

GALA dissemination policy

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GaLA
Game and Learning Alliance
The European Network of Excellence on Serious Games

WP9 Dissemination

BARCELONA
19-21 January 2011

European Commission Information Society and Media



Deliverables ranking

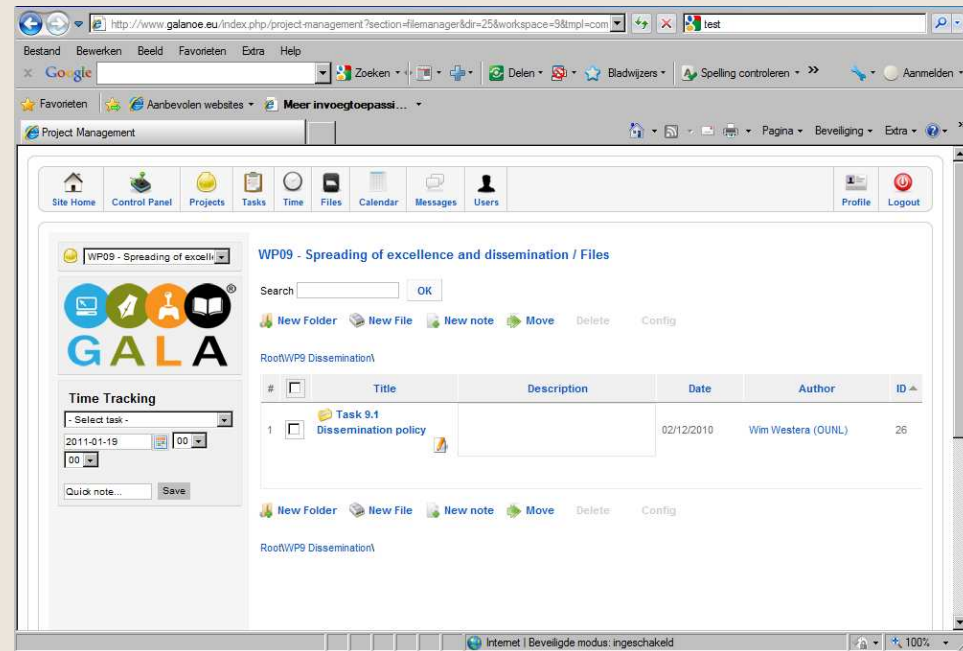
Deliverable	Title	Month
D9.1	Draft Dissemination Policy Document	3
D10.23	Quality plan 1	3
D9.1	Dissemination Policy Document	6
D9.2	GaLA site release	6
D8.8	GaLA Network Analysis Approach	6
D10.1	Interim activity report 1	6
D10.5	Interim management report 1	6
D8.1	GaLA VRE Requirements	8

Agenda

- Gala dissemination policy draft
- Issues
- Task allocation

Gala dissemination Policy

- Deliverable 9.1 Policy document (month 6)
- Draft version available
- Inputs:
 - DOW
 - WP9 session KOM
 - Quick scan
 - +Barcelona meeting



Network principles

- *Dissemination is covered by all GaLA partners*
- *GaLA (co-)branding is mandatory in case any GaLA funding is involved*
- *No formal authorisation is required for partner-initiated dissemination*
- *Partners are entitled to localise GaLA dissemination messages, vice versa.*
- *Partners register and report all their GaLA dissemination activities to WP9 (→ ??+ facility??)*

Brand name and Logo style

- **GaLA** - Games and Learning Alliance
- ~~GaLA - Gaming and Learning Alliance~~
- ~~GaLA - Game and Learning Alliance~~

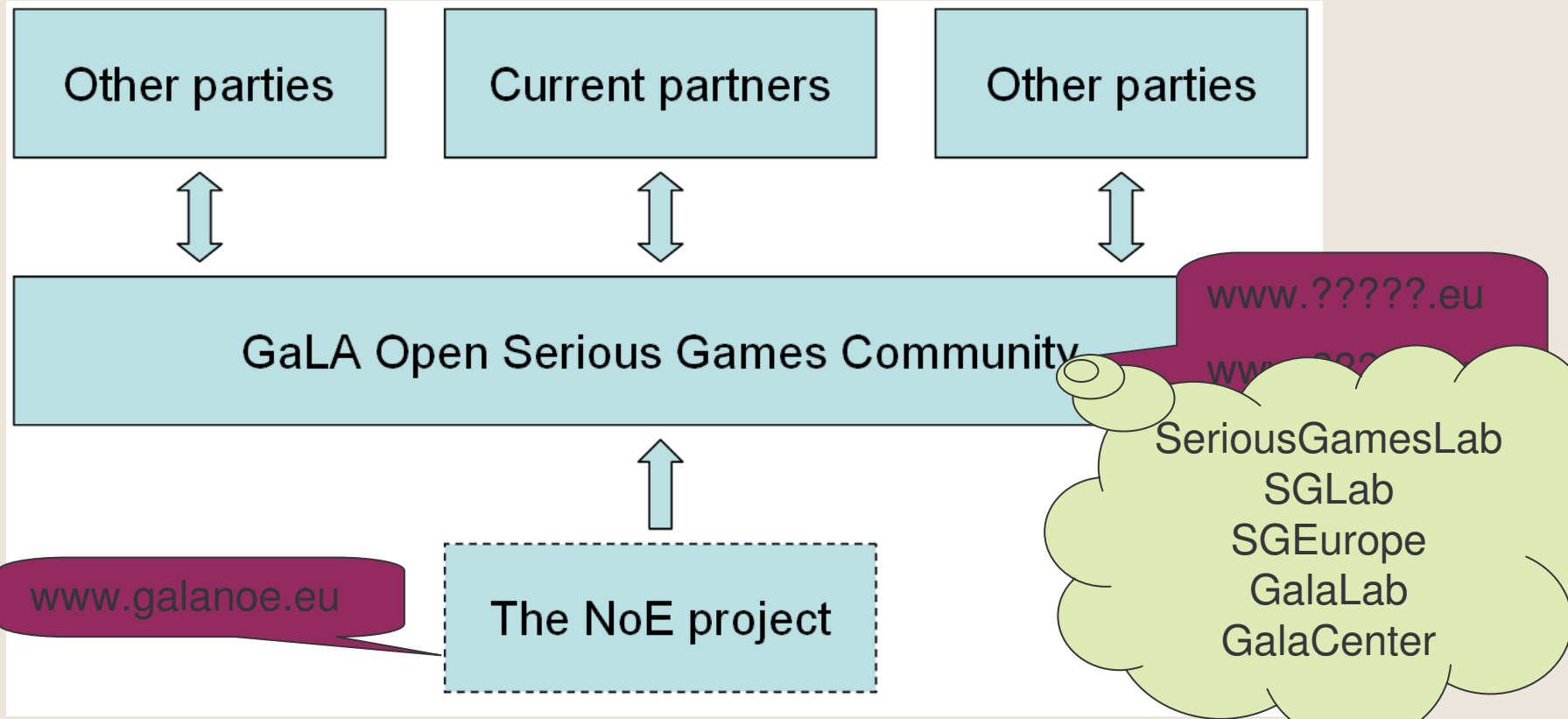
WHAT? GaLA's value proposition

“The GaLA research community is the principal kernel for European SG knowledge that aims at establishing a coherent, open and innovative SG practice.”

Key merits:

- *Complete coverage, scientific relevance, critical mass*
- *Openness to collaboration*
- *Bridging between SG research, SG industry, SG education and SG deployment*
- *Easy access to SG update (Demos, tools, expertise, best practices)*

Branding: The invisible network



Objectives and tools

- Promotion
 - Logo, brand name, URL,
 - presentation, print, video-trailer
 - Website + social media feeds (in/out), vodcast channel, GaLA accounts and tags
 - [GaLA game, Viral Marketing]
 - Press releases, press & media contacts, press kit
 - Demonstrators
- Knowledge transfer
 - Stakeholders via WP3-7, VRE
 - Link with conferences and projects
 - Special journal issues
- Collaboration
 - Outreach advisory board (T10.4)
 - GaLA events WP2-WP7
 - Living labs T8.2
 - Esseg T1.4

Organisation

- Downloadable instruments
- Editorial team (mainly web)
- Contact person for each WP

Reporting

- **PUSH**
 - Number of organised events
 - Number of presentations (conferences, seminars, workshops)
 - Number of (joint) publications
 - Number of organisations or individuals receiving dissemination materials
 - Number of media/press releases
 - Number of European states exposed to dissemination
 -
- **PULL**
 - Number of industries participating in dedicated seminars and events
 - Number of portal users
 - Number of users in VRC
 - Number of new, associated partners
 - Number of web-2.0 references of GaLA
 - Number of information requests
 - Number of downloads of tools, fact sheets, reports, press kits, etc.
 - Number of participants in events
 - Number of participants per event
 - Number and size of joint activities with external parties
 -

Issues

- GaLA or GALA?
- Open Serious Games Community brand + URL
- Dissemination reporting procedure/ facility
- Reporting to what WP (10?, 9?, 1?)
- Initiatives from various WPs (special issues etc.)
- GaLA game, viral marketing
- Demonstrators
- Web dynamics and Social media involvement
- Track impact, impact and impact

Partners

Partner	MM
OUNL	10
DIBE	6
MAN	1
UWS	1
ATOS	4
UNI GRAZ	2
UCM	2
ORT FRANCE	2
BIBA	4
TUG	2
TOTAL	34

Task allocation

OUNL
DIBE
MAN
UWS
ATOS
UNI GRAZ
UCM
ORT FRANCE
BIBA
TUG

ID	Subtask	Lead	Contributors
1	Selecting SG & TEL communities, adding sections to policy document	OUNL	
2	Contacts with Stellar Net work	OUNL	
3	Devising a scheme with a set of pursued special issues, indicating topics, preferred journals and editorial board members.	DIBE	
4	Persistent coordination role SG Research stakeholders	OUNL	
5	Persistent coordination role SG Industry stakeholders	AATOS	
6	Persistent coordination role SG Education stakeholders		
7	Persistent coordination role SG Market stakeholders		
8	Maintaining a press and media distribution list (for press releases)		
9	Persistent external and internal stimulation of press and media contacts		
10	Editorial team for web site	DIBE	
11	Native speaker for editorial team WP9		
12	Social media promotion: activating GaLA partners		
13	GaLA URL and brand name proposal		
14	Designing a GaLA presentation template		
15	Developing GaLA presentation sheets		
16	Developing print materials for promotion		
17	Selecting relevant SG media news feeds for integration in web site		
18	Developing GaLA video trailer		
19	Web cast promotion and coordination		
20	Viral marketing widget		
21	GaLA game		
22	Press kit definition and development		
23	Press releases	OUNL	
24	Guidelines GaLA events	BIBA	
25	Living Labs promotion	BIBA	
26	Define conditions for partnerships	WP10	
27	Coordinating legal issues	WP10	
28	Coordinating GaLA event calendar		
29	Devising a tracking mechanism for dissemination efforts and impact		
30	Devising performance indicators for dissemination and impact.		

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