Deliverable D8.1.3

Communication plan

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[1] Please indicate the dissemination level using one of the following codes:
• **PU =** Public • **PP =** Restricted to other programme participants (including the Commission Services) • **RE =** Restricted to a group specified by the consortium (including the Commission Services) • **CO =** Confidential, only for members of the consortium (including the Commission Services) • **Restreint UE =** Classified with the classification level "Restreint UE" according to Commission Decision 2001/844 and amendments • **Confidentiel UE =** Classified with the mention of the classification level "Confidentiel UE" according to Commission Decision 2001/844 and amendments • **Secret UE =** Classified with the mention of the classification level "Secret UE" according to Commission Decision 2001/844 and amendments

Disclaimer

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Executive Summary

This document presents the Communication plan for dissemination activities and communications relevant for the project.

The document is based mostly on needs to disseminate information about the XLike project to three types of targeted audience: scientific and research community, industry and general public. For each of this three targeted audiences the main dissemination materials/instruments will be adapted. The Communication plan takes a multichannel dissemination approach with four main dissemination activity directions/instruments: Web and public promotion materials; scientific events and publications; industry outreach; education and training. The dissemination throughout the project will run through four phases: initialization; elaboration and development; assessing the quality of dissemination efforts, analysis of the impact; continuous dissemination.

Table of Contents

List of Figures and Tables

1   Introduction

Dissemination of information about the projects is one of activities that rises the awareness about the project, its goals, achievements, partners involved as well as funding part(ies). Although it does not produce tangible results, that are produced by the main research activities of the project, the Dissemination, exploitation, and community building (WP8) with its results that convey information about the XLike project is considered as important as other WPs.

The overall goal of WP8 is to **disseminate** project results and to transfer the project knowledge, technologies, lessons learned and best practices to interested communities and thus to ensure their worldwide impact and long-term sustainability.

The main **objectives** of the XLike **dissemination** process are to:
- inform the wider audience and interested parties about the research design and scope of the project;
- ensure awareness in the research community about the project results and to encourage cooperation and further research activities in this field;
- ensure awareness and interest in the project and its results in potential user groups;
- promote the use of the project results (e.g. research publications) both for research and practical application;
- promote co-operation with on-going or planned projects/initiatives like MultilingualWeb, RENDER, PlanetData, Pascal2, META-NET, etc., benefiting from XLike partner participation in these activities.

The dissemination activities will be tracked in the form of the reports. The report should detail dissemination activities in scientific & non-scientific circles; print & electronic publications, international events (science, technology, media, professional) as well as XLike-organised events and dissemination channels.

This deliverable D8.1.3 consists of a communication and dissemination plan that projects activities within the communication channels that will be used to spread the information about the XLike project during the project and after.

2 Defining the target audience and organising activities

2.1 General five-steps procedure for defining dissemination activities

The major dissemination and awareness activities are structured through several steps:

- Identifying the target audience;
- Planning the dissemination objectives during the project's life-cycle;
- Planning the roadmap to achieve the target dissemination states;
- Planning the effective dissemination of the project progress and results;
- Involving the target audience.

A series of potential contacts and channels will be aggregated from each partner and this pool will be used to select additional meaningful events and channels where presentations and information about XLike will be disseminated. These activities will be further detailed during the project life-cycle and preferably extended after the project conclusion.

2.2 Target groups

We will focus XLike dissemination activities on the following **target groups**:
- **Scientific and research community** – researchers in the areas of machine translation, corpus linguistics, computational linguistics and language technologies in general;
- **Industry and customers** – companies and professionals as potential users of XLike technologies interested in improving the quality of machine translation for under resourced languages and narrow domains;
- **General public** – interested in advancements in machine translation and language technologies;

Beside the general communication channels, for each of this target groups different types of dissemination channels and activities are planned.

Target audience	Core dissemination channel	Description
Scientific and research communities	Scientific events and publications Education and training	Publications at scientific events and in scientific journals, organization of and contribution to tutorials, workshops, summer schools
Industry and customers	Industry outreach Education and training	Community Advisory Group, customer workshops, support of and participation in industry conferences
General (interested) public	Web and public promotion material	Project Web site

Table 1 Overview of dissemination target groups and channels

2.3   Dissemination activities in four phases

Dissemination is organized along a 4-phase activity chain (cf. Figure 1 below).

Phase 1 runs from the beginning of the project and in its early stages the focus is set on the specification of the dissemination strategy in terms of defining the target groups, communities of interest addressed, and particular dissemination channels and instruments. The dissemination strategy will be delivered at the end of M6. This phase is referred to 'initialization' and is followed by an 'elaboration and development' phase.

Phase 2 concentrates on running the first generation of activities and coordinating the different channels in line with the overall dissemination strategy. At the end of this phase the dissemination channels should be well elaborated and the project should be ready to transit to a phase of continuous dissemination (Phase 4).

Phase 3 will assess the quality of the dissemination efforts and will analyze the impact achieved. The evaluation results (available in form of a report) will help to improve the overall dissemination strategy, and hence to further increase the impact of the project.

Phase 4 represents the 'crescendo' of the XLike dissemination activities and continues until the end of the project and beyond.

The 2nd, 3rd and 4th phases of the overall dissemination process will be carried out iteratively under the supervision of the work package WP8. Depending on the outcome of the evaluations, the plans and products of the 'elaboration and development' phase will have to be adapted to the evolving needs of the XLike consortium and the targeted audiences identified: scientific and researchers communities, industry and customers and the general (interested) public.
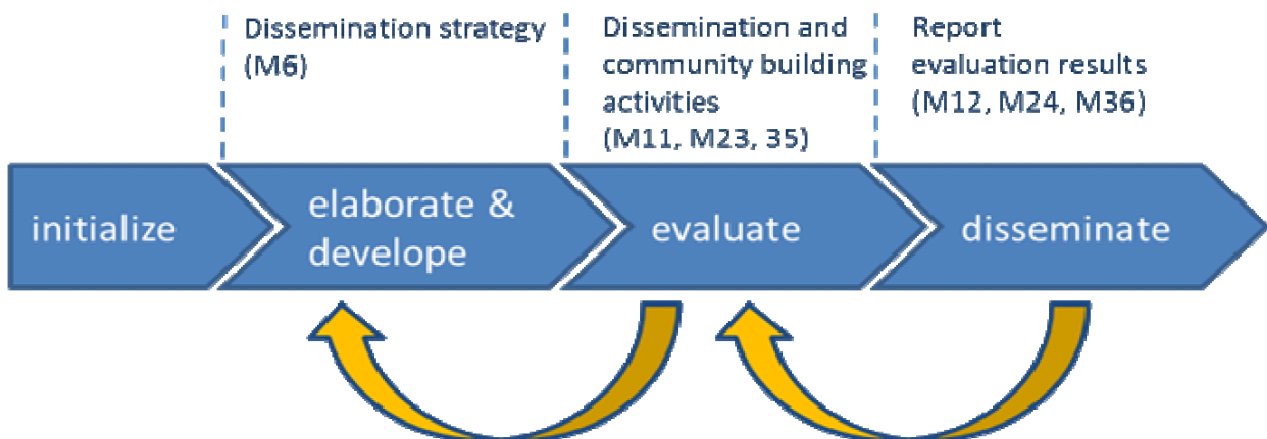

Figure 2 Integration of the different work packages into the XLike pipeline

3   Dissemination channels

Following the segmentation to three main target audience groups XLike project will adopt the multichannel approach targeted in different combinations to each target audience group:

- Web and public promotion materials.

- Scientific events and publications.

- Industry outreach.

- Education and training.

However, for each of these channels of dissemination a general and overall guidelines will be applicable in order to achieve the clear and unique identity link with the project and its results. This will be assured by defining the general visual identity rules.

3.1   Visual identity

The reception of project's individuality and uniqueness among all other FP7 projects will be partly assured through the clearly defined visual identity. The main components of the visual identity include defined background and colouring, logo of the project, typefaces used in documents and web page etc.

3.1.1   General visual identity

Colouring: The default general background colour used in XLike will be white (R:0,G:0,B:0), but alternatively orange (█ R:253,G:196,B:26) or dark blue (█ R:6,G:31,B:71) could be used. In the case of alternative background, the foreground has to be white (R:0,G:0,B:0). The default foreground colours are orange (█ R:253,G:196,B:26) for logo and visual accents, black (█ R:0,G:0,B:0) for text and blue (█ R:68,G:72,B:162) for accented titles and other kind of emphasis.

Fonts: The default font in XLike project used for general text is Calibri.

Logo: XLike logo is composed of project acronym written in capitals where initial X (it alone functions as an acronym for word 'cross') has been put on an orange background that breaks between X and LIKE. The conceptual interpretation of this symbol has to do with the main topic of the project: the usage of cross-lingual methods used in extracting large quantities of knowledge where the narrow and elegant serif font for X expresses the subtlety of linguistic part of this methodology. The stronger part of project acronym 'LIKE' is put forward in more technicistic and round typeface in bold style. Logo is in predefined orange and white colours and its text has a discrete 3D effect done by embossing and shadowing.

Figure 3 XLike project logo

3.1.2   PPT template

The XLike PowerPoint presentation template has been produced according to the predefined visual identity and it can be accessed from the internal project web site in the folder Dissemination->Templates. The usage of official XLike PPT template for partners on the project is obligatory when presenting and disseminating the information about the project. At the end of the PPT template there is also acknowledgment to EC and FP7 programme that fund this project.

3.1.3   Scientific poster template:

The XLike scientific poster template has been also produced in accordance with predefined visual identity. It is accessible from the internal project web site in the folder Dissemination -> Templates. The usage of official XLike PPT template for partners on the project is obligatory when presenting and disseminating the information about the project. At the end of the PPT template there is also acknowledgment to EC and FP7 programme that fund this project.

3.1.4   Deliverables template

It is provided for preparing and issuing deliverables of the project. Its design is visible from this very deliverable because this template has been used for providing deliverable D8.1.3.

3.2   Website and public promotion materials

This first dissemination channel focuses on the Web appearance of the project and on the creation of promotion materials such a project presentation, posters, printed project brochures, demos of the developed technology focusing business-relevant aspects of XLike technology. The consortium will set-up and maintain a Web site that will primarily include a large public area where general information about the project will be presented to the interested public.

3.2.1   Public website

Public website has already been provisionally set up at the beginning of the project, but it will be redesigned using the predefined visual identity rules from this deliverable. It is technically supported and maintained by IJS, while UZG will also have editing capabilities. The domain **xlike.org** has been reserved and is already in use for this public website. The website will also be maintained by IJS at least 3 years after the official end of the project.
The functional design included two types of webpage elements within the public website:

- static elements
    - navigation bars;
    - fixed pages: about the project, list of partners, contact, relevant links;
- dynamic elements
    - news (on the homepage);
    - announcements;
    - list of deliverables
    - list of publications;
    - video lectures.

The website will also have a large informative section about the project, but segmented to different types of audience such as: media (announcements, printed materials in digital form), researchers (XLike relevant upcoming events, publications, video lectures), industry, general interested public.

All public results of the project will be published at the website. The creation and maintenance of links to and from other related web sites will also help in spreading knowledge about the project and the results it provides (see Section 3.4.3 for details on other web presence that is planned).

3.2.2   Paper promotion materials

As a complement to the public web site, a series of flyers and posters is planned that will cover conventional paper publication channels of dissemination. At least three flyers (initial, mid-term and final) and at least three posters (initial, mid-term and final) are planned. The first flyer and poster will give overall introduction into the project, its goals and expected results. The second flyer and poster will present new findings and intermediate state of the project results. The final flyer and poster will summarize the project achievements and present the final results.

The flyers are A4 twofold full colour flyer that effectively yields six pages. Posters will be 70x100 cm in size and in full colour. Flyers will be printed in offset technique with possible digital preprint in limited quantities. The flyers and posters will follow the general visual identity rules.

Adapted to a different target audience additional paper dissemination materials might be produced as needed in the form of leaflets, brochures, roll-ups etc.

3.2.3   T-shirts

T-shirts are planned to be produced in order to raise the awareness about the project at the conferences and other occasions, particularly targeting scientific and industry communities. The t-shirts has been tested as very effective dissemination instrument since they are easily producible, affordable and diminishes the effort from project personnel by transferring this effort to the t-shirt bearers.

3.3   Scientific events and publications

Scientific areas and respective scientific communities XLike is trying to cover could generally be defined as belonging to the Computer Science and Computational Linguistics/NLP/LT. In particular the subareas such as Information Extraction, Machine Learning, Language Technologies, Semantic Technologies, Multilingual Information Retrieval, etc. are targeted.

3.3.1   Scientific conferences

The project will disseminate toward the EU and the global research community at large by presenting project results at conferences and workshops and by publishing them in conference proceedings. Project partners will primarily give these presentations personally either as oral or poster presentations of papers. This will be not only one of key dissemination instruments for this target audience, but also an important channel for getting immediate feedback from the research community thus providing two-way communication.

Project progress will be presented at conferences, seminars, colloquia and workshops attended by the partners as shown in the list below. This list is not exhaustive but reflects preferred conferences of the field and due to peer reviewing it may happen that presentations by project partners would be rejected. Also some new conferences in the field could emerge during the project duration and they could not be planned in advance.

The tentative list of conferences where XLike partners would appear:

- International World Wide Web Conference
- International Semantic Web Conference
- European Conference on Artificial Intelligence
- International Joint Conference on Artificial Intelligence
- International Conference on Software Engineering and Knowledge Engineering

- International Conference in Information Retrieval (SIGIR annual conference)
- ROCLING (Conference on Computational Linguistics and Speech Processing)
- CICLing (Conference on Intelligent Text Processing and Computational Linguistics)
- COLING (International Conference on Computational Linguistics)
- LREC (Language Resources and Evaluation Conference)
- EAMT (European Association on Machine Translation Conference)
- LLMMC (AISB Symposium on Learning Language Models from Multilingual Corpora)
- ACL/HLT (Annual Meeting of the Association for Computational Linguistics: Human Language Technologies)
- SIGDIAL (SIGdial Meeting on Discourse and Dialogue)
- CoNLL (Conference on Computational Natural Language Learning)
- EMNLP (Conference on Empirical Methods in Natural Language Processing)
- Interspeech (Annual Conference of the International Speech Communication Association)
- RANLP (Recent Advances in Natural Language Processing)
- IJCNLP (International Joint Conference on Natural Language Processing)
- TREC; RecSys (Recommender Systems)
- IEEE Conference on Web Intelligence
- the ACM SIGKDD Conference on Knowledge Discovery and Data Mining
- the International Conference on Machine Learning
- the European Conference on Machine Learning and Principles and Practice of Knowledge Discovery in Databases
- …

3.3.2   Scientific journals

The publications in scientific journals represent another prestigious and important instrument of presenting project results. The progress on the project will be presented in journals as shown in the list below. This list is not exhaustive but reflects preferred conferences of the field and due to peer reviewing it may happen that papers by project partners would be rejected. The list of preferred journals to publish papers related to XLike:

- IEEE Computer
- IEEE Intelligent Systems
- IEEE Internet Computing
- Artificial Intelligence
- Data and Knowledge Engineering
- IEEE Transactions on Knowledge and Data Engineering
- The Knowledge Engineering Review
- Information Processing and Management
- International Journal of Human-Computer Studies
- Data Mining and Knowledge Discovery Journal
- Machine Learning Journal
- Journal of Machine Learning Research
- Computational Linguistics
- ACM Transactions on Asian Language Information Processing
- ACM Transactions on Speech and Language Processing
- Computer Speech & Language
- Corpora, Corpus Linguistics and Linguistic Theory
- International Journal of Corpus Linguistics
- International Journal of Translation
- International Journal of Computational Linguistics and Applications
- Journal of Intelligent Information Systems

- Journal of Logic, Language and Information
- Journal of Quantitative Linguistics
- Language Resources and Evaluation Journal
- Linguistic Issues in Language Technology
- Machine Translation
- Natural Language Engineering
- Research on Language and Computation
- Speech Communication
- …

3.3.3   Scientific portals and related networks

Scientific portals are becoming important locations for dissemination of project goals and results. In this respect XLike will establish the XLike publications group at the Mendeley portal (www.medeley.com) and at the Bibsonomy portal (www.bibsonomy.org) the tag **XLike-project** will be introduced.

XLike dissemination efforts will benefit from close cooperation with expected activities of META-NET Network of Excellence. META-NET language resource infrastructure will be also used as a channel for distribution of open source tools and resources developed by XLike. XLike will use opportunities to organize joint events, presentations, online and printed publications and other activities that will be possible within the META-NET framework.

Also, XLike will disseminate information at events organized by other relevant networks or infrastructure projects in order to raise the awareness and its presence in the scientific community.

3.4   Industry outreach

It is very important that XLike project and its technological results are presented to industry and that industry is aware of the project and its achievements. The final aim of these activities is to adopt the outcomes and to turn them into products and services. The use cases and the proof-of-concept prototypes are a valuable instrument to introduce XLike at industry conferences and business and technology congresses.

3.4.1   Industry conferences and meetings

The following list depicts a number of relevant and recognized events and initiatives that will be targeted by this dissemination channel; in some of them consortium members have already participated regularly:

- **ESTC:** the yearly organized European Semantic Technology Conference is probably the most important event for industrial adopters and technology vendors in the fields of semantic computing in Europe.

- **SemTech:** SemTech is the American counterpart of ESTC, with over 1000 participants worldwide and a must for industrial dissemination of knowledge-driven technologies.

- **TextAnalytics Summit:** the annual summit is attended by numerous high-profile academic and industry representatives working in the text mining area.

In this respect XLike industrial partners have an important role to disseminate the project's results and achievements in their own context.

3.4.2   Awareness and networking events

Important awareness rising and events oriented towards networking between research and industry are considered to be important places to disseminate information about XLike project. This list is by no means exhaustive, but it reflects the most important events expected within the project duration:

- LT Days
- LT Innovate
- ICT Days
- …

These events are usually organised in the form of exhibitions with booths where XLike will participate with different set of dissemination instruments. At such industrial events public showcases and demos will also be used. This approach is expected more in the second half of the project, when the prototypical solutions will be developed to a near-to- market standard and will be tested and promoted in public settings on well-known large textual collections such as Wikipedia and Google.

3.4.3   Social networks and media

The lectures and presentations by project partners from the kick-off meeting are already available through well-established portal www.videolectures.net, one of the most important portals where recordings of lectures are accessible. XLike will continue its presence there.

When the project research comes to an advanced stage, where quite a number of showcases will be available, we will also address the social media by opening:

- XLike Facebook group

- YouTube XLike video channel

If needed, discussion groups will be opened also at LinkedIn.

3.4.4   European and global dimension

XLike consortium features real global structure. European partners form the majority, but we consider our overseas partners as very important in dissemination activities. Through American partners (BLO, NYT) an American industry can be reached. Through the Chinese (THU) and Indian (IIT) partners, XLike has a strong link to the Asian community and the advanced knowledge and language technology already established in these countries. These overseas partners bring hence on the one hand important knowledge to the consortium, while on the other they provide additional dissemination channels to their respective scientific communities and industries.

3.5   Education and training

Education and training in XLike is considered as the fourth important dissemination channel in our multichannel approach to dissemination. Education and training could be divided according to different target audiences in two main directions.

3.5.1   Academic education

Academic education is targeting students (undergraduates and graduates) and young researchers by organising lectures, seminars at academic partner sites and, at European level, different summer schools. In this respect XLike will use its academic partners to support existing events:

- IEEE SSSC (IEEE Summer School on Semantic Computing, directed by KIT) in 2012/2013/2014
- the ASSW (Asian School on the Semantic Web, directed by KIT) in the same years,
- the EuroLAN summer school on natural language processing
- the European Summer School in Logic, Language and Information (ESSLLI)
- or regional events of similar nature to build up communities where needed (e.g. FASSBL)

3.5.2 Training for professionals

The second direction of education and training targets companies and similar corporate and public bodies. The XLike partners considered in this activity are mainly focused on informing potential customers and early adopters of XLike technologies about the possibilities and advantages of a cross-lingual knowledge extraction empowered by the usage of XLike sophisticated mining methods, lightweight semantics, and powerful natural language processing. XLike will provide tutorials and webinars on the usage of the XLike Toolkit, and learning resources in form of video lectures (advertised through videolectures.net at JSI) and presentations (hosted on the project portal, advertised through the REASE repository at STI International of which KIT and JSI are members).

4   Conclusions

This document presents the Communication plan for dissemination activities and communications relevant for the project. The document is defining the means the XLike project will disseminate information about its aims, results and achievements to three types of targeted audience: scientific and research community, industry and general public. For each of this three targeted audiences the main dissemination materials/instruments will be produced and adapted. This Communication plan takes a multichannel dissemination approach with four main dissemination activity directions/instruments: Web and public promotion materials; scientific events and publications; industry outreach; education and training. The dissemination throughout the project will run through four phases: initialization; elaboration and development; assessing the quality of dissemination efforts, analysis of the impact; continuous dissemination.