outweighs the benefits and tools not adaptable to the mainstream existing technology used by the industry

Strategies to convince: Demonstrations at key public events, involving industry in the development of the tools, tools produced are standardised and have the capability for receive updates to keep pace with the mainstream technology, factsheets, testimonials, putting together steering groups that involve the industry, invitation to attend focus groups and pilots, standardisation.

Channels to convince: Pilots, documents, factsheets, events, presentations, demos, social media, trade fairs, working groups on specific activities, production sector.

2.3.2. Academia

The academic stakeholders are key to the development of tools in ImAc and to that end, it must be noted that two highly regarded academic institutions with a strong portfolio of research work in accessibility are represented within the project consortium. Furthermore the involvement of the academic community is encouraged through collaboration and communication with other institutions and projects.

Potential benefits for the academia: understanding of human behaviour and responses to immersive experiences, deeper appreciation of the social impact of accessibility, global knowledge and reputable source of information for policy makers, generate interest and increase awareness in future professionals, create further training programmes.

Perceived challenges: Conflicting approach to research and incongruent findings

Strategies to convince: Collaboration and effective dialogue through the course of research with relevant departments and research outfits

Channels to convince: Scientific and academic papers, conferences and university events, research sessions, workshops and presentations at relevant academic events.

2.3.3. Third Sector Organisations

Third Sector organisations, end user membership bodies and campaigning groups that support people with disabilities and already provide hi-tech advice on independent living, inclusive living and technology will be targeted as expert route to their members. They will be instrumental in taking ImAc forward into the real world.

Potential benefits for third sector organisation: Benefits to the end users, being able to make informed decisions on future work and drawing up strategies, improve viewer experience of members and contributing to public consultation on the delivery to mass markets.

Events - conferences, workshops, focus group sessions etc.

Perceived challenges: traditional perceptions and misconceptions to the user requirements of people who need or use assistive technology, appreciation of the user needs, gap in awareness of new technology and benefits it offers.

Strategies to convince: Collaboration through the course of the project, effective dialogue, formation of steering groups for specific areas within wider research, organising roundtables

Channels to convince: Face to face meetings, industry and disability working groups

2.3.4. Regulatory authorities and standardisation authorities

Policy makers such as EU and national government *authorities* produce important policy documents in order to standardise formats therefore these will be kept informed.

Potential benefits to regulatory authorities and standardisation bodies: Making informed decisions in view of promoting inclusive and independent living, standardising formats and enabling the industry to be share assets.

Perceived challenges: balancing industry interests and users', lack of legislation and encouragement to drive growth and take up

Strategies to convince: Roundtables, responding to consultation, sharing research and face to face demos

Channels to convince: demos, press release, articles, research summaries

2.3.5. Other Target Groups

Small to mid-size technology companies and content providers are also crucial stakeholders of ImAc as they may be interested in the solutions produced as a result of the project. Overseers of immersive experiences offered at public service departments within Governments or nationalised institutions are potentially interested in the findings and hence are targeted by the dissemination activities. Targeting the general audience is not considered as relevant, but the journalists (in particular within specialised media) are a potential target group to convey messages on the project to the public.

Potential benefits to other target groups: Ability to make informed decisions, participate in wider discussions on this area, promote inclusive living, use ImAc as a base to design further commercial services

Perceived challenges: cost to demand ratio, reach and penetration within the industry, lack of interest and awareness of user need and preferences.

Strategies to convince: development in collaboration and effective dialogue through the course of research

Channels to convince: demos, press release, articles, research summaries, factsheets

2.4. Means of communication

Before delivering communicating on the project, it is necessary to define the project outputs, and identify ones that are most relevant for communications purposes. When a project output generates a need for communication, one or more channels must be selected and a message must be created. Table 1 below illustrates how different stakeholders may perceive different opportunities and

challenges related to ImAc, and how these need to be addressed in order to maximise impact. In general terms, this process can be represented as follows:

Figure 1- Content creation triggers and communication channels – Generic

In this context, following outputs are expected to require a need to disseminate and communicate:

Need / Activity	Description	Expected output
Pilots	3 pilots during the project will demonstrate the solution developed in ImAc in real scenarios.	Pictures, real-life demonstration, evaluation results and datasets (test material, data, etc.).
Documentation/Deliverables	Specifications and documents generated during the project lifetime reporting on all results and information gathered. Only public documents can be shared.	Deliverables and datasets.
Events	ImAc will be present at several events targeting the industry, research and general audience stakeholders. Objective is to make demos and	Networking for the purposes of feedback and eventual application of the outcomes in industry. Build contacts, stay in

	give presentations, produce factsheets, etc.	touch with stakeholders and gauge media impact.
Standardisation outputs	Standardisation outputs	Publications. Project awareness among research and industry stakeholders
Videos	Creative partners of the project will create videos about different topics: demos of the project and pilots.	Videos. Datasets. Project awareness.
Demos	The project will showcase the results gathered in the pilots through live demos.	Demos. Project awareness on a wider range of audience.
Technical factsheet	Technical documentation about the project and the technical elements integrating the overall architecture of pilots 1 and 2.	Factsheet (digital and printable).
Dissemination material	Resources to explain the project progress	Poster, flyers, presentations to support online and offline dissemination.
Presentations and stands at exhibitions	Direct contact with stakeholders is the best way to build new links and find new (exploitation) opportunities for the consortium	Contacts, stakeholders attention, general project awareness.
Workshops	Internal and open workshops will be organised in order to interact with stakeholders in different topics (exploitation, technical, evaluation)	Deliverables. Graphic material. If open: project awareness.
Website	Main access to the project information and	Global access to project contents.

	digital contents, including news, open datasets and deliverables.	
Social Media	Social Media is nowadays critical in order to position the project at global level and have maximise impact.	Project awareness

Table 1- Expected outputs

2.5. Evaluation: KPIs/ milestones

To evaluate effectiveness of the project dissemination, a few key indicators must be defined to provide a quantitative analysis of how the project is evolving.

Category	Indicator	Reporting period 1 (Month 15)	Reporting period 2 (Month 30)
Events	Events Participation	15	30
	Stakeholder workshops organisation	2	1
Publications	Publications (incl press releases, blog posts, articles etc.)	10	20
	Presentations	8	20
Materials	Demos	1	3
	Factsheets	2	5
	Videos	5	10
Impact	Professional users introduced to ImAc	50	200
	Other target audience groups introduced to ImAc	100	250

Table 2-KPI evolution of the dissemination actions

2.6. Communicating with stakeholders

In order to reach the different target audiences, the following communication material has been produced as part of the project.

2.6.1. Offline activities (Communication Material)

Offline actions are probably one of the most effective communication activities to reach the appropriate audience, capture direct feedback and pave the way for collaboration. However it is important to note that such activities result in increased costs associated to creation of material, travel, registration fee and booth renting among others. Thus it is important to identify the most interesting and notable events at international level and careful planning is required in order to ensure balance between impact and costs.

- **Visual identity: Logo**

ImAc Project designed and tested an accessible logo [Image 1] to maintain consistency in our interaction with stakeholders, brand recognition and increase engagement with the project outcomes. Communicating with a universal set of style and formatting conventions promises greater confidence and feeling of reliability in the project. See D6.2 for more info regarding the logo and its accessibility.
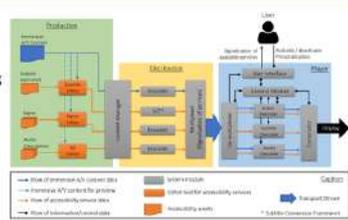

Figure 2- Project Logo

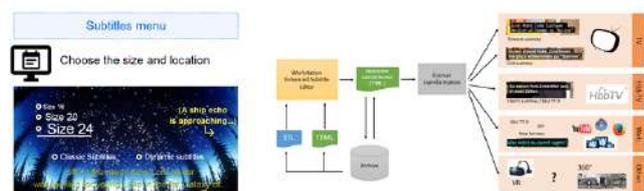- **Poster & roll-up display, slideshows and factsheets**

The consortium has designed a poster [Image 2] and a roll-up display [Image 3] for ImAc dissemination at events. The roll-up display helps attract people by summarising key objectives of the project in plain language and the poster provides deeper understanding of the involved technologies and research approaches.

Figure 3- Project poster

A range of factsheets on technical matters will also be published after the pilot studies.

Project poster, roll-up and factsheets will be revised and updated through the course of the project for publicising in general but also at events. In addition, a set of slides will be produced and made available for partners to provide a quick overview on the project when attending international conferences or meetings.

The consortium has already created PowerPoint templates [Image 3 and 4] for both project partner presentations as well as slide shows at events.

Figure 4- ImAc members with the roll-up in the background at BITAM show 2017

Figure 5-Powerpoint Template

Figure 6-Powerpoint Template alternative

2.6.2. Digital content

- **Audio visual content for demonstration**

ImAc comprises three pilots showcasing the possibilities of including access features on 360 degree content. For these pilots immersive content will be generated and broadcasted to end-users. The content itself can later be used for dissemination purposes as part of the demos. In case additional content is produced such as director's cut, it could contribute to the digital library and be used to communicate progress of the project. Besides the pilots, it is possible to create other informational materials that explain project activities, present objectives and results, etc.

Videos can be engaging and speak to variety of audiences regardless of their specialisation, they can be used effectively to showcase results or document long processes. However producing professional videos can be time-consuming and expensive. Thus careful planning will be required and suggested before investing in this resource. As an alternative, a sub-format of videos can be used: user generated "15 second videos" popular on social networks to present topics and generate interest in the area. There are several tools to make effective teasers both with real footage or animations.

- **ImAc film**

A fully accessible audio visual asset will be produced to create awareness of the project objectives and concepts in month 16. This was agreed in the description of works however ImAc members fully appreciate the significance of movies to demonstrate its progress. Therefore in addition to the one agreed, other accessible videos will also be produced to demonstrate other aspects of the project. For example, the short film on Ethic Requirements is already available https://youtu.be/0BxrhAOmV4c

- **Demos**

Demos is (probably) the most interesting output of the project to be showcased. They are the tangible results of the work achieved.

2.6.3. Online Activities

In this section, the online resources and actions that the project will implement and execute during its lifetime will be defined. Specific objectives for these online actions are:

- Create an online community around the project

- Inform stakeholders and the general project audience about the progress and achievements

- Gather relevant information for the project and the sector in order to spread it among the global community

- Set up interaction paths with the overall project community

In order to meet these objectives, it is necessary to create online resources which are easily usable by project partners. Resources are briefly described below:

- **ImAc Blog**

The ImAc website www.imac-project.eu is the central repository for information on the project and is therefore a reference point for the stakeholders. It is intended for external communication only, providing public access to the project's information. The project's achievements are displayed on this website.

The website is updated at least fortnightly and in particular the news page that features news posts on recent developments, focus groups, pilots and other information that may be relevant to the project.

The portal presents the project's objectives, results as they become available at related thematic national and international events, workshops and conferences.
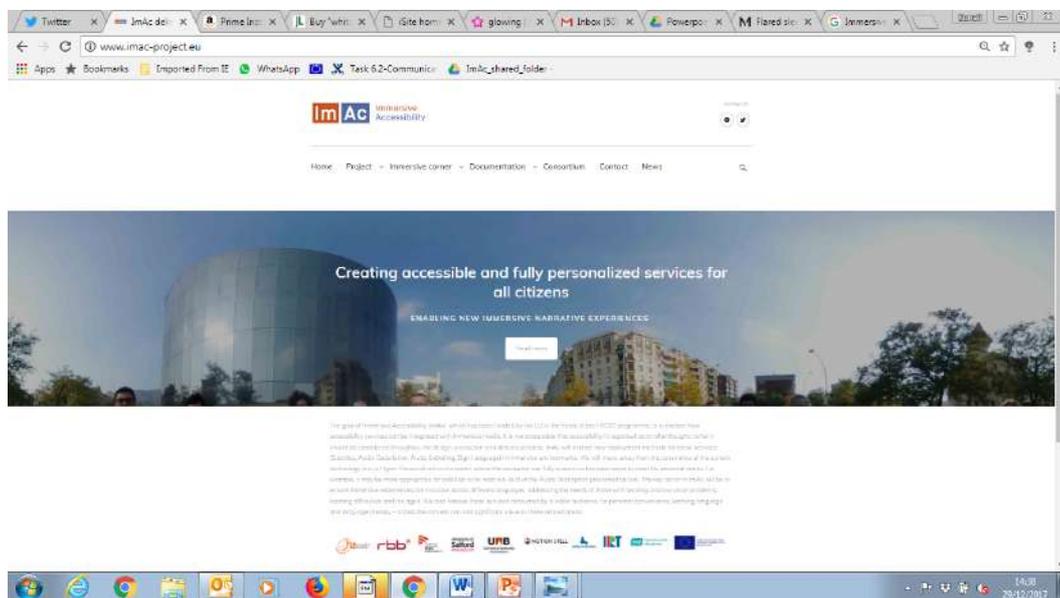

Figure 7-Website homepage

- **Social Media**

The ImAc consortium uses Twitter to create awareness, maintain visibility among the scientific and business communities and drive traffic to the ImAc website.

ImAc's presence of Twitter also serves the purpose of dissemination relevant information from other sources. All partners are required to engage with this activity. It is not yet planned to create a YouTube-channel for the ImAc project. This may become especially useful in the second year of the project when first pilot have been finalised. This will also be very useful during the user tests and after user evaluations. Then videos of demonstrations can be recorded and presented on the website as well as the YouTube video portal.

Figure 8-ImAc Twitter Page

2.6.4 Internal Platforms: Confluence and Google Drive

In order to simplify internal project communication, two internal web-based collaborative platforms are being used in ImAc.

Confluence was validated by partners as a tool for recording dissemination activities, project monitoring, schedule and repository of FINAL versions of documents. All representatives have access to Confluence.

ImAC shared folder on Google Drive has been selected as the platform for daily collaborative work on documents. Specific WP folders and subfolders have been created, among which those for dissemination matters.
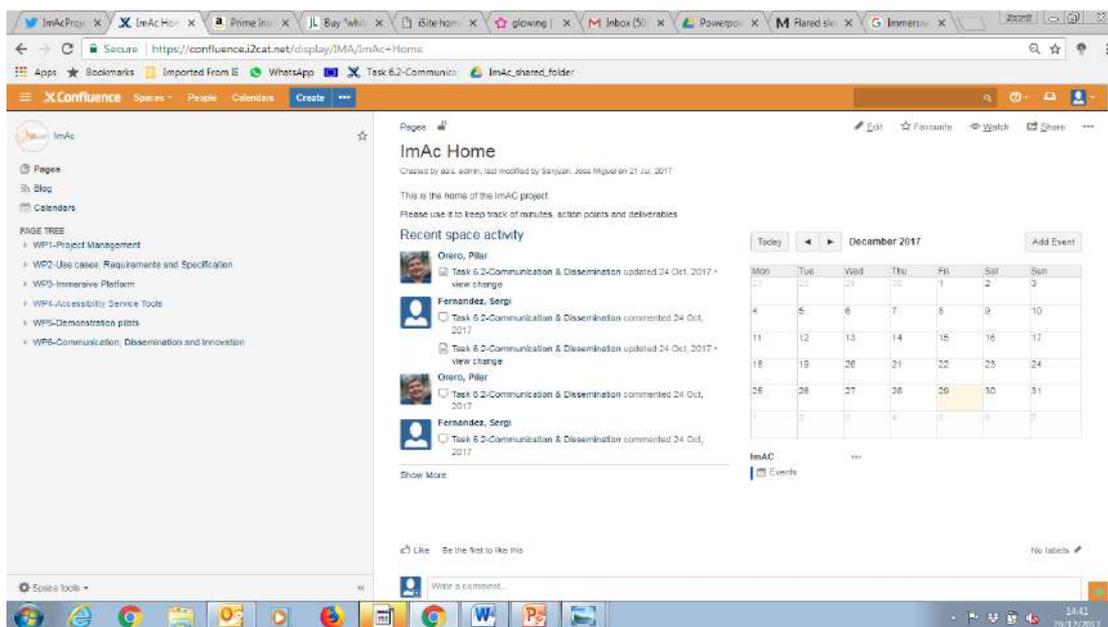
Figure 9-ImAc homepage on Confluence

2.6.5 Workshops

At least 3 workshops are planned during the different phases of the project's lifecycle in order to disseminate results, engage relevant stakeholders in a meaningful discussion, brainstorming and gathering feedback.

Workshop	Promoter	Date and Location	Link and related documentation	Potential objectives	Eventual plans for activity and results
Workshop 1	UAB	M06 – M08	(will be inserted when content is ready)	Project overview, audience immersion and engagement, research methodology and experimental set-up, standardisation	(will be inserted post workshop)
Workshop 2	L&M Berlin	M12 – M13	(will be inserted when content is ready)	Project overview, update on findings and achievements so far. Target audience: industry and academics	(will be inserted post workshop)
Workshop 3	EBU Expert Access Meeting	M20 – M24	(will be inserted when content is ready)	Project overview, update on findings and achievements so far. Demostrations.	(will be inserted post workshop)

				Target audience@ Broadcasters and wider industry	

Table 3-Workshops

The wider aim of these workshops will be to inform members of the target groups defined in the section above and ensure a certain level of impact of the project results. Main objectives of the workshops and events:

• Exchanging ideas, lessons learnt/ results from tests (for content and application developers, for service providers, for end-users);

• Prepare common actions, involve stakeholders and interested parties in user tests, give target groups the possibility to be included in the requirements analysis, and plan further collaboration or new actions in the domain,

• Create common standards, investigate relevant standardization bodies and participate in or create if necessary, relevant workshops in or with standardization bodies,

• Some of the workshops will maintain focus on ImAc and/or existing EC projects related to common actions and strategies; others will open the scope to learn from best practices of similar international projects. That approach will be jointly decided by the core members of the project representing the steering board.

• Present trial results within dedicated workshops and also at bigger conferences.

2.6.6 Publications

Project Team will publish and disseminate the project results through various local and international media channels (by way of press releases, press articles, CORDIS website, and other important international events), communicate via professional federations and regional clusters targeting the concerned communities and potential customers. Some of the key assets planned are:

- **Press releases and media articles**

Besides the website and the web presence, ImAc publishes national and international press releases in local languages. In addition partners are also encouraged to take advantage of their institutional URL that receives wider interest among general population. For example: partners like UAB and RNIB have created a dedicated URL for ImAc in their website

http://grupsderecerca.uab.cat/transmedia/

https://www.rnib.org.uk/next-frontier-accessibility-360-degree-videos

- **Scientific publications and others**

This task will start once the project can communicate results.

ImAc will publish open source articles in scientific and academic journals with an aim to disseminating to the higher educational sector. These will include international indexed peer-review journals which are an important instrument to disseminate the ImAc concepts and achievements in the research community and perhaps foster new research activities as well as define new academic training sessions. This will mainly be of concern for academic representatives in the project. UAB for example is very active in this field and publishes already a publication.

The intention is as follows and specific links and screenshots will be inserted upon publication and reproduced in further iterations of this document.

Publication name	Link	Screenshot
Perspectives	TBC	TBC
Journal of Accessibility and Design for all	TBC	TBC
Journal of deaf studies and deaf education	TBC	TBC
The Journal of Blindness Innovation and Research	TBC	TBC
Journal of visual impairment and blindness	TBC	TBC
META	TBC	TBC
IEEE Transactions on Broadcasting	TBC	TBC
Journal of Broadcasting and Electronic Media	TBC	TBC
Journal of Disability Policy Studies	TBC	TBC
SMPTE Motion Imaging Journal	TBC	TBC

Table 4-Scientific publications

Publications will be presented in talks at important conferences in the field of connected TV and media, accessibility and e-inclusion, corporate social responsibility and sustainable development. Project results and innovations will be submitted for publication in scientific journals, and workshops relevant to the topic of the research activity carried out during the project. The submission of papers jointly written by project partners will be encouraged.

- **Guidelines**

ImAc is currently using broadcast accessibility guidelines created for the HBB4ALL project (http://www.imac-project.eu/accessibility-services/) and will also seek to explore the potential of putting together a set of accessibility guidelines for producing and delivering access features on immersive content. This will of course build upon existing standards and recommendations. Guidelines can be considered as very strong dissemination materials, as users and professionals have interest to access/exploit them.

It must be noted here that most of the above will be publicly available on the ImAc website. These documents are of high relevance for networking and status exchange with other related projects and user associations willing to push open accessible services.

2.6.7 Communication obligations towards European Commission

As described in article 29.4 and 29.5 of the Grant Agreement, all partners need to implement the following rules: Article 29.4 Unless the Commission requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must: (a) display the EU emblem and (b) include the following text: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 761974". When

displayed together with another logo, the EU emblem must have appropriate prominence. For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the Commission. This does not however give them the right to exclusive use. Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means. 29.5 Disclaimer excluding Commission responsibility Any dissemination of results must indicate that it reflects only the author's view and that the Commission is not responsible for any use that may be made of the information it contains.

2.6.8 Common Dissemination Booster

ImAc has signed up to European Commission's brand new service that encourages projects to come together to identify a common portfolio of results and shows them how best to disseminate to end-users, with an eye on exploitation opportunities.

To this end, as agreed at the meeting hosted by the EC in October 2017, ImAc will undertake joint dissemination activities with the other two H2020 ICT19 accessibility projects: Easy TV and Content 4All in following ways:

- The three projects will make a reference to each other on their URL
  For example, ImAc refers to these projects in "Contact" section of the website
  http://www.imac-project.eu/contact/

- The three projects will end all presentations with a slide that refer to the other 2 projects. For example: ImAc Partners referred to these projects during presentations at ASBU and Google recently [Dec 2017].
- ImAc's press releases will also make a reference to the other 2 projects. This has been already done in the UAB press release

3. STANDARDISATION

3.1 Objectives

The ImAc partners recognise standardisation and inter-project networking activities being crucial to maximize the impact of the dissemination activities. The objective of the standardisation activity is to make sure the ImAc consortium is fully aware of developments that are significant for providing access services and technologies for immersive content (specifically 360° video). By doing so, the partners will have the opportunity to analyse these developments and to consider how activities in the consortium may be adapted. But also this activity foresees contributions to standardization activities, aligned with the ImAc objectives and based on ImAc developments.

ImAc continuously monitors standardization activities, with special emphasis on international standards, but also industry driven solutions (industry fora) to which it will have access, in particular those that are foreseen to be deployed as open and specially freely usable technologies and specifications.

Last but not least, this activity also foresees active contributions to relevant standardization bodies, supporting open standards and solutions, aligned with the ImAc objectives and based on ImAc developments.

In the scope of immersive platforms, ImAc plans to address following aspects:

- Strategies and formats for enhanced accessibility services

- Signalization and transportation of accessibility services

- User interfaces for enabling accessibility services

- Interpretation, rendering and presentation of accessibility services

3.2 Targeted bodies

Several ImAc partners have been active in relevant standardization bodies and working groups for a longer time and they will continue to be an active contributor also representing ImAc. An overview of these standardization bodies/groups, their aims, potential relevance to ImAc and their current status is given below.

Organisation: MPEG

Working Group: MPEG-I

- Task Description/Mission: Coded Representation of Immersive Media
- Contact member (if available): romain.bouqueau@motionspell.com
- URL (if available): https://mpeg.chiariglione.org/standards/mpeg-i

Standard: Technical Report on Immersive Media (MPEG-I part 1)

- Version: done (July 2017), amendment being edited
- Planned Publication Date (if available): ~2020
- Relevance for IMAC: know about the most effective initiatives from the industry on VR
- URL (if available): https://mpeg.chiariglione.org/standards/mpeg-i/technical-report-immersive-media

Standard: Omnidirectional Media Format

- Version: Draft International Standard (DIS)

- Planned Publication Date (if available): 2018
- Relevance for IMAC: the industry standard definition for VR content (including 360 video): will likely be adopted by industry consortium worldwide
- URL (if available): https://mpeg.chiariglione.org/standards/mpeg-i/omnidirectional-media-format

Standard: Immersive Video (MPEG-I part 3)

- Version: call for material (April 2017)
- Planned Publication Date (if available): ~2019
- Relevance for IMAC: projections need to be standardized so that industrial devices (including TVs can decode them natively
- URL (if available): https://mpeg.chiariglione.org/standards/mpeg-i/immersive-video

Standard: Immersive Audio (MPEG-I part 4)

- Version: begin developed
- Planned Publication Date (if available): ~2020
- Relevance for IMAC: this task goes beyond audio ; media coding beyond audio and video is important for presenting text, button, or controls in an accessible way
- URL (if available): https://mpeg.chiariglione.org/standards/mpeg-i/immersive-audio

Standard: Point Cloud Compression (MPEG-I part 5)

- Version: call for proposal (April 2019)
- Planned Publication Date (if available): ~2020
- Relevance for IMAC: 3-dimensional reconstructed elements are a new media that allows new use-cases such as remote presence or controlling the representation of a realistic 3D environment
- URL (if available): https://mpeg.chiariglione.org/standards/mpeg-i/point-cloud-compression

Standard: Immersive Media Metrics (MPEG-I part 6)

- Version: begin developed
- Planned Publication Date (if available): ~2020
- Relevance for IMAC: know how people interact with the content and how this information can be used to improve the experience: this is especially useful for people with disabilities
- URL (if available): https://mpeg.chiariglione.org/standards/mpeg-i/immersive-media-metrics

Standard: Immersive Media Metadata (MPEG-I part 7)

- Version: begin developed
- Planned Publication Date (if available): ~2020
- Relevance for IMAC: metadata allow to offer different experience to different audience ; it is possible that regulators mandate some metadata for accessibility purposes
- URL (if available): https://mpeg.chiariglione.org/standards/mpeg-i/immersive-media-metadata

Organisation: EBU

Working Group: XMLSubs

- Task Description/Mission: Definition of thoroughly specified subtitling format for broadcasters that can be used for production, exchange, archiving, and distribution in "prepared" and "live" scenarios.
- Contact member (if available): Andreas Tai, tai@irt.de

- URL (if available): https://tech.ebu.ch/subtitling

Standard: EBU-TT Part 1 (Tech 3350)

- Version: Update of version 1.2?
- Planned Publication Date (if available): -
- Relevance for IMAC: It is investigated if EBU-TT Part 1 as a exchange and production format needs to be updated based on requirements worked out by the ImAC project.
- URL (if available): https://tech.ebu.ch/publications/tech3350

Standard: EBU-TT-D (Tech 3380)

- Version: Update of 1.0.1?
- Planned Publication Date (if available): -
- Relevance for IMAC: It is investigated if EBU-TT-D as a distribution format for online subtitles needs to be updated based on requirements worked out by the ImAC project.
- URL (if available): https://tech.ebu.ch/publications/tech3380

Organisation: World Wide Web Consortium (W3C)

Working Group: Timed Text Working Group

- Task Description/Mission: Develops formats used for the representation of text synchronized with timed media, like audio and video. Formats are be usable for online media captioning and should address the Media Accessibility User Requirements.
- Contact member (if available): Andreas Tai (tai@irt.de)
- URL (if available): https://www.w3.org/2016/05/timed-text-charter.html

Standard: IMSC

- Version: 1.0.1
- Planned Publication Date: Mid of 2018
- Relevance for IMAC: Finalisation of IMSC 1.0.1 is a requirement to start with IMSC 1.1 and integrates new features relevant for 360 Degree and VR content.
- URL (if available): https://www.w3.org/TR/ttml-imsc1.1/

- Version: 1.1
- Planned Publication Date: End of 2018
- Relevance for IMAC: Includes features for position subtitles in three dimensional space.
- URL (if available): https://www.w3.org/TR/ttml-imsc1.1/

Standard:TTML

- Version: 2
- Publication Date: End of 2018
- Relevance for IMAC: Is the baseline standard for TTML profiles like IMSC. New features for 360° should be integrated in the version after "2" and this topic should be present in the next charter.
- URL (if available): https://www.w3.org/TR/ttml2/

Organisation: UNE (Asociación Española de Normalización) previously AENOR

Working Group: CTN 153

- Task Description/Mission: Spanish agency for standardisation
- Contact member (if available): Pilar Orero (pilar.orero@uab.cat), Anna Matamala (anna.matamala@uab.cat)
- URL (if available): http://www.en.aenor.es/aenor/inicio/home/home.asp

Standard: PNE 153101 Lectura Fácl para todos ("Easy to read for all")

- Version: 20
- Planned Publication Date (if available): 2018
- Relevance for IMAC: Easy read subtitles (not part of version 20) may be considered for a standard revision or a New Working Item.
- URL (if available): http://www.aenor.es/aenor/normas/normas/fichanorma.asp?tipo=P&codigo=P0047073#.Wl4dqjcxnws

Organisation: ITU

Working Group: IRG AVA

- Task Description/Mission: The IRG-AVA studies topics related to audiovisual media accessibility and aims at developing draft Recommendations for "Access Systems" that can be used for all media delivery systems, including broadcast, cable, Internet, and IPTV.
- Contact member (if available): Pilar Orero (pilar.orero@uab.cat)
- URL (if available): http://www.itu.int/net/itu-t/lists/rgmdetails.aspx?id=8958&Group=16

Standard: IRG-AVA-1710-002

- Version: -
- Publication Date (if available): 02/10/2017
- Relevance for IMAC: Show EU leadership in the field of media accessibility in general to support new recommendations and share knowledge. This worked very well with previous projects (DTV4ALL and HBB4ALL).
- URL (if available): https://www.itu.int/ifa/c/irg/ava/mtg/1710-GVA/ (ITU-T members only)

Working Group: SG6 (Broadcasting Service)

- Task Description/Mission: Radiocommunication broadcasting, including vision, sound, multimedia and data services principally intended for delivery to the general public.
- Contact member (if available): Michael Weitnauer (weitnauer@irt.de)
- URL (if available): https://www.itu.int/en/ITU-R/study-groups/rsg6/Pages/default.aspx

Standard: ADM Renderer (ITU-R Recommendation name to be announced)

- Version: Initial revision (and following)
- Planned Publication Date (if available): 2018
- Relevance for IMAC: Production renderer for object-based audio (and other Next Generation Audio technologies)
- URL (if available): -

Standard: ITU-R BS.2076

- Version: revision 2 (and following)
- Planned Publication Date (if available): 2018
- Relevance for IMAC: Production file format for object-based audio (and other Next Generation Audio technologies)

- URL (if available): https://www.itu.int/rec/R-REC-BS.2076/en

Standard: Serialised ADM (ITU-R Recommendation name to be announced)

- Version: Initial revision (and following)
- Planned Publication Date (if available): 2018
- Relevance for IMAC: Streaming version of ADM (ITU-R BS.2076) format
- URL (if available): -

Organisation: ISO

Working Group: ISO/IEC JTC1/SC35 WG6

- This subcommittee deals with standardisation "in the field of user-system interfaces in information and communication technology (ICT) environments and support for these interfaces to serve all users, including people having accessibility or other specific needs, with a priority of meeting the JTC1 requirements for cultural and linguistic adaptability". WG6 specifically works on "User interfaces accessibility".
- Contact member (if available): Pilar Orero (pilar.orero@uab.cat), Anna Matamala (anna.matamala@uab.cat)
- URL (if available): https://www.iso.org/committee/45382.html

Standard: ISO/IEC DIS 20071-23 Information technology – User interface component accessibility – Part 23: Guidance on the visual presentation of audio information (including captions and subtitles)

- Version: Edition 1
- Planned Publication Date (if available): 2018
- Relevance for IMAC: The current draft has not taken into consideration immersive environments. ImAc plans to request a revision in which the project's results can be added to the standard.
- URL (if available): https://www.iso.org/standard/70722.html

Standard: ISO/IEC CD 30071-1 Information Technology – Development of user interface accessibility Part 1: A code of practice for creating accessible ICT systems (including products and services)

- Version: Edition 1
- Planned Publication Date (if available): 2018
- Relevance for IMAC: Addresses some issues related to subtitling and workflow.
- URL (if available): https://www.iso.org/standard/70913.html

Standard: ISO/IEC NP 22607 Information Technology – User interface – Icons for setting interaction modes

- Version: -
- Planned Publication Date (if available): 2018
- Relevance for IMAC: Icons developed will have to take into consideration VR. ImAc use cases can potentially be included.
- URL (if available): -

Standard: ISO/IEC CD 29138-1 Information Technology – Accessibility considerations for people with disabilities – Part 1: User needs summary

- Version: Edition 1
- Planned Publication Date (if available): 2018
- Relevance for IMAC: End user orientation, end user profiling and definition.
- URL (if available): https://www.iso.org/standard/71953.html

In addition to this list, during the first 3 months of the project, following group has been identified with relevance to ImAc:

Organisation: VRIF

- Task Description/Mission: The VR Industry Forum (VRIF) is not a standards development organization (SDO), but will rely on, and liaise with, standards development organizations for the development of standards in support of VR services and devices. VRIF will work closely with the SDOs to help prioritize their efforts and to provide the industry with guidelines on the best practices for adopting the standards coming from the SDOs. By doing so, VRIF aims for standards based interoperable elements at each section of the creation, delivery and consumption chain.
- Contact member (if available): -
- URL: http://www.vr-if.org/

Guideline:

- Version: DRAFT GUIDELINES Version 0.0 draft 018 (version published at time of writing)
- Planned Publication Date (if available): -
- Relevance for IMAC: VRIF is developing a set of VR Industry Guidelines, which includes topics relevant for VR content production, distribution, security and consumption. ImAc is monitoring this activity; if resources allow, the ImAc results can be proposed to VRIF to enhance the guidelines for accessibility aspects, as comments to be considered for future updates of the guidelines.
- URL: http://www.vr-if.org/wp-content/uploads/VRIF-Integrated-Guidelines-vrif2017.106.18-CES.rk_.pdf

3.3 Actions and achievements

During the first 3 months of the ImAc project, the overview of standardization bodies and working groups with active project partners, their status and relevance to the project, was updated and reported to the consortium to have all partners up to date. Additionally, partners initiated the monitoring of additional potentially relevant bodies/groups (as described above). This overview builds the initial skeleton for a "standardisation monitor", which will be continuously updated throughout the project to keep track of the status in standardisation groups. ImAc plans to make this overview publicly available (online), to also support the general insight in the status of available standards in the field of VR and accessibility.

Also, as part of T6.3, all relevant activities by the partners regarding standardisation are being recorded. Amongst all participations in standardisation groups, a general contribution on ImAc was made to ITU IRG AVA (02/10/2017).

During the course of the project, ImAc partners will use the "standardisation monitor" internally to follow the various standardization processes and to potentially elaborate what they are currently lacking (specifically in terms of accessibility). The partners then will evaluate how, where and when ImAc use cases and / or developments can be positioned. This procedure will follow the project phases (user requirements - WP2, developments - WP3/WP4, pilots - WP5).

4. NEXT STEPS

This section provides a general overview of the different communication activities to be undertaken during the first year of ImAc and the timing for these over the course of the months. The calendar of events is aligned with the timing of the focus group sessions and also covers other relevant assets that partners consider important. The calendar is specifically aimed at raising project awareness and sharing the first project results. Towards the end of Y1, the pilots should be used as communication tools by themselves, and their results should also be shared.

	Year 1											
Month	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	May 18	Jun 18	Jul 18	Aug 18	Sept 18	Oct 18
Project month	1	2	3	4	5	6	7	8	9	10	11	12
Focus group sessions (first round)	■	■	■									
Project website set-up (will be updated at fortnightly)			■									
Factsheet						First draft			Updated			Updated
Poster			■									
Presentation (these will be done by partners on a regular basis)			■									
Press releases (will be published on a regular basis)	■	■	■	■	■	■	■	■	■	■	■	■
Workshop 1						■	■	■				
Workshop 2												■

Table 5- Gantt Year 1

In the weeks following the submission of this deliverable, ImAc will proceed with the creation of the first project factsheet and following that, the website will be refreshed every on a fortnightly basis with updates and new content (images, presentations, documentation).

ANNEX 1 EVENTS AND PUBLICATIONS

Events

The ImAc Team will maintain a strong presence at popular ICT, media and access related conferences and events either by participating as a speaker or an attendee and use the opportunity to disseminate updates on ImAc. Initial road map has been produced for the participation in international events. We expect a minimum of three events every year but seeing that in month 3 ImAc has already been presented at some of the most relevant forums on broadcast and accessibility, it is likely that this will exceed the minimum requirement.

WP6 follows a structured approach. Partners are invited to signal communication opportunities, after which the project assesses these opportunities, formulates specific objectives for ImAc communication at the event and, if deemed positive, outlines plans for concrete communication. All of these steps, as well as the eventual results of the activity and, where available, information on reception by the targeted audience, are monitored via Confluence. The ImAc project is considering attending as a speaker or an exhibitor at the following events. Decisions will be finalised at the second general meeting in Barcelona (Feb 2018).

ITU (Annual workshop on media accessibility) Geneva https://www.itu.int/en/ITU-T/jca/ahf/Pages/default.aspx	14 Feb 2018	Joint Coordination Activity on Accessibility and Human Factors **Target audience**: Participation is open to representatives and invited experts from organizations interested in the field, including standard developing organizations (SDOs), academia, governments, regulators, etc. **Objectives: ImAc will consider s**ecuring a speaking slot – panel or presentation to raise awareness of the ImAc objectives. Organise future demo for interested parties.
Mobile World Congress https://www.mobileworldcongress.com/	26 Feb – 1March 218 [Though ImAc might consider attending the conference 2019 but will be confirmed once the programme available]	Mobile World Congress is the world's largest gathering for the mobile industry, organised by the GSMA and held in the Mobile World Capital, Barcelona **Target audience**: mobile companies, Technology industry, entrepreneurs, broadcasters, regulators and developers. **Objectives: ImAc will consider s**ecuring a speaking slot – panel or presentation to raise awareness of the ImAc objectives. Organise future demo for interested parties.

UN (Annual COSP meeting in New York in June every year) 2018 New York, USA https://www.un.org/development/desa/disabilities/conference-of-states-parties-to-the-convention-on-the-rights-of-persons-with-disabilities-2/cosp10.html	12-14 June 2018	Sessions of the Conference of States Parties that meet at UN Headquarters. **Target audience**: Academics, practitioners, researchers, technicians, funders, policy-makers and trainers **Objectives: ImAc will consider s**ecuring a speaking slot – panel or presentation to raise awareness of the ImAc objectives. Organise future demo for interested parties.
M-enabling 2018 Washington DC, USA http://www.m-enabling.com/	11-13 June 2018	The M-Enabling Summit Conference and Showcase is dedicated to promoting accessible and assistive technology for senior citizens and users of all abilities. **Target audience**: Broadcasters, Access Services Providers, Academics, Technology industry, entrepreneurs, broadcasters, regulators and developers. **Objectives: ImAc will consider s**ecuring a speaking slot – panel or presentation to raise awareness of the ImAc objectives. Organise future demo for interested parties.
ACM TVX Korea https://tvx.acm.org/2018/	June 26- 28 2018 [Though ImAc might consider attending the conference 2019 but will be confirmed once the programme available]	ACM TVX (Interactive Experiences for Television and Online Video) is the leading international conference for research into online video, TV interaction and user experience. It is a multi-disciplinary conference and we welcome submissions in a broad range of topics. **Target audience**: Gaming companies, Academics, Technology industry, entrepreneurs, broadcasters, regulators and developers. **Objectives: ImAc will consider s**ecuring a speaking slot – panel or presentation to raise awareness of the ImAc objectives. Organise future demo for interested parties.
Unlimited, Barcelona	June 2018	The ACT/Unlimited! 2 Symposium on accessible live events invites contributions on the provision of accessibility services at all types of live events.

http://www.mapaccess.org/news/actunlimited-2-symposium		**Target audience**: Academics, practitioners, researchers, technicians, funders, policy-makers and trainers **Objectives: ImAc will consider s**ecuring a speaking slot – panel or presentation to raise awareness of the ImAc objectives. Organise future demo for interested parties.
IBC Amsterdam (Annual Conference) https://www.ibc.org/	14- 18 September 2018	The World's Leading Media, Entertainment & Technology Show **Target audience**: Technology industry, entrepreneurs, broadcasters, regulators and developers. **Objectives: ImAc will consider s**ecuring a speaking slot – panel or presentation to raise awareness of the ImAc objectives. Organise future demo for interested parties.
IFA, Berlin (Annual Conference) https://b2b.ifa-berlin.com/	31- 5 September 2018	IFA in Berlin presents the latest products and innovations in the heart of Europe's most important regional market. **Target audience**: Technology industry, entrepreneurs, broadcasters, regulators and developers. **Objectives: ImAc will consider s**ecuring a speaking slot – panel or presentation to raise awareness of the ImAc objectives. Organise future demo for interested parties.
Languages & Media, Berlin www.languages-media.com/	3-5 October 2018	'Languages and the Media,' the 12th International Conference on Audiovisual Language Transfer in the Media, will examine the ways in which innovative technologies are changing the globalised provision of audiovisual media and the ways we consume it across and within languages. **Target audience**: Broadcasters, Access Services Providers, Academics, Technology industry, entrepreneurs, broadcasters, regulators and developers. **Objectives: ImAc will consider s**ecuring a speaking slot – panel or presentation to raise awareness of the ImAc objectives. Organise future demo for interested parties.
Net Futures (Annual Conference)		[Interest to be confirmed once focus of the conference is announced]

https://www.netfuturesconference.eu/	TBC [held in June annually]	
ICT event Vienna (Austria Centre Vienna) https://ec.europa.eu/digital-single-market/en/news/save-date-ict-2018-event-will-take-place-4-6-december-2018-vienna	4-6 December 2018	The event, co-organised by the European Commission and the Austrian Presidency of the Council of the European Union, will comprise a conference on digital research and innovation policies and topics, an exhibition of EU-funded research and innovation projects in the field of ICT, and a series of networking activities **Target audience**: Broadcasters, Access Services Providers, Academics, Technology industry, entrepreneurs, broadcasters, regulators and developers. **Objectives: ImAc will consider s**ecuring a speaking slot – panel or presentation to raise awareness of the ImAc objectives. Organise future demo for interested parties.
CSUN, San Diego (Annual Conference) http://www.csun.edu/cod/conference/2018/sessions/index.php/public/website_pages/view/6	March 2019	One of the leading conferences in the world on assistive technology. CSUN Assistive Technology Conference provides an inclusive setting for researchers, practitioners, exhibitors, end users, speakers and other participants to share knowledge and best practices in the field of assistive technology. **Target audience**: Technology industry, entrepreneurs, broadcasters, end user organisations, regulators and developers. **Objectives**: **ImAc will consider s**ecuring a speaking slot – panel or presentation to raise awareness of the ImAc objectives. Organise future demo for interested parties..
NAB, Las Vegas (Annual Conference) https://www.nabshow.com/	April 2019	Conference on latest technology innovations and solutions driving the media and entertainment communities. **Target audience**: Technology industry, entrepreneurs, broadcasters, regulators and developers. **Objectives: ImAc will consider s**ecuring a speaking slot – panel or presentation to raise awareness of the ImAc objectives. Organise future demo for interested parties.

Media for All, Stockholm (Annual Conference) http://www.transmediaresearchgroup.com/2017/06/30/media-for-all-8/	17-19 June 2019	TransMedia is a research group and its members are academics and/or professionals active in the diverse areas of AVT. Their work crosses linguistic borders, embracing a wide range of language combinations, including minority languages, and the different aspects of accessibility and inclusion. **Target audience**: Academics, practitioners, researchers, technicians, funders, policy-makers and trainers **Objectives: ImAc will consider s**ecuring a speaking slot – panel or presentation to raise awareness of the ImAc objectives. Organise future demo for interested parties.
BEREC (Annual workshop on accessibility services) https://consultations.berec.europa.eu/en/consultation/draft-berec-work-programme-2018	Date to be confirmed	In 2017, BEREC organised a workshop to discuss the accessibility of electronic communications services for end-users with disabilities. The event focussed on the challenges faced by disabled end-users, the role of regulators in promoting accessibility and the initiatives taken by manufacturers. If a similar workshop is organised, ImAc will consider attending and using it as a platform to disseminate information

When attending events, it is important to understand the audience, the competitors present and the key message to be delivered. Once this is understood, it is necessary to prepare the right content in a style that speaks to the attendees. To organise these events the following process will be followed by all partners:

Publication in Confluence https://confluence.i2cat.net/pages/viewpage.action?pageId=27141075 of the event and providing details such as leading entity, links, date and location, objectives (and once finished, obtained results.

Partners will be encouraged to publish news items on the website and their own website before and after the event.

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