

EMMA - Enriching Market solutions for content Management and publishing with state of the art multimedia Analysis techniques



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Executive Summary

EMMA's success in designing and building a market for a multimedia-analysis tool depends on stringent and effective communication: early adopters and potentially interested buyers need to be identified, social media needs and habits researched, a pool of stakeholders for testing and evaluation needs to be set up, and the general public needs to be sensitized about the overall topic. Communication and dissemination take a central role in the EMMA project, and all partners are cooperating in achieving these set goals. FBF is in the lead of the whole work package, with VDJ and IN2 leading respective tasks, and FST, as well as CERTH contributing.

The revised communication strategy focuses on communicating the EMMA project and the development of the EMMA tool as a unity. Unique features of the project will be stressed in the communication of EMMA, especially the interdisciplinary and international project team, and the continuous, iterative development process of the tool. The strategy is to reach out to the defined target groups in the tourism, event and publishing sectors, as well as to the scientific community. The communication of the project and the tool supports collecting feedback in the testing phases of the tool, as well as the exploitation and dissemination of the tool by reaching out to stakeholders and communicating the EMMA project and the EMMA tool to the general public.

As envisaged, the central element of the communication and dissemination strategy will be the EMMA website, which acts as a central hub both for the EU project and the EMMA tool. As part of the communication strategy, interviews with the members of the EMMA project team have been conducted and are published on the website consecutively. Through the EMMA Twitter account central messages from the website are further communicated via social media. Via the project partners' corporate websites and social media accounts, which have large, established follower-bases, the information from the EMMA website and the EMMA twitter account will be further spread. This feeds into the strategy to both make sure to reach a wide audience and to ensure that the defined target groups - the scientific community, and the event, tourism and publishing sectors - will be informed about EMMA.

Physical meetings and face-to-face conversations with stakeholders are also an essential part of the EMMA communication. Through the first EMMA Advisory Board Meeting, which took place in Florence, in June 2017, the EMMA project was introduced to key members from the target groups of tourism and publishing, enabling them to further act as multipliers in communicating the project. At the Internet Festival and at the Frankfurter Buchmesse, EMMA stakeholder workshops will take place. Here, social media and communication professionals will gain an insight into the current status of development of the EMMA tool. Thus, the workshops do not only feed into the



communication and dissemination goals of EMMA but are also important to collect feedback for the further development of the tool.

The events organised by the EMMA project partners also take up an important role in communicating the project to the general public. At the Unseen photography festival, which took place from 22 till 24th September in Amsterdam, the EMMA tool was presented for the first time. On a large screen outside the fairgrounds the presentation created by the EMMA tool was on display for the entire duration of the festival. At the Frankfurter Buchmesse (11-15 October), where 278,000 visitors are expected, the EMMA project and the EMMA tool will be presented at a stand at the Hot Spot Digital Innovation during the five days of the fair.

In order to kickstart the communication and dissemination very early on in the project phase, the EMMA website (https://emma.in-two.com/) has been implemented in February 2017. The website incorporates a "Tools" section where an ongoing insight into the work on the EMMA tool is possible. The language of the website is easy and simple, in order to attract a wide variety of stakeholders. With the aims to introduce the EMMA project team, to convey the idea behind the project and to give insights into the development of the tool, FBF has conducted interviews with all five EMMA project partners that are published one by one on the "Blog" section of the EMMA website.

A visual identity for the project was implemented in the beginning of the project – one that is easily recognisable and reflects the EMMA brand. Special attention has been put on the overall readability and accessibility of the logo, such that it can be used both on digital materials as well as print, both in colour or black and white.

The EMMA Twitter account (https://twitter.com/EMMA_H2020) has been established in February, and has been renamed in the meantime to "EMMA_H2020" in order to stress the project character of EMMA and its affiliation with the EU's Horizon 2020 Research and Innovation programme. Through this account content from the EMMA website, such as quotes from the interviews with the project team members, will be published.



Abbreviations	Description
B2B	Business to Business
B2C	Business to Customer
EAIG	Early Adopter Interest Group
FBF	Frankfurt Book Fair
IF	Internet Festival
UNSEEN	UNSEEN Photography Festival and Fair

1. Introduction

EMMA's success in designing and then building a market for a multimedia-analysis tool depends on stringent and effective communication: early adopters and potentially interested buyers need to be identified, social media needs and habits researched, a pool of stakeholders for testing and evaluation needs to be set up, and the general public needs to be sensitized about the overall topic. This is why communication and dissemination take a central role in the EMMA project, and all partners are cooperating in achieving these set goals. FBF is in the lead of the whole WP, with VDJ and IN2 leading respective tasks and FST as well as CERTH contributing.

This deliverable contains a report on the revised and updated version of the project's communication plan. The communication plan describes the communication goals, the reassessed and revised concept, strategy and communication tools (Section 2). It also provides information on the conducted and planned scientific dissemination. The measures taken of communicating EMMA within the first nine months of the project will be described in detail in Section 3. Communication that is planned in the future will be elaborated on in Section 4. The communication material is presented in Section 5.

2. Revised communication plan (as of September 2017)

The initial communication plan (Deliverable 5.1) prepared at month 2 of the project has been updated and revised. The communication concept (section 2.2) and assessment of target group (section 2.3) have been extended to include aspects of scientific dissemination of the project results. The communication strategy of the project has been revised; the changes this entails are described in section 2.4.

2.1. Goals

The communication and dissemination plan will ensure that the project uses the right key messages for the right stakeholders and the right medium for informing and engaging with them. The plan will define the target groups, the core messages, the timing and activities that will be performed on various communication channels, i.e. project website, newsletters, social media and events, as well as the communication concept and strategy for these channels.

The desired outcome of the communication strategy and therefore the overarching goals are:

- Creating awareness among potential stakeholders and early adopters for the topic of social media use for product and corporate communication.
- Creating public awareness for the topic.
- The project team can gather information to further characterise and identify potential stakeholders and early adopters.

Moreover, it is important to note that dissemination and communication of EMMA supports both the testing phases and the exploitation of the EMMA tool.

2.2 Communication concept

There is a growing prominence of social media use in general – both by customers and businesses. Moreover, a rapid increasement of smart technology can be observed in general. This has led to changes in expectations and requirements by customers. Thus, the communication between businesses and customers is strongly influenced by this development.

We observe that businesses of the two verticals tourism and events, as well as in the publishing industry, use social media and multimedia content for product and corporate communication. However, due to current developments, there is a big gap between the social communication ability and the use. Even in fields like tourism, in which social and content-rich communication can be quite advanced there is potential for optimisation:

- SMEs in the areas of tourism, event organisation and publishing can profit from an improvement regarding the systematic use of social media for their business communication. Further know-how is needed regarding the use of social media for business communication purposes
- IN2 and CERTH provide technologies that can facilitate the systematic use of social media, especially in regard to the use of visual and multimedia aspects of social media.

Thus, there is a need to bring the two parties together, i.e. a need to establish an efficient communication link between them:

- To further their businesses stakeholders need to know about the solutions IN2 and CERTH can develop and provide
- To provide a product offering solutions customised for stakeholders in the areas of tourism, events and publishing, IN2 and CERTH need to learn about the specific problems and needs of businesses in the areas of tourism, events and publishing.

2.3. Assessment of target group

For communication purposes it is important to determine the profile of the target group(s). The communication strategy is designed to identify and characterise the stakeholder target group(s) for EMMA.

From the experience of FBF and FST starting assumptions about stakeholders and potential early adopters in the areas of tourism, events and publishing are as follows: from the business side of events and publishing, stakeholders are either young social media autodidacts or experienced communication employees who have come to also use social media. In the area of tourism stakeholders are aware that social media and networks are unavoidable to promote touristic destinations. They have skills in social communication, otherwise they use agencies or consultants who have skills in social communication and sentiment analysis. So EMMA could optimize and further improve their social communication and engagement activities.

The scientific community is also a target group for the EMMA project. Scientific dissemination can act as a multiplier for attracting potential users and collaborators for the exploitation of EMMA technologies, e.g. through making contacts with other scientists, researchers and entrepreneurs from the IT industry who can contribute to further taking up the EMMA technologies in the EMMA target sectors and beyond.



The most important communication channels through which the target group can be reached are, from experience, the following:

- via direct messages and mailings
- via social media
- in person at the industries' major events and academic conferences
- through multipliers, e.g. as industry-specific social media experts.

It should be mentioned that at the same time we have defined in more detail who the stakeholders of the EMMA project are in each of the identified areas. We approached this task by creating a "stakeholder grid" that contains four main categories:

- General Stakeholder Category
- Name of Organisation
- Short Description of Organisation
- Parameters

For the tourism sector the general stakeholders are:

- Destination Management Organisations
- Web marketing agencies and consultants
- Corporate institutions
- Cultural chains
- Research centers
- Start-ups
- Travel blogs
- Local communities.

In the areas of events and publishing, the main stakeholders identified are:

- Professional Event Organisers and Convention Managers (Literary Festivals, Conferences)
- Marketing and Communication Professionals
- Event Visitors (B2B and B2C)
- Publishing Professionals
- Interest Groups and (Trade) Associations
- Exhibitors and Industry Sector Organisations.

In accordance with the needs for scientific dissemination, stakeholders in the IT industry that could be identified are:

• Developers and solution providers in the tourism, events and publishing sectors



• Researchers in the fields of audiovisual analysis, content management, data analysis, social network analysis and cloud computing.

2.4. Dissemination and Communication strategy

The EMMA project team reassessed the dissemination and communication plan, submitted as Deliverable 5.1 in February 2017. There are two major changes:

- In order to facilitate and improve the communication of EMMA, the initial communication strategy was adjusted, now focussing on EMMA as an integral whole - i.e. tool and project - pointing out the special character of the project and the development of the tool. Thus, a special focus will be on the fact that a European team of project partners from different industries work together on this project and on the iterative development process of the EMMA tool.
- 2. The adjusted dissemination and communication plan takes into account that both tool and project enter into a new phase, which is marked by a focus on testing, validation in an operational environment and gathering of user feedback from stakeholders from both within and outside the consortium (FST & FBF, Unseen) and the preparation of the exploitation plan. A feasibility study and a business plan are part of WP5, and dissemination and communication activities will focus on and feed into these tasks specifically. Networking activities, such as stakeholder workshops, conference participations and presentations will be stressed in this second phase of communication with target groups like the Early Adopter Interest Group in the focus.

2.5. Revised Concept

1. From a closed Facebook group to a bigger reach through the partners' communication channels

The initial proposed concept was a closed facebook group entitled "EMMA Salon". The group was to be moderated by the project partners - both leading up to the release of the EMMA tool and the EMMA presentations and stakeholder workshops at the project partners' events in September and October. Since it became clear that the EMMA prototype tool would not be released before January 2018 - this being the earliest date we could provide interested potential customers access to an EMMA test account - we revised the communication strategy. It would have been difficult to uphold the interest and the suspense regarding the release of the EMMA tool of the facebook group members after the major events and for a time-span of more than six months. Thus, regarding the communication of EMMA, the project team decided to use already



existing channels of the project partners with a huge number of contacts to communicate the EMMA project to a wide audience, making use of the corporate accounts to increase the reach.

Regarding the overall social media communication of EMMA, the project team revised the strategy accordingly: As of February 2017, EMMA social media channels on Twitter and LinkedIn, as well as the above-mentioned Facebook group were established. It was decided by the EMMA project team that the EMMA Twitter account (https://twitter.com/EMMA_H2020) would be the main social media account of the project. The account established in February was named "@EMMAs_Salon". As pointed out above, since the strategy has been revised - communicating the EMMA tool and the EMMA project as a unity - the concept of EMMA's Salon was abandoned. Thus, the EMMA Twitter account was renamed accordingly. The chosen Twitter handle is "@EMMA_H2020". The name stresses the project character of EMMA and emphasises its affiliation with the European Union's Horizon 2020 Research and Innovation programme. In the communication of the EMMA project, the Twitter account acts as the communication channel through which information and updates from the project are fed into social media. The entire project team has access to the account and is responsible to make sure tweets are sent out. The content of the tweets range from live tweets from events at which EMMA is presented, content published on the EMMA website - such as the project team interviews - and general information about content and social media management and multimedia analysis related to the project.

With the revised strategy, the EMMA project benefits from the wide-coverage strength of all the partners channels, that allow to have a much wider visibility, thanks to a well-consolidated audience and specific for each verticals (and purposes):

- The Frankfurter Buchmesse Facebook page has 55,000 followers. On Twitter, the Frankfurter Buchmesse has ca. 33,000 followers and 6,400 on Instagram; the Book Fair's LinkedIn group consist of more than 7,300 members its Xing group has 780 members.
- Fondazione Sistema Toscana's corporate accounts have 2,500 followers on the Facebook page, 1,200 on LinkedIn and 500 followers on Twitter. FST differentiates its communication on other channels, dedicated to its core activities, among those will be involved in EMMA: The Internet Festival has about 18,000 followers on Facebook, 4,000 on Twitter and 1,000 on Instagram; and InToscana (official information portal of Tuscany Region) has about 125,000 followers on Facebook and 50,000 on Twitter.
- Vandejong has about 4,250 followers on Facebook, 2,200 on Twitter and 1,000 on Instagram.
- IN2 is managing two Twitter accounts that sum up to almost 3,000 followers.

These accounts will be used to retweet and communicate news about the EMMA project and the EMMA tool.



The same goes for the EMMA newsletter: instead of having a newsletter of its own, reaching only few stakeholders, EMMA has been presented in the corporate newsletters of the project partners. That way a greater number of stakeholders will be reached. For instance, the Englishand the German-speaking newsletters of the Frankfurter Buchmesse have around 25,000 recipients each, thus 50,000 recipients in total. The IN2 newsletter reaches over 9,000 people.

In the final phase of the project, when the EMMA beta release will be made public, a launch campaign (via e-mail) will be set up targeting the EAIG members and those who have registered their interest directly on the EMMA website.

2. EMMA website: Enlivening the central dissemination and communication hub

As initially envisaged, the main hub for the public communication of the EMMA project remains the EMMA website. Here, an additional section has been added, the EMMA blog (https://emma.in-two.com/EMMA/blog). The blog serves to provide attractive and tailor-made content in order to draw attention onto the website and the project. To do this, the Frankfurter Buchmesse conducted interviews will all project partners. These interviews are published in this part of the EMMA website and are further disseminated through the EMMA Twitter account, as well as by the partners' corporate social media accounts. The interviews serve to make the project more "tangible" from a communication perspective. First of all, the website visitors meet and learn more about the people behind the project EMMA - giving the entire project "a face" and a human touch. Moreover, the interviews are a good format to convey the goal and the ideas of the EMMA project in an appealing way. It is planned to provide information about and images from the presentation of EMMA at the partners' events (Unseen, Internet Festival, Frankfurt Book Fair) on the EMMA website.

3. Networking and face-to-face activities as strongest asset

Moreover, networking activities like stakeholder workshops, presentations and especially face-to-face conversations at events are a crucial part of the dissemination and communication concept, especially as they are part of Task 5.2/ Networking and Exploitation (which includes a feasibility study, which will serve as a basis for the business plan in Task 5.3). These conversations are important for getting to know the stakeholders and potential customers, and to analyse their needs and wishes when it comes to a tool like EMMA. Thus, these conversations



are not only of importance for communication purposes but also for the further development as well as the dissemination and exploitation of the EMMA tool.

The events organised by the EMMA project partners also take up an important role in communicating the project to the general public. At the Unseen festival, which took place from 22nd to the 24th of September in Amsterdam, the EMMA tool was shown to event stakeholders and validated in an operational environment. On a large screen outside the fairgrounds the presentation created by the UNSEEN social media staff using the EMMA tool was on display for the entire duration of the festival. It contained live-curated social media content alongside a video of the UNSEEN festival grounds (see picture below). At the Frankfurter Buchmesse (11-15 October), where 278,000 visitors are expected, the EMMA project and the EMMA tool will be presented at a stand at the Hot Spot Digital Innovation during the five days of the fair.

A full list of events at which the presentation of EMMA took place and is planned is described in sections 3.4 and 4.3.



Figure 1: EMMA-powered LED screen at UNSEEN Amsterdam

4. Dissemination within the scientific community

The project has already made efforts and will continue to work towards making the results of the scientific work carried out known within the scientific communities related to the project. In this direction, IN2 will focus their efforts on more industry-oriented conferences and events, while CERTH, in some cases jointly with the industry partners, will also submit the results of their work



in top scientific conferences and journals - which, despite being primarily scientific venues, do attract a lot of attention and attendance by the high-tech IT business sector and key players of it. Target publication / presentation venues include:

- Scientific conferences: ACM Multimedia, Multimedia Modelling Conference (MMM), ACM Int. Conf. on Multimedia Retrieval (ICMR)
- Scientific journals and books: IEEE Trans. on Circ. and Syst. for Video Technology, IEEE Trans. on Multimedia, and edited volumes (books) where the members of the CERTH team may be invited to summarize and highlight their latest research findings
- Benchmarking activities: TRECVID, which is an international benchmarking activity for comparing multimedia analysis and retrieval methods, that is again very well-connected and closely followed by the relevant high-tech.

2.6. Dissemination and communication tools (to be) used

- The EMMA project website, including the interviews of the EMMA project team
- The EMMA Twitter account
- Corporate social media accounts of all five project partners
- Direct messages
- Face-to-face conversations
- EMMA press release(s)
- EMMA newsletter texts published in the corporate newsletters of the project partners
- Physical presences and presentations of EMMA: stand at the Frankfurter Buchmesse, presences at the Internet Festival (FST) and at Unseen festival (VDJ)
- Physical stakeholder workshops, such as at the Internet Festival (Florence) and at the Frankfurt Book Fair (Frankfurt)
- EMMA info flyers presented to stakeholders and potential customers at the partners' events
- Multipliers:
 - EMMA Advisory Board members
 - existing PR & Communication networks of the respective industries
 - participants at academic conferences



3. Overview: Conducted Communication and dissemination activities to date

3.1 Scientific dissemination

At this point, the project has already made efforts towards making the results of the scientific work carried out known within the scientific communities related to the project.

3.1.1 Scientific publication and (upcoming) presentation at ACM Multimedia 2017 conference

In accordance with the above plan, we have already proceeded with the submission of the following scientific publication, which has been accepted for presentation at ACM Multimedia 2017 and for inclusion in the conference's proceedings:

 N. Gkalelis, V. Mezaris, "Incremental accelerated kernel discriminant analysis", Proc. ACM Multimedia 2017, Mountain View, CA, USA, October 2017.

3.1.2 Academic conference participation with a poster presentation at CBMI 2017 (19-21 June 2017, Florence)

During CBMI 2017 (http://www.micc.unifi.it/cbmi2017/), an international workshop on content based multimedia indexing, organized since 1999 every two years and since 2007 every year, we had the opportunity to meet experts from the content management community and disseminate the first results of EMMA. For this reason a poster has been prepared, shortly presented into a spotlight presentation and elaborated on the poster session. The title of the poster was "Content management and Storytelling for the social world". The poster has attracted several participants from the conference and it was an excellent opportunity to exchange ideas, evaluate reactions and find new people interested on the project's' activities and results.





Figure 2: EMMA Poster at CBMI 2017

3.2 Online communication and dissemination

1. EMMA website

In line with the strategy described in Section 2, the website is a central dissemination tool for the project, the hub of information to which the different stakeholders can go to.

The project website needs to be relevant for all three communication aspects: informing about the EMMA project itself, the EMMA system being developed and in general the use of social media and multimedia by stakeholders in the areas of tourism, events and publishing for product and corporate communication. As such, it should include all relevant materials about the project, including digital marketing material, social media presence, public deliverables, open publications, news and events. It will be used to inform about the project's objectives,



innovations, and achievements and furthermore to popularise the project ideas among a wide community of potential users and stakeholders. However, the messages needs to be adapted for the different stakeholders. This requirement has played an important role when creating the initial design of the website.

The solution chosen was to use the home of the website as a landing page addressing primarily end-users of EMMA. The message here is framed in terms of the benefits that EMMA can bring to the industry. The main aim at this point is to inform about the main goals and expected outcomes, stirring enough the curiosity of the visitor so that they register and can get further information as the project advances and ultimately become part of the EMMA Early Adopter Interest Group. Since the target group for this part of the website is generally not familiar with H2020 projects, we specifically refrain from using project-related jargon (e.g. "deliverable", "work package", etc).

The website is available at: <u>https://emma.in-two.com/</u> (see Annex for screenshots).

The initial sections of the website, as launched in February 2017, were:

- Welcome: A welcome screen containing the logo and a subtitle that should provide an idea of what the EMMA system is about
- About: Short information about the EMMA innovation platform, the two end-users and how EMMA can help their industry as well as information on the five partners who work in the project
- Digital tools: This section provides a glimpse at the expected outcome and some of its unique selling points (i.e not an exhaustive list of features).
- Get in touch: A web form for registering interest in EMMA.

If the visitor wants to know more about the project itself, they can click on the button "About the EMMA Project" which will render a new page (<u>https://emma.in-two.com/EMMA/project</u>) containing the usual information expected from an EC-funded project:

- Longer description of the EMMA project
- Information on the consortium partners
- News (powered also by the social media)
- Contact form.

As elaborated on above, the Blog section has been newly added to the website: <u>https://emma.in-two.com/EMMA/blog</u>.

Here, interviews with all project partners have been consecutively published and further disseminated through the EMMA Twitter account, as well as by the partners' corporate social media accounts. The interviews serve to introduce the project team and help explain the idea



behind the project and its goal in appealing way. Its photos and regular updates make this an attractive section of the EMMA website to got to by both potential EMMA end-users and stakeholders who are interested in the EMMA project.

A further section on Deliverables will be added here once the first Public deliverables are accepted and can be published. A section dedicated on Publications will be added once publications are done so that these can be easily accessed by all interested parties.

The website uses the latest technologies and best practices for web programming. This is achieved thanks to the use of HTML5, CSS and Javascript. The multimedia content of the website is managed through the MyMeedia system (<u>http://mymeedia.com</u>) provided by partner IN2.

From a technical perspective, the aim was to build a website that can be visualised on all platforms and devices. Sound responsive design principles were applied so that the EMMA website looks appealing and is fully functional also for users browsing from mobile devices or tablets.

Note that cookies are used and informed consent for storing cookies is requested when users first arrive on the webpage.

2. EMMA on social media

Social media is an important online dissemination tool. As elaborated on above, the EMMA Twitter account is the main social media channel for EMMA. The name of the Twitter handle, "EMMA_H2020", stresses the project character of EMMA and its affiliation with the EU's Horizon 2020 Research and Innovation programme. As described above, the Twitter account acts as the communication channel through which information and updates on EMMA are fed into social media. Moreover, via Twitter, interested stakeholders cannot only follow the updates of the project but can also get in touch with the EMMA team. The Twitter account also fosters connecting with players from the areas EMMA touches upon: social media and content management, digital innovation, other projects funded by the European Union, etc.

The entire project team has access to the account and is responsible to make sure tweets are sent out. The content of the tweets range from live tweets from events at which EMMA is presented, content published on the EMMA website - such as the project team interviews - and general information about content and social media management and multimedia analysis related to the project.

As described above, regarding social media communication, the project partners' corporate accounts are used to increase the reach of the dissemination of EMMA as part of the revised communication strategy. For instance, the well-established corporate accounts serve to further retweet and thus further disseminate tweets by the EMMA Twitter account. Moreover, information about the EMMA project has been communicated via the partners' corporate accounts on Facebook, Twitter and LinkedIn (see Annex for screenshots of social media posts).

EMMA on Twitter: https://twitter.com/EMMA_H2020 (@EMMA_H2020)

Corporate social media channels of the project partners:

The EMMA project benefits from the wide-coverage strength of all the partners channels, that allow to have a much wider visibility, thanks to a well-consolidated audience and specific for each verticals (and purposes).

Frankfurt Book Fair:

Twitter: <u>https://twitter.com/Book_Fair</u> (@Book_Fair) Facebook: <u>https://www.facebook.com/frankfurterbuchmesse/</u> Instagram: <u>https://www.instagram.com/buchmesse/</u> FBF LinkedIn group: <u>https://www.linkedin.com/groups/42948</u>



FBF Xing group: https://www.xing.com/communities/groups/frankfurter-buchmesse-d17e-1075878

Fondazione Sistema Toscana:

Twitter: <u>https://twitter.com/FSToscana</u> (@FSToscana) Facebook: <u>https://www.facebook.com/fondazionesistematoscana/</u> LinkedIn: <u>https://it.linkedin.com/company/fondazione-sistema-toscana</u>

Other FST-related channels:

Internet Festival

Twitter: https://twitter.com/Internetfest (@Internetfest) Facebook: https://www.facebook.com/internetfestival/ Instagram: https://www.instagram.com/internetfest/ InToscana Twitter: https://twitter.com/intoscana (@intoscana) Facebook: https://www.facebook.com/intoscana.it/

Vandejong:

Twitter: <u>https://twitter.com/_vandejong?lang=en</u> (@_Vandejong) Facebook: <u>https://www.facebook.com/VandejongAmsterdam/</u> Instagram: <u>https://www.instagram.com/vandejonglikes/</u>

IN2:

Twitter: <u>https://twitter.com/_IN2_tweet</u> https://twitter.com/_mymeedia

3. EMMA newsletter

EMMA was presented in the corporate newsletters of the project partners. As described in section 2, the decision was made to make EMMA benefit from the wide reach of the partners' corporate newsletters. For instance, the English- and the German-speaking newsletters of the Frankfurter Buchmesse each have around 25,000 recipients, thus 50,000 recipients in total. The IN2 newsletter reaches over 9,000 people, the FST newsletter around 2,00 people.

Newsletter communication of EMMA:

IN2 newsletter

(9,000 recipients, sent out on 23 September 2017) EMMA was the main topic of the newsletter, describing the EMMA project and announcing the

events at which EMMA will be presented, such as Unseen, FBF, the Internet Festival, etc. (see Annex 5 for screenshots)

International newsletter of the Frankfurter Buchmesse

(ca. 25,000 recipients, sent out on 15 September 2017)

The EMMA project was communicated in the English-speaking newsletter of the Frankfurter Buchmesse, reaching an international audience. A link to the EMMA website was included in the post. (see Annex 5 for the screenshot)

Online version: <u>http://news.book-fair.com/i/ZLIaGANq7-54aE37Ca8-HOxwstn-FMuN</u>

German newsletter of the Frankfurter Buchmesse

(25,000 recipients; sent out on 15 September 2017)

The EMMA project and the EMMA stakeholder workshop taking place at the Frankfurt Book Fair in October were communicated in the German-speaking newsletter. A link to the EMMA website was part of the post. (see Annex 5 for the screenshot)

Online version: http://news.book-fair.com/i/mX8UfHJ8P3dwFXZxsoflV4aXyRQUR9Z9

Portuguese newsletter of the Frankfurter Buchmesse

(11,300 recipients, sent out on 13 September 2017) EMMA was featured prominently with an article in the Portuguese-speaking newsletter of FBF. (see Annex 5 for the screenshot)

Italian newsletter of Fondazione Sistema Toscana (corporate)

(2,000 recipients; sent out on 20 September 2017)



The corporate newsletter of FST captured the main news and/or events related to FST. The EMMA project and the EMMA stakeholder workshop taking place at the Internet Festival in October were communicated. A link to the EMMA website and to EMMA section on FST website were part of the post. (see Annex for the screenshot)



4. EMMA press material and coverage

EMMA press releases

Press releases announcing and explaining the EMMA project, including a link to the EMMA website were sent out in English and German by the Frankfurter Buchmesse to its German-speaking and international press contacts on 7 September 2017. The online versions of these press releases can be found here:

EN: <u>http://pr.book-fair.com/u/archive/08lhdQfG0GttzeY3DgxwaQ</u> DE: <u>http://pr.book-fair.com/u/archive/gxRroJ_hPxw6y-8M2w6A5Q</u>

Moreover, the press releases were published and are still publicly displayed on the FBF website (www.book-fair.com) - in both English and German - in the website's press area (http://www.buchmesse.de/en/fbf/press/). About 10,000 journalists and bloggers attend the Frankfurt Book Fair every year. They use the website's press section for research and in preparation for their visit to the fair.

EN: <u>http://www.buchmesse.de/fbmsite/en/fbf/press/press-releases/03217/</u> DE: <u>http://www.buchmesse.de/fbmsite/de/fbm/presse/pressemitteilungen/03217/</u>

Furthermore, the EMMA project is one of the topics in the FBF press folder. It is part of one of the first documents "What's new at the Frankfurter Buchmesse 2017". The press folder was handed out to all media representatives attending the FBF preview press conference on 12 September 2017. Moreover, the press folder was sent to all of FBF's German-speaking press contacts on the same day and is available for download on the FBF website:

http://www.buchmesse.de/de/fbm/presse/pressemappen/

Press coverage

So far, there have been three press mentions regarding the EMMA project (see Annex for screenshots):

- Knowledgespeak (8 September 2017): <u>http://www.knowledgespeak.com/kspeaknewsArchieveviewdtl.asp?pickUpBatch=3270</u>
- Zeitblatt (21 September 2017):
 http://zeitblatt.com/2017/09/21/was-ist-neu-auf-der-frankfurter-buchmesse-2017/
- Börsenblatt (28 September 2017): <u>http://www.boersenblatt.net/artikel-eu-projekt_entwickelt_social_media-tool_fuer_verlag</u> <u>e_.1377921.html</u>



3.3 Physical meetings with stakeholders, multipliers and potential early adopters

1. Leipzig Book Fair (23-26 March 2017, Leipzig, Germany)

Members of the Frankfurter Buchmesse Communications team talked with business contacts from the areas of PR and communications about the EMMA project. The Book Fair produced an information sheet specifically for that purpose to provide more information for stakeholders interested in taking part in the stakeholder interviews for the development of the EMMA tool. The Leipzig Book Fair (<u>http://www.leipziger-buchmesse.com/</u>) and its reading festival "Leipzig liest" are the spring events of the book and media sector. Authors, readers and publishing companies meet to collect information, to engage in exchange and discover what is new. The Leipzig Book Fair is the second largest book fair in Germany. Every year, the fair takes place for four days in Leipzig, Germany. It is the first large trade meeting of the year for the publishing industry.

2. Cluj Innovation Days (30-31 March, 2017, Cluj, Romania)

Cluj Innovation Days is an annual event organized by Cluj IT Cluster aiming at consolidating the IT sector and creating new innovation based bridges among businesses, academia and the public sector. This 5th edition of the conference is addressing the topic of Digital Economy exploring current trends, new approaches and innovative solutions. George loannidis of IN2 participated in the panel session entitled: "Social media and digital marketing – daring beyond the truth?". EMMA and the topics addressed by the project (such as conversation vs engagement on social media and information overload) were brought into the discussion. Further, the event was an opportunity to discuss with the organisers of the event the issues faced and how they could be better served by digital tools. Finally, a link was built with the innovative IT sector around Cluj.

3. La fiera del libro per ragazzi - Bologna Children's Book Fair (3-6 April, 2017, Bologna, Italy) La fiera del libro per ragazzi - the Bologna Children's Book Fair

(http://www.bookfair.bolognafiere.it/home/878.html) - is the leading professional fair for children's books in the world. The fair takes place annually on four days in March or April in Bologna, Italy. It is the meeting place for all professionals involved with creating and publishing children's books. The fair is organised by Bologna Fiere. FBF attended the fair and talked with several stakeholders about the EMMA project. Hereby, one of EMMA's Advisory Board members could be won for the project: Roberta Chinni.

4. NEM Steering Board meeting and General Assembly (10-11 May, Brussels, Belgium)

The NEM Initiative – New European Media Initiative – is a European Technology Platform, fostering the convergence among Media, Content, Creative industries, Social Media, Broadcasting and Telecom sectors, as well as Consumer electronics to develop a common innovation environment for the new European media landscape. IN2 participates in NEM and attended the regular Steering Board meeting and General Assembly. NEM provides a unique opportunity to communicate and disseminate the project to a wide range of policy makers, industry and academia stakeholders that are actively involved in shaping the R&D landscape of Europe in the domains of content and social media. As such the aim was to establish links to other existing EC-funded projects and make EMMA known in the community.

5. First Industry Advisory Board Meeting (9 June 2017, Florence, Italy)

The project requires the creation of an Industry Advisory Board, defining its members as "key external stakeholders of the value chain (including users). Industry stakeholders with high expertise in the main areas related to EMMA (i.e. event management, tourism, multimedia applications, social media, business innovation, commercialisation)" in order to follow the main outcomes of the project and provide high-level guidance, especially with respect to the business proposition and enhancement of the innovation potential. Three physical meetings with IAB have been foreseen. Due to their strategic role, the choice of IAB members required an accurate identification phase as well as the respective engagement communication. For this reason individual approach were preferred, highlighting the opportunity to address and contribute to EMMA project.

At the first EMMA Advisory Board Meeting, which took place in Florence, in June 2017, with the EMMA project team and three members of the Advisory Board, the EMMA project and the state of development of the EMMA tool were presented to these key members from the target groups of tourism and publishing. Thus, besides collecting feedback on the tool, the meeting served to enable the Advisory Board members to further act as multipliers in communicating the project. As a direct outcome of the meeting two new opportunities for increasing the impact of EMMA have been identified: presentation and participation at the BTO Conference 2017 and creating a link with Bologna Fiere staff who are in charge of organizing many large events in Bologna.

6. CONTEC MÉXICO 2017 – Sharing Innovation (14-15 June 2017, Mexico)

FBF provided the EMMA project as an example of enhancing research and innovation in the area of communication tools, from which the publishing vertical can only benefit at the round table discussion "BUILDING BRIDGES: Promotion of Innovation in the Publishing Industry".



CONTEC Mexico (https://contec-frankfurt.com/en/) is a trademark of the Frankfurt Book Fair aimed at creating a space for reflection on the challenges and opportunities in the content industry. CONTEC addresses all players from the publishing and creative industries: publishers, educational content creators, game creators, university press and academic publishers, technology providers and other interested experts. With the digitalization of many processes and the generation of new formats, working and business models need to change in order to keep up with the market. At the CONTEC conference there are talks on subjects like new business models, opportunities of technology, new marketing tools and other strategies, as well as workshops and specialized talks on hot issues of the publishing industry.

7. Cloudscape Brazil conference and WCN 2017 (5-6 July, 2017, Sao Paulo, Brazil)

The 4th edition of Cloudscape Brazil was dedicated to trustworthy cloud & big data services and how a productive transatlantic collaboration can bring research a step forward. One of the main goals of the conference was to give the floor to European SMEs, who would then explain how they ended up in delivering services that are emerging from top-class European research projects. IN2 was invited to participate in the panel discussion at Cloudscape Brazil entitled "From Europe to Brazil: Free tools and services for easier cloud adoption". This session discussed a number of issues about the adoption of cloud-based tools and IN2 presented a view from the perspective of EMMA. Moreover, a pitch session was organised during the event where participants could give a short pitch about their current cloud product and project that they are working on. With this occasion EMMA was briefly introduced. Finally, an EMMA poster and demo was accepted and presented during the event.



Figure 3: Alexandru Stan of IN2 during the CloudScape panel



8. Stakeholder Bilateral Meeting with (17th July, Bologna, Italy)

Following up on the outcomes of the first IAB meeting, IN2 traveled to Bologna to meet with staff of the BolognaFiere, namely the digital marketing manager, the business development manager, and people from the marketing and communication department. This was a focused meeting in a format of a workshop where the EMMA project and tool proposition was introduced followed by a discussion about current challenges experienced by BolognaFiera and how they would like to use a tool like EMMA. The outcome of the meeting was very useful not only for the developments that took place over the summer but also for planning potential take-up activities and demonstration of the first version of the tool in 2018.

9. Open Llving Lab Days (29/08 - 01/09, Krakow, Poland)

VDJ have held discussions with individual Living Labs from across Europe at the recent Open Living Lab Days in Krakow. In addition VDJ discussed EMMA with the European Network of Living Labs directly with a view to providing a further communication channel for the project outcomes.

10. CloudWATCH Summit (20 September, 2017, Amsterdam, Nederlands)

The CloudWATCH Summit is a dedicated event for policymakers, SMEs and start-ups to come together to understand how cloud computing is an enabler of innovation, growth and jobs in the Digital Single Market. During this event IN2 presented an EMMA poster and gave a short pitch presentation to all event participants. The pitch received a very positive response from both industry stakeholders who acknowledged social storytelling as a very important trend and participants who themselves are event organisers and are interested in new tools.



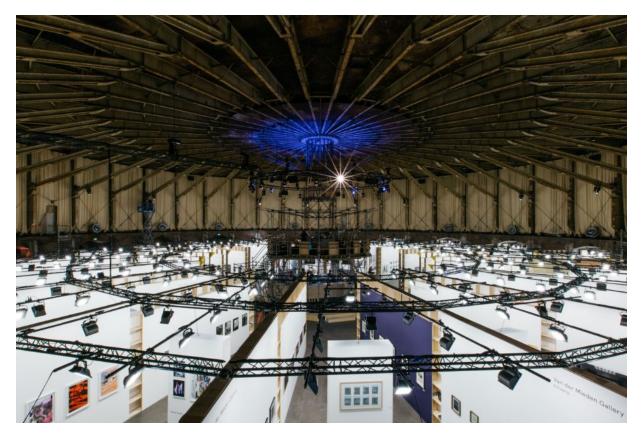


Figure 4: Alexandru Stan of IN2 presenting the EMMA poster at CloudWATCH Summit



3.4 Communication and dissemination of EMMA at the project partners' events

As explained in section 2, the presentation of EMMA at the project partners' events – Unseen, the Internet Festival and the Frankfurter Buchmesse - play a major part in communicating the EMMA project and the EMMA tool. As of September 2017, the deployment of EMMA at Unseen already took place, while the Internet Festival and the Book Fair will be in October 2017 - thus, the communication and dissemination of EMMA at these events by FST and FBM are listed in section 4. The communication of the EMMA stand at FBF and the EMMA stakeholder workshops at FST and FBF that have already been conducted by September are also described in section 4.



1. UNSEEN Photo Festival & Fair (22-24 September 2017, Amsterdam, The Netherlands)

Figure 5: UNSEEN festival - main hall (Photo: Unseen, © Iris Duvekot)

During the 2017 edition of UNSEEN, EMMA was used by the organisers in order to inform and entertain the event participants. A massive 4 x 2m LED screen was set-up in the main public



square of the festival grounds. The content displayed on the screen was managed in real-time through the EMMA tool by the social media and communication manager of Unseen. While going around the fairgrounds he used EMMA to push on the screen information and data regarding the social media feeds, the photographic content of the event and time-specific information about particular events that were about to start. This information was dynamically uploaded in real-time.

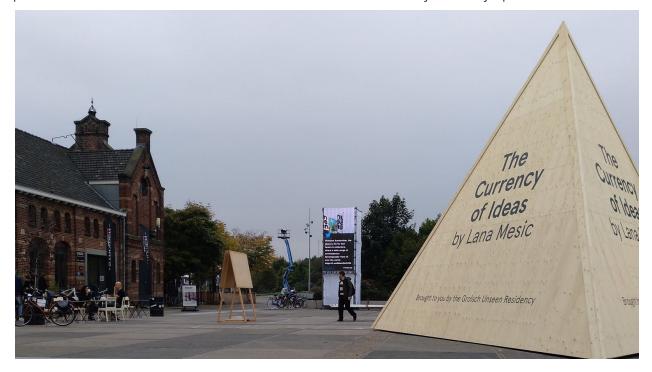


Figure 6: EMMA-powered display at the main outdoor public square of UNSEEN

The UNSEEN Photo Festival & Fair (https://unseenamsterdam.com/) is the leading platform for contemporary photography. Exclusively focusing on what's new in the photography world, Unseen provides a channel for up-and-coming talent to showcase their work. Unseen brings together the international photography community to discuss and debate the directions in which the photographic medium is evolving. Unseen is an all year round platform with physical events throughout the year with the main event Unseen Amsterdam. Unseen Amsterdam aspires to provide novel and diverse approaches to engage with photography.



4. Planned communication and dissemination activities

4.1 Scientific dissemination

As indicated in section 3, the project will continue to work towards making the EMMA project known within the scientific community. As indicated, IN2 will focus their efforts in more industry-oriented conferences and events, while CERTH will also submit the results of their work in top scientific conferences and journals (which, despite being primarily scientific venues, do attract a lot of attention and attendance by the high-tech IT business sector and key players of it).

Target publication / presentation venues include:

- Scientific conferences: ACM Multimedia, Multimedia Modelling Conference (MMM), ACM Int. Conf. on Multimedia Retrieval (ICMR)
- Scientific journals and books: IEEE Trans. on Circ. and Syst. for Video Technology, IEEE Trans. on Multimedia, and edited volumes (books) where the members of the CERTH team may be invited to summarize and highlight their latest research findings
- Benchmarking activities: TRECVID, which is an international benchmarking activity for comparing multimedia analysis and retrieval methods, that is again very well-connected and closely followed by the relevant high-tech IT industry.

4.2 Online communication and dissemination

The communication and dissemination of the EMMA project with the project's website as the main communication hub and the EMMA Twitter account as the main social media account will continue as the project evolves.



4.3 Presenting EMMA to the public and to potential early adopters at upcoming events

1. Internet Festival (5-8 October 2017)



Parola chiave #sentiment

Figure 7: Internet Festival 2017

At the Internet Festival (5-8 October 2017), EMMA will be presented in the Tourism section at the event "New Frontiers of Storytelling" to the general public. "New Frontiers of Storytelling" is the session dedicated to the state-of-the-art technologies and digital trends for destination tourism promotion. Here, EMMA will present its improvements and how it can be helpful for tourism marketers.

The Internet Festival (IF), is the largest Italian event devoted to the exploration of the World Wide Web and digital Innovation. The Internet Festival (www.internetfestival.it) is organised by various institutional partners – such as the Municipality of Pisa and the Tuscany Region - and important research centers – such as the University of Pisa, Scuola Sant'Anna, Scuola Normale Superiore, and CNR, the Italian Research Agency. One of the goals of the festival is the dissemination of research results on technical and non-technical aspects of the Internet, largely unknown to the



general audience through meetings, workshops, seminars, shows and performances all around the city of Pisa. The event was attended by more than 150,000 people during the last editions, with more than 1,200 events and 1,800 speakers.

The keyword of the the 7th edition is #sentiment, a socio-anthropological exploration of virtual microcosm rich in orientations, feelings and opinions, in order to use big data to capture current political moods, social instances, cultural movements of the the surrounding reality.

2. Frankfurter Buchmesse (11-15 October 2017)





Figure 8: Frankfurt Book Fair (Photo: © Frankfurter Buchmesse / Alexander Heimann)

At the 2017 Frankfurt Book Fair (11-15 October 2017), the EMMA project will be present with its own stand at the Hot Spot Digital Innovation (Hall 6.2, stand D65). Here at the stand, face-to-face conversations are an important part of communicating the project and the current state of the tool. Flyers at the stand will be available, providing information about the EMMA project. Furthermore, EMMA will be presented by the project partners IN2 during a presentation on the



Hot Spot stage on the Thursday of the fair. It is envisaged that one stop of the guided Hot Spot tour at the Book Fair will be the EMMA stand in order to raise the awareness of trade visitors for the project.

The presence of EMMA at the fair has been communicated to the public via FBF's online exhibitor catalogue. The EMMA presentation on the Hot Spot stage is announced in the FBF online calendar of events. Both the online exhibitor catalogue and the online calendar of events are services used by the Book Fair's trade and private visitors, as well as by media representatives when preparing their visit of the fair.

EMMA in the exhibitor catalogue (see the Annex for the screenshot):

https://catalog.services.book-fair.com/en/exhibitors-and-directories/exhibitors-a-z/exhibitors-a-z-d etails/ID/763021/action/detail/controller/Exhibitors/

EMMA presentation in the online calendar of events (see the Annex for the screenshot): <u>https://catalog.services.book-fair.com/en/events/event-overview/event/action_eventcalendar/det</u> ail/controller_eventcalendar/Eventcalendar/objid_eventcalendar/374/

The Frankfurter Buchmesse (www.book-fair.com) is the international publishing industry's biggest trade fair – with over 7,150 exhibitors from 106 countries, around 278,000 visitors, over 4,000 events and approximately 10,000 accredited journalists of which 2,400 are bloggers – in attendance. It also gathers key players from other media, including the film and games industries. Since 1976, the Frankfurter Buchmesse has featured an annual Guest of Honour country, which showcases its book market, literature and culture to attendees in a variety of ways. The Frankfurter Buchmesse organises the participation of German publishers at around 20 international book fairs and hosts trade events throughout the year in major international markets. With its Business Club, the Frankfurter Buchmesse offers essential services and an ideal setting for the activities of publishers, entrepreneurs, pioneers, experts and visionaries. Founded in 2016, THE ARTS+ is a business festival for creatives, investors, publishers, museums, tech companies, that takes place at Frankfurter Buchmesse. The Frankfurter Buchmesse is a subsidiary of the German Publishers & Booksellers Association.

Further plannings:

The BTO - Buy Tourism Online event in Italy and the Let It Grow's Greenhouse Festival are further events that provide potential platforms for the EMMA project to be presented in November 2017 and in April 2018:



3. BTO - Buy Tourism Online (29-30 November 2017)

BTO - Buy Tourism Online is today the flagship event in Italy on the links between tourism and network technologies. BTO - Buy Tourism Online was born in 2008 as a meeting between tourism operators and technology providers who have radically and rapidly transformed the industry. Today, following steady growth, it is the most attended and anticipated appointment of tourism operators, territorial promotion and marketing research of tourism products.

Every year, BTO hosts in Florence thousands of public and private operators (last year more than 10,000 participants in two days, and 148 events), looking for market-oriented responses and the most advanced solutions to promote tourism activities and territories with network technologies. This year will be the 10th edition, and BTO will celebrate with a rich programme where exploring "how we came here, and where we are going to", with the strength of an identity that combines scientific value and a creative format acknowledged by the audience.

During the event two EMMA presentations (30 minutes each) are planned in both the industry and research track sessions of the conference. In this way we plan to reach a broad area of stakeholders in the tourism sectors.

4. Let It Grow's Greenhouse Festival (2 April 2018)

Let It Grow's Greenhouse Festival is being considered as a further dissemination and communication event for early 2018

(http://vandejong.com/en/#!/en/news/recap-het-succes-van-let-it-grow-s-greenhouse-festival/). Starting from scratch, Let It Grow managed to attract almost 4,000 visitors in its first edition and it is expected that this figure will be substantially higher in 2018, not least as the initiative is being considered for a major Dutch Design Week Award.



4.4 Communication and dissemination to stakeholders and potential early adopters: planned workshops

Two stakeholder workshops are currently planned: One at the Internet Festival, and one at the Frankfurter Buchmesse. Both workshops will not only be used to further communicate EMMA but also to collect feedback on the requirements for the EMMA tool. It is envisaged to collect feedback with physical questionnaires at the workshops as part of the feasibility study, which feeds into the exploitation plan (D. 5.3).

1. Internet Festival: stakeholder workshop

EMMA will be present with a dedicated workshop to early adopters at the Internet Festival (5-8 October 2017) in Pisa. The workshop will be a hands-on session at which Italian stakeholders will have a sneak preview of the tool and its functionalities. The IT experts of IN2 and CERTH will guide the users exploring the digital content universe through the tool.

2. Frankfurter Buchmesse: stakeholder workshop

At the Frankfurter Buchmesse, a stakeholder workshop will be held on the Saturday of the fair at the Frankfurter Buchmesse Business Club. The workshop will give both participants of the EMMA stakeholder interviews and interested social media and communication professionals from the sectors of events and publishing the possibility to gain an insight into the development of the EMMA tool. At the workshop, the project partners from IN2, CERTH and FBF will be present and contribute to the workshop programme.

Workshop description:

Social Media in the publishing industry - inspired by the EMMA project

This workshop gives communication professionals from the publishing industry the opportunity to get insights into and contribute towards the development of a content management and social media tool, and to find inspiration and ideas for effective social media communication. A business lunch at the end of the workshop will provide the opportunity to further exchange ideas with fellow participants and members of EMMA project team. The EMMA project is part of the European Union Research and Innovation programme. As one of the project's industry partners, the Frankfurter Buchmesse aims to enhance the research and development of digital tools and software solutions for communication purposes.



The stakeholders have been invited to the workshop by direct messaging. As part of the FBF Business Club programme, the workshop is communicated in the FBF Business Club programme brochure, which is available on the FBF website (see the Annex for the screenshot): <u>http://www.buchmesse.de/images/fbm/dokumente-ua-pdfs/2017/bc_programme_guide_2017_63</u> <u>326.pdf</u>

Furthermore, the workshop has been announced on the FBF website in the online calendar of events (see the Annex for the screenshot): <u>https://goo.gl/VBjVbj</u>

5. Communication and dissemination material

1. Brand and visual identity

One of the first tasks has been the creation of a visual identity for the project, one that is easily recognisable and will reflect the EMMA brand. Special attention has been put on the overall readability and accessibility of the logo, such that it can be used both on digital materials as well as print, both in colour or black & white. The final design has been accepted by all partners and is already incorporated into all dissemination material.



Figure 1: EMMA logo

Since the outcome of the project is targeted at communication specialists and marketers the EMMA brand was chosen to reflect the core concepts of boldness and modernity. As such vibrant colours are to be used in conjunction to the logo.

2. EMMA flyer

For communication purposes a two flyers have been developed: one for a general audience and one for potential members of the Industry Advisory Board. The later one was similar in its design with the general flyer (same front and back pages), but contained specific text targeted towards acquiring new Advisory Board members.

The creation of the flyer has been an iterative process, starting with a designer preparing the original draft and going through several rounds of comments and discussions before coming up with the final version.



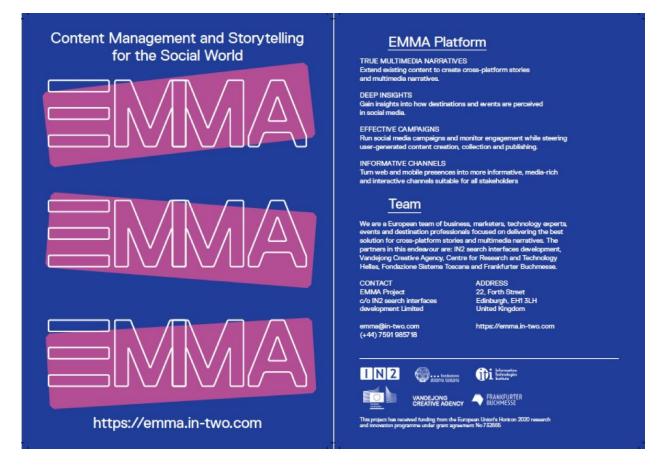


Figure 9: EMMA General Flyer - front and back



The EMMA project aims to foster an enhancement in media management, branding, marketing and communication of small and medium-sized companies in the areas of tourism, events and publishing through technological innovation. The project is funded by the European Union's Horizon 2020 research and innovation programme. The project's aim is to develop a content and social media management tool to facilitate the management of social media campaigns and the monitoring of social media activities.



Frankfurter Buchmesse

The Frankfurter Buchmesse (11–15 October 2017) is the international publishing industry's biggest trade fair and, at the same time, a huge cultural event. As an event organiser the Frankfurter Buchmesse aims to enhance state-of-the art solutions for the industry's stakeholders to promote their events and products. Within the EMMA project, the Frankfurter Buchmesse is responsible for the project's communication, collecting requirements for a content and social media management tool, as well as for testing the tool. www.book-faic.com





Fondazione Sistema Toscana

Fondazione Sistema Toscana manages the digital strategy for the popular region of Tuscany, also helping local stakeholders (public and private tourism operators) to better understand and use new media for touristic promotion. www.fondazionesistematoscana.it



UNSEEN

EMMA also examines how best to support event and festival management. The UNSEEN Festival is an annual international photography fair and festival based in Amsterdam. Unseen focuses on new photography, highlighting the most recent developments by presenting emerging tailent and new work by established artists. As a fair, Unseen brings together leading figures in the industry with artists, curators, collectors and photography enthusiasts, creating an exchange of dialogue, artistic expression and ideas. www.unseenamsterdam.com

Figure 10: EMMA General Flyer - main content



The EMMA project aims to foster an enhancement in media management, branding, marketing and communication of small and medium-stzed companies in the areas of tourism, events and publishing through technological innovation. The project is funded by the European Union's Horizon 2020 research and innovation programme. The project's aim is to develop a content and social media management tool to facilitate the management of social media campaigns and the monitoring of social media activities.



Frankfurter Buchmesse

UNSEEN

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Fondazione Sistema Toscana

Fondazione Statema Toscana manages the digital strategy for the popular region of Tuscang, also helping local stakeholders (public and private tourism operators) to better understand and use new media for touristic promotion. www.fondazion.estesumatoscono.it



Become an advisory board member

The EMMA Industry Advisory Board consists of key external stakeholders with in-depth expertise in the areas related event management, tourism, multimedia applications, social media, business innovation, and commercialization.

The board members follow the main outcomes of the project and provide high-level guidance, especially with respect to the business proposition and the innovation potential.

WHY SHOULD YOU PARTICIPATE?

- The board members benefit from: P An exclusive insight into project activities and plans
- A unique option to influence project outcomes and plane
- capitalise on 1MC project investment capitalise on 1MC project's innovative platform
- and tools Network opportunities and visibility er= Our eternal gratitude;-)

WHAT ARE YOU EXPECTED TO DO?

- ere Provide brief feedback on major project milestones (for example EMMA platform releases). This feedback is valuable for future actions of the project and its outcomes.
- ers Participate in maximum 3 meetings with project partners. These meetings will last 2 - 3 hours with project partners first describing the current status and uscoming plans, followed by round-table discussions.
 - and upcoming plans, followed by round-table discussions. => Travel const, Lo flight titkers, horek and substrance will be reimbursed. => Meetings will be organised in times and locations that are easy to reach and/or collocated with larger events e.g. Frankfurt Book
 - Fair 2017, Internet Festival 2017. Fair 2017, Internet Festival 2017. e⇒ If board members are not able to attend we'll seek alternatives,
 - e.g. video conference or bliateral meetings.

Figure 11: EMMA Flyer for IAB - main content

3. EMMA Roll-up

For communication purposes at the planned events a general EMMA Roll-up has been designed. The roll-up was carefully designed in order to provide visual consistency with the EMMA brand and the other communication material of EMMA. Because the aim is to quickly convey the main points behind EMMA, the roll-up contains only the main tagline of the project and the unique selling point (as it emerged during one of the project meetings).





Figure 12: EMMA Roll-up



4. EMMA Posters

As described in section 3.3, EMMA has been disseminated at a number of events. Some of these offered the opportunity to display a poster and present it to the participants. For this reason several posters have been created. While the core message of the poster was kept, the posters were adapted to each event, carefully considering the target audience to which it was addressed.

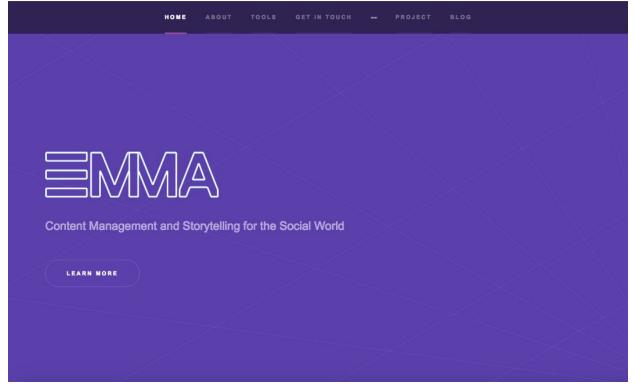


a) Poster at CBMI17

b) Poster at CloudWatch Summit



Annex 1 - EMMA Website screenshots





The EMMA innovation platform

DIGITAL TOOLS GET IN TOUCH

EMMA redefines interactive storytelling and content marketing to better connect and engage with audiences through more compelling content and experiences.

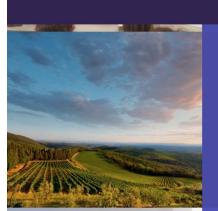
The platform makes available to event organisers and touristic destinations a comprehensive set of tools to manage their digital image and promote their brand.

Frankfurter Buchmesse

The Frankfurter Buchmesse (11-15 October 2017) is the international publishing industry's biggest trade fair and, at the same time, a huge cultural event. As an event organiser the Frankfurter Buchmesse aims to enhance state-of-the art solutions for the industry's stakeholders to promote their events and products.

GET IN TOUCH TO LEARN MORE





ELCOME ABOUT DIGITAL TOOLS GET IN TOUCH

Tuscany

EMMA works closely with Fondazione Sistema Toscana, who are managing the online tourism portal for the popular region of Tuscany. We help local stakeholders understand what is going on and promote their own products.

GET IN TOUCH TO LEARN MORE

Team

We are a European team of business, marketers, technology experts, events and destination professionals focused on delivering the best solution for cross-platform stories and multimedia narratives. The partners in this endeavour are: IN2 search interfaces development, Vandejong Creative Agency, Centre for Research and Technology Hellas, Fondazione Sistema Toscana and Frankfurter Buchmesse

WELCOME ABOUT DIGITAL TOOLS GET IN TOUCH

Digital Tools

The EMMA platform will allow touristic destinations and event organisers in Europe to seize the opportunities offered by the latest solutions in ICT content technologies and information management. EMMA will give destination managers and event organisers comprehensive digital tools to manage their digital image and promote their brand.

True multimedia narratives
 Extend existing content to create cross-platform stories and multimedia narratives
 Effective campaigns
 Run social media campaigns and monitor engagement while steering user-generated content creation, collection and publishing
 Informative channels
 Tur web and mobile presences into more informative, media-rich and interactive channels suitable for all stakeholders



Make your case and benefit fror workshops and events that we a		innovation platform and be the first to know about our presentations,
First Name	Last Name	Contact
		EMMA Project
		c/o IN2 search interfaces development
Email		Limited
		Address
- - -		22, Forth Street
Message		Edinburgh, EH1 3LH
		United Kingdom
		Email
		emma@in-two.com
		Phone

	WELCOME ABOUT DIGITAL TOOLS GET	IN TOUCH
✓ Keep me up-to-date with latest news		United Kingdom Email emma@in-two.com Phone (+44) 7591 985718
European Commission	The project leading to this application has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 732665.	



	PROJECT PAI	RTNERS NEWS	GET IN TOUCH	- HOME I	SLOG	
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Enriching market solutions for	content manage	ement and pub	lishing with sta	ate-of-the-art mu	ltimedia analysis techniq	ques
LEARN MORE						
The EMMA project						
The new EMMA innovation platform, p to redefine interactive storytelling and						

HOME EMMA PROJECT PARTNERS NEWS GET IN TOUCH

The EMMA project

The new EMMA innovation platform, partially funded by the European Union's *Horizon 2020 research and innovation programme*, will create new opportunities to redefine interactive storytelling and content marketing to better connect and engage with audiences through more compelling content and experiences. The EMMA platform will allow touristic destinations and event organisers in Europe to seize the opportunities offered by the latest solutions in ICT content technologies and information management. EMMA will give destination managers and event organisers comprehensive digital tools to manage their digital image and promote their brand by:

- extending existing content to create cross-platform stories and multimedia narratives
- gaining insights into how their destination or event(s) are perceived in social media
- running social media campaigns and monitoring engagement with travellers or visitors, steering user-generated content creation, collection and publishing of content
- turning web and mobile presences into more informative, media-rich and interactive channels suitable for all stakeholders

By working closely with Fondazione Sistema Toscana, who are managing the online tourism area for the popular region of Tuscany, and with the Frankfurter Buchmesse, the biggest trade fair of the international publishing industry, EMMA will commercialise this next-generation content management technology and offer innovative solutions for working with multimedia and social media.

Do you want to know more about EMMA or take part in the implementation phase with your suggestions and ideas? Are you interested in presentations, workshops and events that we plan to organise? Or do you want to test EMMA within your organisation and be among the first to benefit from this new tool?

GET IN TOUCH



HOME EMMA PROJECT PARTNERS NEWS GET IN TOUCH

Partners

EMMA has creative industry SMEs (IN2, VDJ) in the driving seat of the project, collaborating closely with technology experts from academia (CERTH) and end users (FST, FBM). The involvement of Fondazione System Toscana and the Frankfurter Buchmesse is crucial in understanding the needs of future customers.











•	The @EMMA_H2020 poster presented at the @CloudWatchHub #Summit during the lunch break https://t.co/JwAm6656iR 10 days ago	2	You can meet us and the @EMMA_H2020 project at the Frankfurt Book Fair in HALL 6.2/D 65. More info: https://catalog.services.book-fair.com/en/exhibitors- and-directories/exhibitors-a-z/exhibitors-a-z- details/ID/763021/action/detail/controller/Exhibitors/ #fbm17
			24 days ago
	The #EMMA Tour just started. First stop: Amsterdam, meeting @UnseenPlatform at @SpringHouseAMS https://t.co//tclADHKRPq		In Florence for the EMMA project meeting. On Friday we will also meet with the industry advisory board. https://t.co/cf7pZrcAP0



Get in touch					
		is how you could us	se the EMMA ir	novation p	platform and be the first to know about our presentations,
vorkshops and events that we are org	ganising.				
First Name	Las	t Name			Contact
					EMMA Project c/o IN2 search interfaces development
Email					Limited
					Address
Nessage					22, Forth Street
					Edinburgh, EH1 3LH United Kingdom
					Email
					emma@in-two.com
					Phone
Keep me up-to-date with latest n	news				(+44) 7591 985718
SEND MESSAGE					
SEND MESSAGE					
SEND MESSAGE					
SEND WESSAGE		BLOG GET IN TO	оисн —	HOME	PROJECT
SEND WEBSAGE		BLOG GET IN TO	оисн _	HOME	PROJECT
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Content Management and Sto	2 Drytelling for th	e Social World "EMMA g dots arou loannidis Hello from EMM international proje	jives a h and wha c, CEO o Al Every week v ect team to intr	olistic t matt f IN2 we publish oduce the	c view and connects the ters most." George







"EMMA makes it easy to manage complex streams of content in a smart way", Menno Liauw, Strategy Director and Partner at Vandejong Creative Agency

Hello from EMIMA! Every week we publish interviews with the members of EMIMA's international project team to introduce the creative minds behind. Today: Menno Liauw, Strategy Director and Partner at Vandejong Creative Agency. Please tell me something about yourself and yo ...

CONTINUE READING

"EMMA will allow the analysis of travel experience and its feedback", Marzia Cerrai, Project Manager at Fondazione Sistema Toscana

On a regularly basis we will publish interviews with the members of EMMA's international project team to introduce the creative minds behind the project. This week's interview features Marzia Cerrai, Project Manager at Fondazione Sistema Toscana. Marzia, plea ...

CONTINUE READING



"Business models need to change in order to keep up with the market." Marifé Boix Garcia, Vice President Business Development, Frankfurter Buchmesse

Welcome to EIMMA! On a regularly basis we will publish interviews with the members of EIMMA's international project team to introduce the creative minds behind the project. Today's interview is with Marifé Boix Garcia, Vice President Business Development at the Frankfurter Buchmess ...

CONTINUE READING



"EMMA can have a real impact on the MICE and tourism sectors." Alexandru Stan at IN2

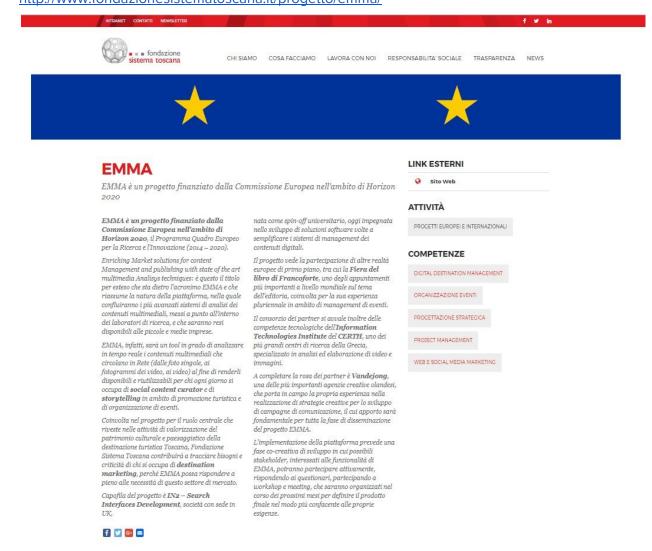
Hello and welcome to EMMA! On a regularly basis we will publish interviews with the members of EMMA's international project team to introduce the creative minds behind the project. This is the first interview with Alexandru Stan from IN2. Please tell me something ...

CONTINUE READING



Annex 2 – EMMA on the web

Fondazione Sistema Toscana website, dedicated page to EMMA project (IT) http://www.fondazionesistematoscana.it/progetto/emma/





INTRANET CONTAITI NEWSLETTER					f ¥ in	Regione Toscana
• • • fondazione sistema toscana	CHI SIAMO	COSA FACCIAMO	LAVORA CON NOI RES	PONSABILITA' SOCIALE	RASPARENZA NEWS	
DIGITAL DESTINATION MANAGEMENT		lisit tuscany .com	TOSCANA Counque Iselea	diestale		
FILTRA: PER TIPO DI ATTIVITÀ	~		Tuscary			
Vedi i progetti conclusi		olayyourTuscany	FACES			

Frankfurt Book Fair website: EMMA in the exhibitor online catalogue:

https://catalog.services.book-fair.com/en/exhibitors-and-directories/exhibitors-a-z/exhibitors-a-z-d etails/ID/763021/action/detail/controller/Exhibitors/



HOT SPOT DIGITAL INNOVATION - Presenting EMMA - a social media and content management tool. The project EMMA has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 732665. The project team: IN2 (UK), CERTH (Greece), Fondazione Sistema Toscana (Italy), Vandejong (Netherlands) and Frankfurter Buchmesse.



Frankfurt Book Fair website: EMMA presentation on the Hot Spot stage at the Frankfurt Book Fair in the FBF online calendar of events:

https://catalog.services.book-fair.com/en/events/event-overview/event/action_eventcalendar/det ail/controller_eventcalendar/Eventcalendar/objid_eventcalendar/374/

hibitors and directories + Events + Reminde	r Lists To website Contact Login
PROJECT	HOT SPOT DIGITAL INNOVATION (HALL 6.2 D 53)
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". The focus of the project is on continuing to deven nake it easier to implement social media campaign development phase – the project is scheduled to I ustry partner in this digital EU Project, which is fu	Hop a
	PROJECT EMMA PROJECT

Event type: Trade event, Lecture | Presentation Topic: Digitisation, Web 2.0 | Social Media | Web portals Event language: English

Weitere Informationen unter: https://emma.in-two.com/



On the FBF Business Club website: The EMMA Workshop in the FBF Business Club Programme: http://www.buchmesse.de/images/fbm/dokumente-ua-pdfs/2017/bc_programme_guide_2017_63 326.pdf

9.30 AM - 10.30 AM

Business Breakfast Meet the 2017 Paris-Frankfurt Fellows – young publishing talents from Germany and France Business Club Restaurant

OPEN EVENT – Please register <u>Now</u>

Join us and meet young publishing talents from France and Germany! As part of France's participation as Guest of Honour 2017, we are pleased to invite you to a Business Breakfast with alumni of the Paris-Frankfurt Fellowship 2017 - an excellency programme organised by the DFJW (Deutsch-Französisches Jugendwerk - Franco-German Youth Office), BIEF (Bureau International de l'Édition Française -Promoting French Publishing Abroad) and Frankfurter Buchmesse.

Speakers

Cara Berg Junior Editor YA books, Loewe Verlag Sophie Dahmen Junior Editor Fiction, Art, Architecture, Wissenschaftliche Buchgesellschaft Anja Hänsel Non-fiction Editor, Piper Verlag Ekaterina Koulechova Digital Business Development, Éditions Galimeister **Caroline Martens Digital Business Development**, Helmut Lingen Verlag Loan Nguyen Foreign Rights Manager, Matthes und Seitz **Lisa Paping** Junior Editor and PR Manager, Verlag Klaus Wagenbach **Julien Poujol Co-founder and Publisher, Editions Yovana** Mathilde Ricklin Assistant Media Library, Institut français Berlin **Claire Stavaux** Publisher and Director, L'Arche Editeur Sandra Schmidt (Moderator) Deputy Head of Unit, DFJW Katja Petrovic (Moderator) **Project Manager, BIEF**

11.00 AM - 13.00 PM

Workshop Social Media in the publishing industry – inspired by the EMMA project Business Club Stage

This workshop gives communication professionals from the publishing industry the opportunity to get insights into and contribute towards the development of a content management and social media tool, and to find inspiration and ideas for effective social media communication. A business lunch at the end of the workshop will provide the opportunity to further exchange ideas with fellow participants and members of EMMA project team. The EMMA project is part of the European Union Research and Innovation programme. As one of the project's industry partners, the Frankfurter Buchmesse aims to enhance the research and development of digital tools and software solutions for communication purposes.

Speakers

George loannidis CEO, IN2 Alexandru Stan **Innovation Manager, IN2 Dr Vasileios Mezaris** Senior Researcher. **Centre for Research and Technology Hellas** Marifé Boix-Garcia Vice President Business Development Southern Europe and Latin America, Frankfurter Buchmesse Frank Krings PR Manager, Frankfurter Buchmesse Sonia Harnisch **Communications Consultant** ines Bachor (Moderator) PR Manager.

Frankfurter Buchmesse

The event is part of the EMMA project, which has received funding from the European Union's Horizon 2020 Research and Innovation programme under grant agreement no. 732665.



Frankfurt Book Fair website: stakeholder workshop in the online calendar of events:

https://goo.gl/PzCa7U

ome > Event >			
BUSINESS CLUB: WORKSHO	P		BUSINESS CLUB STAGE (HALL 4.0 F/B1)
leb 2.0 Social Media Web portals cience & Specialist Information			
PARTICIPANT	FRANKFUR	RTER BUCHMESSE GMBH	PRINT
Ines Bachor (Frankfurter Buchmesse GmbH, PR Manager,	Braubachstr.		风 SAVE AS PDF
Moderation)	60311 Frank	urt/Main	SAVE AS ICAL
Marifé Boix Garcia (Frankfurter Buchmesse GmbH, VP Business	Germany		
Development Southern Europe and Latin America) Sonja Harnisch (Frankfurter Buchmesse GmbH, Communications	Phone:	+49 69 21020	유 REMEMBER
Consultant)	e-mail:	info@book-fair.com	f SHARE G+ SHARE V TWEET
George Ioannidis (IN2, CEO)	Website:	www.buchmesse.de	T SHARE G+ SHARE J IWEET
Frank Krings (Frankfurter Buchmesse GmbH, PR Manager)			MAIL .
Dr. Vasileios Mezaris (Centre for Research and Technology Hellas,			
Senior Researcher)			
Alexandru Stan (IN2, Innovation Manager)			
Event description	Dates	All events of the	exhibitor
Social Media in the publishing industry - inspired by the		~6	

This workshop gives communication professionals from the publishing industry the opportunity to get insights into and contribute towards the development of a content management and social media tool, and to find inspiration and ideas for effective social media communication. A business lunch at the end of the workshop will provide the opportunity to further exchange ideas with fellow participants and members of EMMA project team. The EMMA project is part of the European Union Research and Innovation programme. As one of the project's industry partners, the Frankfurter Buchmesse aims to enhance the research and development of digital tools and software solutions for communication purposes.



Annex 3 – EMMA on social media

EMMA Twitter account: https://twitter.com/EMMA_H2020

Examples of tweets from the EMMA account:









From the early stage of the EMMA project. Find out more about EMMA on our website: emma.in-two.com/EMMA



George loannidis @hicoo42 Work in EMMA #H2020 project today at @Book_Fair in Frankfurt





EMMA @EMMA_H2020 · Sep 4

What is EMMA? Meet the creative minds behind the project - interview with @AlexandruStan, software developer at IN2: emma.in-two.com /EMMA/post/4065...





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"EMMA will allow the analysis of travel experience and its feedback." The people behind EMMA - today with @MarziaCerrai of @FSToscana

di.

IN2 @in2 tweet

01

This week's @EMMA_H2020 interview is with @MarziaCerrai from @FSToscana. Read the full story here: emma.in-two.com/EMMA/post/4112...

0



Corporate accounts

Announcement in the Frankfurter Buchmesse LinkedIn group (<u>https://www.linkedin.com/groups/42948</u>):

Ines Bachor · Manager PR Manager at Frankfurter Buchmesse

Social media in publishing: the Frankfurter Buchmesse is partner in the digital EU project EMMA

Dear LinkedIn group members,

the Frankfurter Buchmesse sees itself as a platform and trailblazer for innovation and digital development in the sector. Now, it is also an industry partner in the digital project EMMA, which has received funding by the European Union Research and Innovation programme Horizon 2020. The acronym "EMMA" stands for "Enriching Market solutions for content Management and publishing with state-of-the-art multimedia Analysis techniques". The focus of the project is on developing a social media and content management tool which facilitates implementing social media campaigns and monitoring social media activities. The tool is currently in its development phase – the project continues until mid-2018. The EU project will be present at the Book Fair in October with a stand at the Hot Spot Digital Innovation (Hall 6.2).

Find out more about the project on the EMMA website: https://emma.in-two.com/

- and in our press release: http://www.buchmesse.de/fbmsite/en/fbf/press/press-releases/03217/

Show less



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Invitation to the EMMA stakeholder workshop in the Frankfurter Buchmesse Xing group (<u>https://www.xing.com/communities/groups/frankfurter-buchmesse-d17e-1075878</u>):



Ines Bachor

Im Forum Marketing & Social Media - 07.09.2017, 17:29 - Bearbeitet

Social Media im Verlagswesen: Einladung zum Workshop am 14.10.2017 im Business Club der Frankfurter Buchmesse

Liebe Kolleginnen und Kollegen,

als Industriepartner des digitalen EU-Projekts EMMA möchte die Frankfurter Buchmesse Forschung und Entwicklung von digitalen Tools im Kommunikationsbereich weiter vorantreiben. Bei dem Projekt steht die Weiterentwicklung eines Social-Media- und Content-Management-Tools im Mittelpunkt, das die Durchführung von Social-Media-Kampagnen erleichtern und das Monitoring von Social-Media-Aktivitäten ermöglichen soll.

Inspiriert von EMMA findet am 14. Oktober 2017 (11.00 – ca. 13.00 Uhr) ein Workshop (inkl. Lunch) im Business Club der Frankfurter Buchmesse statt. Die täglichen Herausforderungen der Social-Media-Kommunikation stehen dabei im Mittelpunkt; Kommunikationsverantwortliche aus Verlagen, Medienhäusern, Buchhandlungen und PR-

Agenturen haben hier die Gelegenheit, einen Einblick in die Entwicklung des Social-Mediaund Content-Management-Tools zu erhalten, sich inspirieren zu lassen und sich über die Chancen und Entwicklungen von Social Media auszutauschen. Bei Interesse an einer Teilnahme am kostenfreien Workshop, senden Sie bitte bis zum 20. September eine E-Mail an Sonja Harnisch: harnisch@book-fair.com.

Weitere Informationen zum Projekt auf der EMMA-Website: 🖄 https://emma.in-two.com/

- sowie in unserer aktuellen Pressemitteilung: Attp://www.buchmesse.de/fbmsite /de/fbm/presse/pressemitteilungen/03217/





Announcement via the Frankfurter Buchmesse Twitter channel (https://twitter.com/Book_Fair)

https://twitter.com/Book_Fair/status/905815821771046912



https://twitter.com/Book_Fair/status/905783069285781504





https://twitter.com/Book_Fair/status/913382397084827650



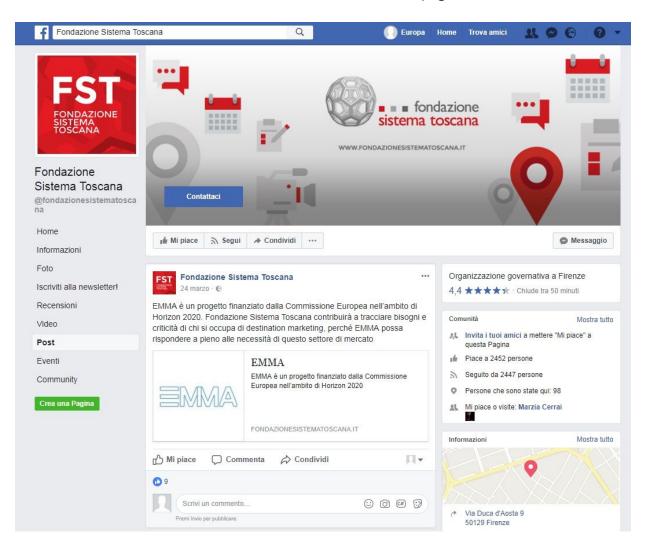
Announcement via the IN2 Twitter channel:

https://twitter.com/in2_tweet/status/905362884368228353





Announcement via the Fondazione Sistema Toscana Facebook page:





Announcement via the Fondazione Sistema Toscana Twitter account:





Annex 4 – press material and coverage

Press releases were sent out in English and German by the Frankfurter Buchmesse to its German-speaking and international press contacts on 7 September 2017. Find the online versions of the press releases here:

EN: http://pr.book-fair.com/u/archive/08lhdQfG0GttzeY3DgxwaQ

DE: <u>http://pr.book-fair.com/u/archive/qxRroJ_hPxw6y-8M2w6A5Q</u>

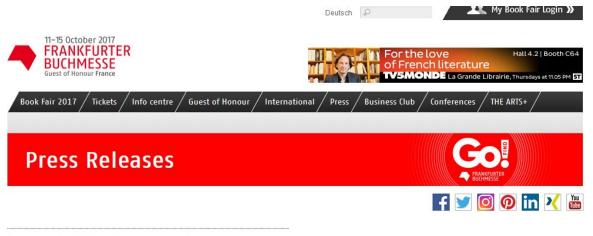
Moreover, the press releases were published and are still publicly displayed on the FBF website (<u>www.book-fair.com</u>) in both English and German:



To press release)) 2017-09-07 Frankfurter Buchmesse



English press release: http://www.buchmesse.de/fbmsite/en/fbf/press/press-releases/03217/



The Frankfurter Buchmesse is industry partner in the digital EU project "EMMA"

The project will be presented at the Frankfurter Buchmesse 2017

Frankfurt, 7 September 2017 – As the world's largest publishing industry trade fair, the Frankfurter Buchmesse sees itself as a platform and trailblazer for innovation and digital development in the sector. Now, it is also an industry partner in the digital project EIMMA, which has received funding by the European Union Research and Innovation programme Horizon 2020. The acronym "EMMA" stands for "Enriching Market solutions for content Management and publishing with state-of-the-art multimedia Analysis techniques". The focus of the project is on developing a social media and content management tool which facilitates implementing social media campaigns and monitoring social media activities. The tool is currently in its development phase – the project continues until mid-2018. The EU project will be present at the Book Fair in October with a stand at the Hot Spot Digital Innovation (Hall 6.2).

EMMA brings together a European team from five countries and a wide range of sectors: The software developing company IN2 from the UK, the Centre for Research and Technology Hellas (CERTH) from Greece, the tourism agency Fondazione Sistema Toscana from Italy, the creative agency Vandejong from the Netherlands and the Frankfurter Buchmesse as German industry partner.

Marifé Boix-Garcia, Vice President Business Development Southern Europe & Latin



German press release:

http://www.buchmesse.de/fbmsite/de/fbm/presse/pressemitteilungen/03217/



Die Frankfurter Buchmesse ist Partner des digitalen EU-Projekts EMMA

Das Projekt wird auf der Frankfurter Buchmesse 2017 vorgestellt

Frankfurt, 7. September 2017 – Als weltgrößte Fachmesse für die internationale Publishing-Branche ist die Frankfurter Buchmesse Plattform und Wegbereiter für Innovationen und digitale Weiterentwicklungen in der Branche. Als Industriepartner des digitalen EU-Projekts EMMA, das im Rahmen von Horizon 2020, dem Programm der Europäischen Union für Forschung und Innovation, gefördert wird, möchte die Buchmesse Forschung und Entwicklung von digitalen Tools im Kommunikationsbereich weiter vorantreiben. Das Akronym "EMMA" steht für "Enriching Market solutions for content Management and publishing with state-of-the-art multimedia Analysis techniques". Bei dem Projekt steht die Weiterentwicklung eines Social-Media- und Content-Management-Tools im Mittelpunkt, das die Durchführung von Social-Media-Kampagnen erleichtern und das Monitoring von Social-IMedia-Aktivitäten ermöglichen soll. Das Tool ist in der Entwicklungsphase – das Projekt ist bis Mitte 2018 angelegt. Auf der Buchmesse wird EMMA mit einem Stand am Hot Spot Digital Innovation (Halle 6.2) präsent sein.

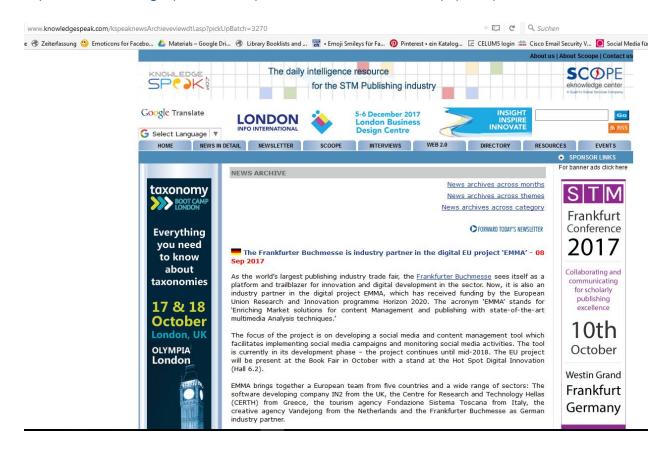
EMMA bringt ein Team aus fünf europäischen Ländern und unterschiedlichsten Branchen zusammen: Die Software-Entwickler IN2 aus Großbritannien, das Centre for Research and Technology Hellas (CERTH) aus Griechenland, die Tourismusagentur Fondazione Sistema Toscana aus Italien, die Kreativagentur Vandejong aus den Niederlanden und die Frankfurter Buchmesse GmbH als deutschen Industriepartner.



Press coverage:

Knowledgespeak (8 September 2017):

http://www.knowledgespeak.com/kspeaknewsArchieveviewdtl.asp?pickUpBatch=3270





NEWS ARCHIVE

<u>News archives across months</u> <u>News archives across themes</u> News archives across category

C FORWARD TODAY'S NEWSLETTER

The Frankfurter Buchmesse is industry partner in the digital EU project 'EMMA' - 08 Sep 2017

As the world's largest publishing industry trade fair, the <u>Frankfurter Buchmesse</u> sees itself as a platform and trailblazer for innovation and digital development in the sector. Now, it is also an industry partner in the digital project EMMA, which has received funding by the European Union Research and Innovation programme Horizon 2020. The acronym 'EMMA' stands for 'Enriching Market solutions for content Management and publishing with state-of-the-art multimedia Analysis techniques.'

The focus of the project is on developing a social media and content management tool which facilitates implementing social media campaigns and monitoring social media activities. The tool is currently in its development phase – the project continues until mid-2018. The EU project will be present at the Book Fair in October with a stand at the Hot Spot Digital Innovation (Hall 6.2).

EMMA brings together a European team from five countries and a wide range of sectors: The software developing company IN2 from the UK, the Centre for Research and Technology Hellas (CERTH) from Greece, the tourism agency Fondazione Sistema Toscana from Italy, the creative agency Vandejong from the Netherlands and the Frankfurter Buchmesse as German industry partner.

The software developers George Ioannidis and Alexandru Stan (IN2) will present the EMMA project and the current development state of the EMMA tool at the Frankfurter Buchmesse 2017 at the Hot Spot Digital Innovation (Hall 6.2, stand D65).

Inspired by EMMA, a workshop will be held in the Business Club of the Frankfurter Buchmesse on 14 October 2017 (11 am to ca. 1 pm). The focus will be about social media and the daily challenges it presents. Communications professionals from the publishing industry will have the opportunity to gain insight into the development of a social media and content management tool, be inspired and talk to each other about opportunities and developments in social media. The major language of the workshop will be German.

Those interested in participating in the workshop may send an e-mail to Sonja Harnisch before 20 September 2017: <u>harnisch@book-fair.com</u>.

Brought to you by <u>Scope e-Knowledge Center</u>, a world-leading provider of metadata services, abstraction, indexing, entity extraction and knowledge organisation models (Taxonomies, Thesauri and Ontologies).

Click here to read the original press release.



zeitblatt.com (21 September 2017):

http://zeitblatt.com/2017/09/21/was-ist-neu-auf-der-frankfurter-buchmesse-2017/



Große Publikumslesung mit Bestsellerautor Dan Brown

Buchpremiere: Der US-amerikanische Bestsellerautor Dan Brown wird am Samstag, 14. Oktober 2017, um 19 Uhr live auf der Frankfurter Buchmesse zu erleben sein. Die Veranstaltung ist deutschlandweit das einzige Event mit dem gefragten Thrillerautor. Dan Brown wird sein neues Buch Origin vorstellen, das ab dem 3. Oktober 2017 weltweit in über 50 Sprachen erscheint (deutsche Ausgabe: Bastei Lübbe, Erstverkaufstag: 4. Oktober 2017).

Internationale Konferenz für Verleger und Distributoren

Mit dem ersten "International Publishing and Distribution Forum" bietet die Frankfurter Buchmesse internationalen Verlegern und Distributoren eine neue Networking-Plattform. Die Veranstaltung wird von der Frankfurter Buchmesse und der International Publishing Distribution Association (IPDA) organisiert.

Die Frankfurter Buchmesse als EU-Projektpartner: EMMA am Hot Spot Digital Innovation

Als weltgrößte Fachmesse für die internationale Publishingbranche ist die Frankfurter Buchmesse Plattform und Wegbereiter für Innovationen und digitale Weiterentwicklungen. Seit Jahresbeginn ist die Buchmesse Industriepartner im digitalen EU-Projekt EMMA, das im Rahmen von Horizon 2020, dem Programm der Europäischen Union für Forschung und Innovation, gefördert wird.

Das Acronym "EMMA" steht für "Enriching Market solutions for content Management and publishing with state-offthe-art multimedia Analysis techniques". Bei dem Projekt steht die Weiterentwicklung eines Social/Media- und Content-Management-Tools im Mittelpunkt, das die Durchführung von Social-Media/Ampagnen erleichtert und das Monitoring von Social-Media-Aktivitäten ermöglichen soll. Das Tool ist in der Entwicklungsphase – das Projekt ist bis Mitte 2018 angelegt. Auf der Frankfurter Buchmesse wird EMMA mit einem Stand am Hot Spot Digital Innovation präsent sein. Inspiriert von EMMA findet zudem am Messesamstag (11.00-13.00 Uhr) der Workshop "Social Media in Publishing – inspired by the EMMA project" im Business Club statt, der sich an Kommunikationsverantwortliche aus der Buchbranche richtet.



Börsenblatt (28 September 2017)

http://www.boersenblatt.net/artikel-eu-projekt_entwickelt_social_media-tool_fuer_verlage_.1377 921.html

E-PAPER ABO VERLAGSVORSCHAUEN MEDIADATEN BOOKBYTESBLOG **f 9 in 10 boerseenblatt.net** DAS PORTAL DER BUCHBRANCHE boer MARKT MEDIEN BESTSELLER PRAXIS BRANCHENSERVICE BÖRSENVEREIN

Buchhandel Verlage Recht Aktionen für den Buchhandel

EU-Projekt entwickelt Social Media-Tool für Verlage | 28. September 2017

Kampagnen steuern mit Emma

Über soziale Medien Kontakt zu Lesern zu halten, bedeutet für Verlage nach wie vor viel Handarbeit. Emma, ein neues Tool, das derzeit mit EU-Förderung entwickelt wird, soll das ändern. Auch die Frankfurter Buchmesse ist beteiligt. Wer das Tool kennenlernen will: Vorgestellt wird es am Hot Spot Digital Innovation.

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Fünf Partner, ein Projekt

Emma wird im Rahmen von **Horizon 2020**, dem Programm der Europäischen Union für Forschung und Innovation, gefördert und bringt ein Team aus fünf europäischen Ländern zusammen: Die Software-Entwickler **IN2** aus Großbritannien, das **Centre for Research and Technology Hellas (CERTH)** aus Griechenland, die Tourismusagentur **Fondazione Sistema Toscana** aus Italien, die Kreativagentur **Vandejong** aus den Niederlanden und die **Frankfurter Buchmesse** als deutschen Industriepartner.

Marifé Boix-Garcia, Geschäftsleitung Business Development Südeuropa & Lateinamerika und Projektleitung EMMA bei der Frankfurter Buchmesse, erklärt: "Als Partner im Projekt EMMA unterstützen wir Forschung und Entwicklung im Bereich digitaler Tools und Softwarelösungen für die Kommunikation, denn wir glauben, dass unsere Branche davon nur profitieren kann." Innerhalb des Projekts habe die Frankfurter Buchmesse die Aufgabe übernommen, Feedback zu den einzelnen Entwicklungsphasen des Tools zu geben und in realen Szenarien die Anforderungen an eine solche Softwarelösung aufzuzeigen.

Emma kommt nach Frankfurt

Auf der Buchmesse wird EMMA mit einem Stand am **Hot Spot Digital** Innovation (Halle 6.2) präsent sein, vertreten sind die Software-Entwickler George Ioannidis und Alexandru Stan von IN2. Zusätzlich gibt es einen Workshop im Business Club – am Messesamstag von 11 bis 13 Uhr (14. Oktober).



Annex 5 – EMMA newsletter

The EMMA project and the EMMA stakeholder workshop were communicated in the English- and the German-speaking newsletters of the Frankfurter Buchmesse. Each newsletter has around 25,000 recipients, thus, the information about EMMA was communicated to around 50,000 people. Moreover, the EMMA project was featured in the Portuguese newsletter of the Book Fair with 11,300 recipients.

FBF German newsletter: http://news.book-fair.com/i/mX8UfHJ8P3dwFXZxsoflV4aXyRQUR9Z9





FBF International newsletter: <u>http://news.book-fair.com/i/ZLIaGANq7-54aE37Ca8-HOxwstn-FMuN</u>



SOCIAL MEDIA IN PUBLISHING -INSPIRED BY THE EMMA PROJECT

As trailblazer for innovation and digital developments in the sector, the Frankfurter Buchmesse is now an industry partner in the digital EU project EMMA, which focusses on enhancing research and innovation in the sector of digital communications and social media tools. What makes EMMA so interesting and relevant to the publishing business? – Read the interview with Marifé Boix Garcia, VP Business Development at the Frankfurter Buchmesse here »



FBF Portuguese newsletter:

Newsletter da Feira do Livro de Frankfurt Versão online



PUBLISHING PERSPECTIVES INOVAÇÃO

Brasil, 13 Setembro 2017

01 / O mundo atual exige interatividade, tema da entrevista dessa edição 02 / Hot Spot Digital em Frankfurt apresenta o projeto EMMA 03/ The Markets traz mulheres para falar sobre o mercado editorial 04 / Que livros você salvaria se viesse o fim do mundo? 05 / Salão da Inovação acontece no Rio de Janeiro 06 / Novas editoras e o mercado editorial brasileiro 07 / Conheça Plumba, uma personagem inovadora

01 / A interatividade é a mensagem do mundo atual

Por Ivani Cardoso

"Estamos na era pós-digital! Todos querem informação em qualquer lugar, a qualquer momento e para qualquer pessoa", diz Paulo Santos Jr, diretor da 8 e & Mídias Interativas, sobre as mudanças na relação entre as marcas e os consumidores. Arquiteto urbanista e bacharel em Administração de Empresas (com especialização em Logística), ele une interatividade e tecnologia em todos os projetos e acredita que não há outro caminho: "Cada vez mais as pessoas necessitam dessa combinação para resolver seu problema ou dúvida".

Leia mais »

02 / "EMMA" será apresentado no Hot Spot Digital Innovation

Da Redação

A Feira do Livro de Frankfurt, programada para o período de 11 a 15 de outubro, vai apresentar nesta edição o projeto digital EMMA, que recebeu financiamento pelo programa de Pesquisa e Inovação da União Europeia Horizon 2020.

Confira a íntegra da matéria »







Home / 13/09/2017

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PUBLISHING PERSPECTIVES INOVAÇÃO

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O foco do projeto é o desenvolvimento de uma ferramenta de mídia social e gerenciamento de conteúdo que facilita a implementação de campanhas de redes sociais e monitoramento de atividades de redes sociais. A ferramenta está atualmente em sua fase de desenvolvimento – o projeto continua até meados de 2018. O EMMA reúne uma equipe europeia de cinco países e uma ampla gama de setores: a empresa de desenvolvimento de software IN2 do Reino Unido, o Centro de Pesquisa e Tecnologia Hellas (CERTH) da Grécia, a agência de turismo Fondazione Sistema Toscana da Itália, a agência de criação Vandejong da Holanda e Frankfurter Buchmesse como parceiro da indústria alemã. Para Marífé Boix-García, vice-presidente de desenvolvimento de negócios do Sul da Europa e América Latina e gerente de projetos do EMMA na Feira de Frankfurt, a proposta da parceria é aprimorar a pesquisa e o desenvolvimento no campo das ferramentas e softwares digitais como soluções para a área de comunicação. "Nosso papel como um dos parceiros da indústria no projeto é fornecer feedback sobre as fases de desenvolvimento da ferramenta EMMA e demonstrar os requisitos para o funcionamento deste tipo de solução de software através de cenários realistas ". Mais informações sobre o projeto EMMA estão disponíveis em: https://emma.in-two.com/

mail: *	
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FST (Italian) newsletter:



Visittuscany.com incontra territori e operatori turistici

Martedì 3 ottobre alle 11 presso l'Istituto degli Innocenti di Firenze, un incontro per mettere a fuoco gli strumenti e le modalità di interazione con il nuovo sito di destinazione.

Non solo workshop ma anche festa e condivisione di best practice e strumenti per lo storytelling di destinazione.

Iscrizione gratuita ma obbligatoria qui!



Call 2017

L'edizione 2017 di Internet Festival è alle porte. Vuoi diventare membro del Social Media Team o supportare squadra organizzativa del festival? c'è tempo fino a lunedì 25 settembre, scopri come <u>qui</u>!



Scade l'Early Booking! Sei un operatore turistico in cerca di



EMMA on tour!

Conclusa la prima fase di testing, la piattaforma EMMA, strumento per lo storytelling e il content management è pronta la debutto con il pubblico in un tour europeo, le prime tappe autunnali saranno: Unseen Festival di Amsterdam (22-24 settembre), Internet Festival a Pisa (5-8 ottobre) e Fiera del Libro di Francoforte (11-15 ottobre). <u>Scopri di più</u>!







News from the Labs

The IN2 team has exciting news to share with you. In this newsletter you'll have a sneak peak at our latest developments and learn where you can meet us next.

EMMA Around

At the beginning of the year we have started a new H2020 project called EMMA: https://emma.in-two.com/. EMMA stands for *"Enriching Market solutions for content Management and publishing with state-of-the-art multimedia analysis techniques"*. The goal is to give destination managers and event organisers effective digital tools to manage their digital image and promote their brand. EMMA is about feeling the buzz around and telling stories to the right people in a more visually engaging way. It does this by:

- extending existing content to create cross-platform stories and multimedia narratives
- gaining insights into how their destination or event(s) are perceived in social media
- running social media campaigns and monitoring engagement with travellers or visitors, steering user-generated content creation, collection and publishing of content
- turning web and mobile presences into more informative, media-rich and interactive channels suitable for all stakeholders

An early prototype was tested by the team in June and we are now starting the first real life deployments. This weekend in Amsterdam a huge 2x4m LED display powered by EMMA is entertaining and informing the visitors of the UNSEEN photography festival with the latest updates and social impressions.

EMMA will then go to Pisa for the Internet Festival, which will take place between the 5th and 8th of October. While the social media communication team will use EMMA to simplify their workflows and create daily highlights, the attendees will get two opportunities on to talk to the team and learn more about the tool: a hands-on invitation-only workshop with experts from the tourism domain and a public session on the "New frontiers of storytelling".

The next stop for EMMA will be at the Frankfurt Book Fair (11-15 October 2017), the international publishing industry's biggest trade fair and, at the same time, a huge cultural event. During the whole duration of the fair we will



show the latest developments at our stand in the Hot Spot Innovation. An invitation only session will also take place Buchmesse Business Club. The communication team of the Book Fair will make use of EMMA after the event in order to gather more intelligence from the huge number of social media interactions that have taken place during the fair.

Finally, we will head home to Edinburgh where on the 26th of October at the National Museum of Scotland the ETAG Digital Solutions for Tourism Conference 2017 will be held. This is a key event in Edinburgh's tourism calendar bringing digital and technology businesses together with tourism businesses to identify opportunities to use digital technology to meet the changing expectations of Scotland's digital tourists. For this EMMA has secured a stand during the event.

If you want to try EMMA for yourself, sign-up now to be part of the Early Adopter Interest Group. Just write us an email!