



Anne Trumpfheller

years of

collaboration

in European

Madrid and Tres Cantos, Spain 15 – 19 May 2017

Agenda



- Review 2016 in a nutshell
- Update & Outlook Communication 2017
- Metrology communications group



Review – 2016 in a nutshell



- 104 news stories published
 - 44 JRP good news stories, 39 EURAMET general and
 - 21 programme related
- 6 external and 2 internal newsletters
- 37 updates on the homepage
- 2 impact reports and 55 case studies

(www.euramet.org/environment www.euramet.org/industry

- 135 new newsletter subscribers
- Website visits*: 86564
- Website downloads: 29656

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



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Update & Outlook – Communication 2017



In progress:

- 1. EURAMET Anniversary 2017
- 2. General communication, news / newsletters, website
- 3. 'Metrology communications group'

Further topics in 2017:

- EMPIR publicity material
- Update & revision of website content
- Social media concept (follow us on LinkedIN: <u>https://www.linkedin.com/company/euramet</u>)

Anniversary Overview



- 1. Anniversary publication
- 2. Newsletter / Press releases
- 3. Give aways
- 4. Symposium 2017
- 5. International Congress of Metrology (CIM) 2017
- 6. Slogan

Project team: Beat Jeckelmann, Maguelonne Chambon, Janko Drnovšek, Duncan Jarvis, Wolfgang Schmid, Anne Trumpfheller Editor: Michael Kühne



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Anniversary Design

EURAMET

ollaboration in European

- For use on
 - Give aways (note pad, stripes pad etc.)
 - Website and LinkedIN
 - Newsletter
 - Anniversary publication
 - Roll-up
 - PPT
 - Letter
 - E-mail signature

EURAMET) Key visual: '30' and addition

EURAMET



Coloured addition for notes pad and stripes pad

with EURAMET in 2017

International Congress of Metrology (CIM) 2017



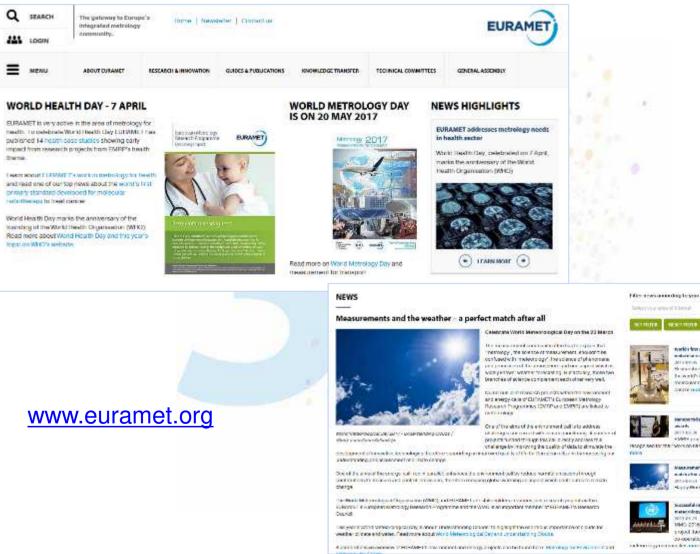


- EURAMET stand in metrology village (next to NMI / DI stands)
- EURAMET speech at Plenary Session on 20 September 2017
- Presentation of instrumentation from JRPs at EURAMET stand



Website – News section redesigned











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Metrology communications group



- EURAMET group for NMI & DI comms experts / staff responsible for comms
- Platform for regular exchange of knowledge and support
- 2016: 1st Communications Workshop & Round Table at NPL
- 20 participants from 12 institutes and EURAMET

I would really like to thank you for the EURAMET Workshop at the NPL! I brought home so many new ideas about promoting metrology. But best of all was to get to know colleagues from other countries! This makes it much easier to work together. I will definitely take part in future meetings and will support the idea of collaborating.

I found it very important to get to know the colleagues from all over Europe and was very impressed by their various inspiring ideas. And I think that these workshops should definitively be held regularly! It was a great experience and I think that working together across the NMIs we should really be able to achieve something very positive.

Thank you for these 2 superb days. The discussions end examples were very impressive and brought me many thoughts to develop into concrete activities in the future. I hope I manage to hand out these ideas to our BoD.



Thanks for giving us all the opportunity to meet up and discuss what we do, it was great to meet everyone and realise that we all share the same issues.

Thanks also especially to you and all NPL&EURAMET people for professional support and very good organization. I'm looking forward to our next meeting in 2017.

Metrology communications group



- 2nd Communications Workshop:
 - Date: 17 and 18 October 2017
 - Location: CMI in Prague, Czech Republic
- Topic: Communication of revised SI
- Invitation will be sent shortly > please forward to your communications experts
- Send contact details of your communications experts to be included in ,Metrology communications group'



Please note that photographs and film footage may be taken during the entire General Assembly week.

By participating in this event you consent to being photographed or filmed (non-/recognizable) and authorise EURAMET to use the footage in print, digital, video or webbased format for its promotional and archival purposes.

