

A large, abstract graphic on the left side of the slide, composed of several overlapping blue shapes. It includes a large blue circle, a smaller blue circle, and several blue curved lines and segments that create a sense of motion and connectivity.

G10.03.06
EURAMET
Communications 2015
and Objectives 2016

Anne Trumfheller,
Communications Officer
24 May 2016

Agenda



- Communication 2015
- Communication Objectives 2016
- New: Editorial Board

Communication 2015



- Website & Social Media

- New website: June 2015
- News stories: 61
- Teasers on homepage (Jun to Dec): 16
- Visits new website* (Jul to Dec): 41547 (+ 6047)
- Top three areas (July to December 2015):
 1. Publications & Media Centre
 2. Technical Committees
 3. Research & Innovation
- Company profile at LinkedIn (175 Follower)

*Visits Website:

2013 (without Jan.): 76561 2014:78812 2015:82078



Communications 2015



- Newsletter

- 1 PDF newsletter (external)
- 3 e-mail newsletters (external) + 2 specials on SRA
- 2 internal e-mail newsletters
- New external newsletter subscribers: 143



- Publicity and material

- New EURAMET poster and flyer
- Further progress in the implementation of EURAMET CD (business cards, compliment slips, give-aways etc)
- Successful presentation at CIM 2015



Agenda



- Communication 2015
- Communication Objectives 2016
- New: Editorial Board

Communication Objectives



2015

- News stories general: 34
- News stories JRPs: 27
- External newsletters: 4
- Internal newsletters: 2
- New external newsletter subscribers: 143

2016

- News stories general: 40
- News stories JRPs: 35
- External newsletters: 6
- Internal newsletters: 3
- New external newsletter subscribers: 150
- 4 – 5 publications in external communication channels (websites, magazines, etc.)

Objectives 2016



Further Priority 1 Objectives

Maintenance of website:
- New features
(improvement of news tool,
collaboration tools)

Social Media Concept
+ Process

Editorial Board:
Implementation

Publicity Material:
- EMPIR brochure /
flyer

Development of
communication network

Stakeholder DB - Concept

Collection of relevant
magazines / websites per
area / country

Agenda



- Communication 2015
- Communication Objectives 2016
- New: Editorial Board

Editorial Board implemented



- Objectives
 - ensure a sound and smooth communication process
 - coordinate, develop and evaluate the content for EURAMET's communications channels
- Members (up to six)
 - EURAMET editors: Project Officer Stakeholder Management, Impact and Exploitation Officer, Communications Officer (Coordination) + Observer from Member Service Unit
 - Further positions can be filled by editors from NMIs



Planned to invite guests regularly: e.g. TCCs

Current members: Paula Knee (MSU), Paul Hetherington (NSAI), Laura Childs (NPL), Katherine Wilson (MSU), Jutta Bender (Secretariat), Anne Trumpfheller



Appendix

EURAMET's Strategic Objectives

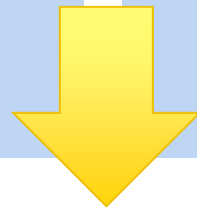


External:

- Engagement of key stakeholders (1)
- Influence European policy makers and National Governments (2)
- Further develop co-operation in R&D (3)
- Supporting quality infrastructure (5)

Internal:

- Further develop co-operation in R&D (3)
- Deliver high value to members and associates (4)
- Supporting quality infrastructure (5)



Communication Objectives



- Strengthen and Extend Awareness of EURAMET and its Impact
- Openness and Transparency
- Suitable Communication for Different Audiences
- Establish Communication Network
- Target-Oriented Distribution of Information
- Strengthen Community Feeling
- Make EURAMET Visible, Accessible, Understandable

Position EURAMET as the gateway to Europe's integrated metrology community.

Communication Objectives 2015



Objectives Priority 1

Go-live website ✓

Maintenance of new website:
- Regular news updates
(min. 1 – 2 per month) ✓

Social Media Concept
+ Process ●

Editorial Board:
Process and membership ●

Newsletters: ✓
- internal: min. 3 per year
- external: 2 PDF newsletters
+ e-mail newsletter every 2nd
month

Publicity Material:
- Corporate Design:
Business Cards,
compliment slip, ✓
E-mail signature, etc.
- EURAMET flyer / poster, ✓
presentation ●
- EMPIR brochure /
flyer ●

EMRP Case Studies
(to check with MSU) ●

Objectives Priority 2

Internal Communications
Channel: Adobe Connect /
Webex (Concept)

KPIs for Communications

Stakeholder DB - Concept

Communications Network

Awareness Raising?

Survey?