



Title:

# Dissemination and Communication Plan

## Multi-cloud Execution-ware for Large-scale Optimized Data-Intensive Computing

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Editor(s):  
Szymon Błaszczuk

Author(s)  
Paweł Skrzypek,  
Karolina Watras

Approved by:  
Ernst Gunnar Gran

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### Abstract

This document presents a comprehensive plan for dissemination and communication related activities within the Melodic project. The document describes a mix of channels, tools and activities, for reaching our target audience and our objectives. This includes a combination of proven, traditional approaches (e.g. to be present at conferences and industry events), and an effort to exploit an unfair advantage: Many products and H2020 projects lack lasting and consistent social media presence and do not know how to use high quality design to be more approachable and memorable. We will exploit our skills and experience when it comes to social media presence and high quality design as an unfair advantage for the Melodic project.

The purpose of this document is to plan dissemination and communication activities with scheduling and coordination between all participants of the project. The deliverable – in a clear and logical way – describes objectives and actions that are to be taken in order to reach the wide audience of future clients or partners. The deliverable contains a schedule all the participants of the project are obliged to realize. This is important, as the document describes crucial aspects of the project – communication and dissemination activities. Without proper communication with potential customers and partners, and without disseminating information about the Melodic project and its results, it is like the whole effort put into this project was never there.



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## Table of Contents

1	Introduction.....	5
1.1	Purpose of the document.....	5
1.2	Audience of the document.....	5
1.3	Synergy of communication and dissemination.....	6
2	Strategy.....	6
2.1	Unfair advantage.....	6
2.2	Objectives.....	6
2.3	Target audiences.....	7
2.4	Channels and types of communication.....	9
2.4.1	Social media.....	9
2.4.2	Melodic website.....	9
2.4.3	Publications.....	9
2.4.4	Conferences & industry events.....	11
2.4.5	Direct contact.....	12
2.4.6	Participant's channels.....	13
2.5	Key messages.....	13
2.6	Schedule and Timing.....	13
2.7	Release oriented activities.....	16
2.8	Other activities.....	16
2.9	Responsibilities of partners.....	17
2.9.1	All partners.....	17
2.9.2	Academic partners.....	17
2.9.3	Use-Case partners.....	17
2.10	Continuous evaluation.....	18
3	Summary.....	18

## Index of Tables

Table 1 Target audiences .....	7
Table 2 Targeted journals .....	10
Table 3 Main topics of Melodic publications within other work packages .....	11
Table 4 Timing for tools and activities .....	14

# 1 Introduction

In order to understand what exactly this document is about, we need to define properly what communication and dissemination are. We will use the following general definitions:

- Communication is a process of exchanging information between individuals or groups of people through a common system of symbols, signs, or behaviour; this is also a technique for expressing ideas effectively (as in speech)<sup>1</sup> and the technology of the transmission of information (as by print or telecommunication)<sup>2</sup>
- Dissemination is the act of spreading something, especially information, widely; circulation<sup>3</sup>. In the context of H2020 projects, dissemination has a particular focus on spreading information about project results.

Without communication with potential customers and partners, and without disseminating information about the Melodic project and its results, it is like the whole effort put into this project was never there.

## 1.1 Purpose of the document

The purpose of this document is to present the communication and dissemination strategy for the Melodic project. The deliverable – in clear and logical way – describes objectives and actions that are to be taken in order to reach the wide audience of future clients or partners. The deliverable contains a detailed schedule all the participants of the project are obliged to realize.

## 1.2 Audience of the document

The deliverable is directed to all partners and contributors of the Melodic project and to every person who will participate in communication and dissemination activities in the future. We identify two main types of audiences as described below:

- Academic – participants working in university environments; scientists and researchers.
- Industrial – employees of private or public companies or corporations, mostly in the Information Technology sector.

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<sup>1</sup> <https://www.merriam-webster.com/dictionary/communication>

<sup>2</sup> <https://en.oxforddictionaries.com/definition/communication>

<sup>3</sup> <https://en.oxforddictionaries.com/definition/dissemination>

## 1.3 Synergy of communication and dissemination

Communication and dissemination activities are closely connected and overlapping in many aspects. Thus, to be efficient and effective all goals connected respectively to communication and dissemination activities will be supported, but activities will be treated as mostly indivisible with much reuse of materials and positive feedback loops. This is why both communication and dissemination are described together in this document.

## 2 Strategy

In the Melodic project we will leverage our Unfair advantage (Section 2.1) in Channels (Section 2.4) to reach our Target audiences (Section 2.3) and reach Objectives (Section 2.2) by using the tools and Release oriented activities at our disposal (Section 2.7).

### 2.1 Unfair advantage

Many products and H2020 projects lack lasting and consistent social media presence and do not know how to use high quality design to be more approachable and memorable. We will exploit our skills and experience when it comes to social media presence and high quality design as an unfair advantage for the Melodic project.

### 2.2 Objectives

The objectives presented below are key to the success of the dissemination and communications strategy of the Melodic project.

1. Explain to the **general public** what is the goal and the expected results of MELODIC, and how **European industry**, SMEs in particular, will benefit from the impacts achieved by the project.
2. Get attention from SMEs and the **data-intensive application providers and developers** and explain how MELODIC can help them derive benefits from multi-cloud.
3. Make the MELODIC brand recognized by the members of **European ICT** research and cloud constituencies, and effectively share key research findings in the community.
4. Engage **academic units** – scientists and researchers – who could optimize computing abilities by using Melodic in their work.

5. Get the attention of **large companies** that could greatly benefit from using Melodic to manage their systems in private, public or mixed clouds.
6. Launch cooperation with **cloud providers** that can use Melodic to make their offering more convenient for clients (automated switch) and to fight for their market share.
7. Cooperate with **developers from the Open Source community** so they can build on a platform that Melodic creates to fulfil more specialized needs.
8. Engage **organizations outside of the Consortium** as contributing members of the MELODIC community.

## 2.3 Target audiences

It is very important to understand the focus and motivations of our target audiences and use this context in communication (especially with respect to direct communication). Our main target audiences are presented in Table 1, together with their main focus.

*Table 1 Target audiences*

Id	Audience	Their focus
1	Members of cloud and big-data research communities	<ul style="list-style-type: none"> <li>- Staying up to date with the newest trends and solutions</li> <li>- Deep understanding of cloud technologies</li> <li>- Using available solutions for their projects</li> <li>- Promoting their projects, research and work</li> </ul>
2	Opinion leaders and influencers (experts, industry analysts, bloggers, journalists)	<ul style="list-style-type: none"> <li>- Staying up to date with the newest trends and solutions</li> <li>- Interesting stories they can tell</li> <li>- Proven use cases</li> <li>- Self-promotion</li> </ul>
3	Cloud educators	<ul style="list-style-type: none"> <li>- Step by step educational materials</li> <li>- Interesting stories they can tell</li> <li>- Practical approach: how can I use this</li> <li>- Self-promotion</li> </ul>
4	Computing focused academic units - administrative side	<ul style="list-style-type: none"> <li>- Sharing resources not for profit and for profit</li> <li>- Operational benefits and improvements</li> </ul>

5	Computing focused academic units - tech side	<ul style="list-style-type: none"> <li>- Technical veto power</li> <li>- Barrier to entry</li> <li>- Ease of use of Melodic</li> <li>- Workload of my team</li> </ul>
6	Large companies in need of cloud automation - business side	<ul style="list-style-type: none"> <li>- Vendor lock-in issues</li> <li>- Cost related issues</li> <li>- Business benefits</li> <li>- Stability</li> </ul>
7	Large companies in need of cloud automation - tech side	<ul style="list-style-type: none"> <li>- Technical veto power</li> <li>- Ease of use of Melodic</li> <li>- Workload of my team</li> <li>- Automation</li> <li>- Support</li> <li>- Quality</li> </ul>
8	SMEs and other data-intensive application providers - business side	<ul style="list-style-type: none"> <li>- Time-to-market</li> <li>- Vendor lock-in issues</li> <li>- Cost related issues</li> <li>- Business benefits</li> <li>- Stability</li> </ul>
9	SMEs and other data-intensive application providers - tech side	<ul style="list-style-type: none"> <li>- Technical veto power</li> <li>- Ease of use of Melodic</li> <li>- Workload of my team</li> <li>- Stability issues</li> <li>- Product-Project match</li> <li>- Barrier to entry</li> </ul>
10	Cloud providers - business side	<ul style="list-style-type: none"> <li>- Promoting their offering</li> <li>- Fighting for market share</li> <li>- Making their services easy to use and access</li> <li>- Fighting vendor lock-in tactics used by big players</li> </ul>
11	Cloud providers - tech side	<ul style="list-style-type: none"> <li>- Technical veto power</li> <li>- Ease of use of Melodic</li> <li>- Workload of my team</li> <li>- Stability issues</li> </ul>



12	Open Source developers and other Open Source contributors	<ul style="list-style-type: none"> <li>- Ability to use Melodic as a platform for their projects</li> <li>- Understanding how their code is used in Melodic</li> <li>- Quality of code</li> <li>- Stability issues</li> <li>- Barrier to entry</li> </ul>
13	Other h2020 project participants	<ul style="list-style-type: none"> <li>- Promoting their projects</li> <li>- Seeking partners for reach and publicity</li> </ul>

## 2.4 Channels and types of communication

### 2.4.1 Social media

We plan to sustain consistent presence in social media – LinkedIn<sup>4</sup>, Twitter<sup>5</sup>, Facebook<sup>6</sup> – by posting regularly updates concerning activities within the project. This will let us have a continuous dialogue and engagement with other players who use actively various internet platforms. We hope to develop very interesting contacts with companies, project and certain groups of people, not only from IT sector, which would be profitable for this particular project, but also in other co-related enterprises.

### 2.4.2 Melodic website

The Melodic website ([www.melodic.cloud](http://www.melodic.cloud)) will be a hub for all activities within the project (including all deliverables, publications and other tangible results). The website will be supported by high quality visual design and illustrations to make Melodic more approachable and easier to remember.

### 2.4.3 Publications

For publication preparation and publishing, the meta-planning described in this section will be used.

<sup>4</sup> <https://www.linkedin.com/showcase/melodic-cloud/>

<sup>5</sup> [https://twitter.com/melodic\\_cloud](https://twitter.com/melodic_cloud)

<sup>6</sup> <https://www.facebook.com/MelodicCloud/>

There are eight work packages within the Melodic project (WP1 to WP8). Activities of Work Package 7 (WP7) focus on dissemination and exploitation objectives. However, in the scopes of other packages, there are certain actions planned that match the dissemination objectives too, like publications among which we differ two types – academic and industry publications:

- **Academic Publications:**
  - Position papers in workshops, co-located with top conferences
  - Scientific papers in conferences on cloud computing, software adaptation, big data, middleware, modelling, distributed computing, e.g. CloudCom, UCC, IEEE Cloud, IC2E, SEAMS, IEEE Cluster, MODELS, IEEE/ACM Middleware
  - Scientific papers in journals like IEEE Transactions On Cloud Computing, Elsevier JNCA/Big Data/JPDC, Springer Journal of Cloud Computing, etc..
  - Articles in magazines like IEEE Cloud Computing, ACM Communications, IEEE Access, IEEE Internet.
  - Technical Reports published on the website of academic partners.
- **Industry Publications:**
  - Whitepapers on Melodic-inspired or Melodic-based design of solutions, products, etc..

There are several publications in scientific journals planned for the project within WP7. Each paper will be supported by a visual summary or infographic. All publications in the Melodic Project are OpenAccess. Participants use Publication Flow in Jira<sup>7</sup> to track the status of publications. Each publication will be mentioned on the Melodic website and promoted through social media channels. Table 2 provides a preliminary publication plan for targeted journal papers.

Table 2 Targeted journals

Targeted scientific journal	Provisional title or thematic area	Partner	Month
IEEE Transactions on Parallel and Distributed Systems	Architecture of a multi-cloud middleware platform for data-intensive computing	SRL	M16
IEEE Transactions on Cloud Computing	MELODIC Upper Ware (Reasoner & Adaptation Manager)	ICCS, UiO	M32
IEEE Transactions on Computers	A data annotation architecture for cloud applications	SRL	M24
IEEE Transactions on Software Engineering			
IEEE/ACM Transactions on Networking			

<sup>7</sup> <https://jira.7bulls.eu>

International Journal of Parallel and Distributed Computing	MELODIC – an efficient framework for transparent data-aware application deployment on multi-clouds.	SRL	M36
ACM SIGCOMM	MELODIC Reasoner for optimising multi-cloud resource allocation.	ICCS	M36
Expert Systems with Applications			

Table 3 below lists the main topics of the publications related to the two work packages WP3 and WP4.

Table 3 Initial topics of Melodic conference publications

Work Package	Subject	Coordinator
WP3 <i>Upperware</i>	Cloud application modelling: CAMEL, data-aware modelling	Kyriakos Kritikos
	Cloud application adaptation: reasoning, solvers	Amirhosein Taherkordi
	Data-aware clouds for big data applications: DLMS	Feroz Zahid
	Event-driven architecture for cloud application monitoring: Esper	Yiannis Verginadis
WP4 <i>Executionware</i>	Cloud resource management.: Cloudiator	Daniel Seybold Daniel Baur

#### 2.4.4 Conferences & industry events

Melodic team members are going to attend various high-impact academic conferences and industry events all around the world (e.g. ICT in Vienna, Hadoop Summit, Net Futures, Kongres ITS 2018, Smart City Forum 2018, ISC Cloud, CeBIT, BITMi working groups, and CyberForum working groups). All conference attendance will be coordinated using the common collaboration tools of the Melodic project, accompanied with social media posts and [www.melodic.cloud](http://www.melodic.cloud) announcements.

### 2.4.5 Direct contact

By using our networks, at conferences and on a daily basis, we are going to have and sustain direct contact with many people and organisations. We believe that this is an essential approach for our strategy because the target groups are very hard to reach by broad communication like cloud providers. Direct contact creates touchpoints for later exploitation. We plan to reach more than 150 selected organisations with this initial touchpoint strategy at the end of the project. As of Q1 2018 there were touchpoints created with representatives from the following organizations:

1. Elixir
2. University of Kansas
3. University of Santa Clara
4. Fraunhofer FIT
5. BRAFIP
6. TSSG Waterford Institute of Technology
7. IN2
8. Huawei
9. HPC4E
10. EUBrasilCloudConnect
11. SecureCloud
12. Global ITV
13. InformationCoalition
14. T-Mobile
15. ComputerWeekly
16. Net3 Technology, Compare the Cloud, Storm Internet
17. University of Brasília
18. EUBrasilOpenBio
19. Brazilian National Research and Educational Network
20. Universitat Politècnica de València
21. EUBrasilCloudFORUM
22. FIBRE
23. SecFunNet
24. IMPReSS
25. EUBra-BIGSEA
26. FUTEBOL
27. Cornell University
28. National Center for Toxicological Research and U.S. Food and Drug Administration
29. TeleData UK
30. CloudWatchHub
31. CloudTech

32. Cloudcast
33. PrEsto CCloud
34. TechNative
35. Compare the Cloud
36. Norwegian University of Science and Technology
37. IBM
38. NumaScale
39. Dolphin Interconnect Solutions
40. Evry
41. Fabriscale
42. Intel
43. Umeå University
44. Technische Universität Darmstadt
45. Uppsala Universitet
46. Hainan University

#### 2.4.6 Partners' channels

The Melodic partners will use their personal networks for communication and dissemination of Melodic related information and results.

## 2.5 Key messages

The foundation of this plan is consistent and repeated messaging. We stick to the progressive disclosure tactic; start with small easy to understand concepts, and build on that to include more technical details. We also note the focus and context of our specific target audience.

Key messages from basic core communication are currently used on the [www.melodic.cloud](http://www.melodic.cloud) website and through social media channels (linked on the website). Those will be expanded by:

1. 5 main research and 5 main business ideas from Melodic
2. Insights from use-case partners (short before & after technical and business presentation)

## 2.6 Schedule and Timing

Table 4 stipulates a schedule for tools and activities to be provided as part of the Melodic project.

Table 4 Timing for tools and activities

Id	Tool/activity	Description	Timing
1	Visual identification and branding	High quality materials for the project	Month 5+
2	Core communication package	A visual storytelling package (e.g. used on the Melodic website)	Month 6+
3	Melodic website	An Approachable website with high quality design for Melodic to be more memorable. Extended with formal requirements and a future landing place for all other materials.	Month 6+
4	Melodic presentation	A PowerPoint presentation with the core communication package. To be extended constantly with new materials.	Month 6+
5	5 most important business ideas	A selection of top 5 business ideas related to Melodic in form of slides, a web package, a social media pack and a short movie (~1 minute)	Month 14+
6	5 most important research ideas	A selection of top 5 research ideas related to Melodic in form of slides, a web package, a social media pack and a short movie (~1 minute)	Month 14+
7	Promotional videos	3 short videos (~1 minute) 1 long video - business presentation (~10 minutes) 1 long video - project presentation (~8 minutes)	Month 20+
8	Technical webinars / Workshops	At least 5 workshops / webinars (live + recorded, ~30-60minutes each)	Month 14+
9	Social media activities	A continuous, consistent presence that many projects lack. Dialogue and engagement with other social media cloud related players.	Month 6+

10	Publicity engagement	Engagement with press, bloggers, influencers for mentions (this includes press releases, but on their own they are not usually successful)	Month 6+
11	Industry Round Table	A formula for engagement with future users of Melodic, without any pressure for commitment for adoption. An enabler for companies to have impact on features and aspects of Melodic, a valuable feedback for the project and an opportunity to get acquainted with our solution.	Month 14+
12	CookBook	CAMEL recipes with beautiful visualizations/animations + natural language explanations.	Month 22+
13	Melodic Kickstart Manual	A step by step manual with screenshots and screencast for lowering the entry barrier.	Month 16+
14	Direct contact	Using our networks, on conferences and at work. We plan to have 500+ direct qualified touchpoints with future users and partners	Month 1 +
15	Use case partners materials	8 slide presentations with key insights (suggested: before & after case study) with technical and business details to be reused on social media, the melodic website and other channels.	Q4 2018
16	Search engine targeting/social media paid targeting	A mix of additional paid services to maximize reach. This includes AdWords, Twitter campaigns, paid Facebook promotion and others. A specific mix of services and tactics needs constant testing and focus on results (not on executing "the plan")	Each release

17	Extended publications	At least 6 publications in scientific journals. Each publication enhanced by visual summary/infographic/short animation.	According to schedule of publications (fluid, will change over time; not a fixed plan)
18	Release party	To celebrate and inform. Formula may be connected with workshops and/or webinars. A party for each release.	Each release
19	Presentation and document templates	For presenting high quality material.	Month 6+
20	Participation in conferences and industry events.	Utilization of ideas and materials from this list to reach our target audiences.	Month 6+
21	Light e-learning course	Using MOOC or other suitable platform. To be used and reused in all channels.	Month 18+

## 2.7 Release oriented activities

The calendar for releases of Melodic describes key milestones of the project. Those has to be supported by communication and dissemination activities. For each release, a mix of activities (listed in the previous sub-chapter) will be coordinated – including, but not limited to:

1. Release party (including workshops and webinars)
2. Social media support
3. Search engine targeting/social media paid targeting
4. Publicity engagement
5. Update of [www.melodic.cloud](http://www.melodic.cloud).

## 2.8 Other activities

Other communication and dissemination related activities include

1. **Continuous activities** – social media presence and direct contact.



2. **Knowledge sharing activities** – according to schedule of publications and deliverables, with support triggered by readiness.
3. **Administrative activities** – formal requirements/updates when necessary.
4. **Event related activities** – for conferences/industry events or events like onboarding to Industry Round Table.

## 2.9 Responsibilities of partners

### 2.9.1 All partners

1. Industry Round Table – onboarding of at least one interested target company, cloud provider or computing focused academic unit.
2. Present Melodic Project on at least 8 conferences/events. At least 50% done by the end of 2018.
3. Direct contact – spread the word to at least 10 qualified leads (e.g. candidates for Industry Round Table). September 2018.

### 2.9.2 Academic partners

1. 5 most important research ideas from Melodic (slide candidates). April 2018.
2. Extended paper/publication – work with designers to create a visual summary/infographic or short animation to support and extend a publication. According to schedule of publications.
3. At least 3 workshops/webinars about Melodic or aspects of Melodic for qualified audiences. At least one done by end on 2018.

### 2.9.3 Use-Case partners

1. 5 most important business ideas from Melodic (slide candidates). April 2018.
2. “Before and after” short presentation describing the most important technical and business aspects of using Melodic – work with designers to create a visual summary/infographic or short animation to support and extend the presentation. According to schedule of presentations.
3. Input for cookbook (CAMEL recipes) – CAMEL models, architecture diagrams, natural language description. Q4 2018.

## 2.10 Continuous evaluation

The evaluation of the dissemination and communication strategy is to be conducted in three main fields: in quality, in quantity and in terms of achieved results. The evaluation will let us assess properly whether the strategy works and if there is anything we and our partners should amend or change. The process must be continuous and thorough, and all the contributors are obliged to follow up arrangements from this document so that we are sure the strategy succeeds. The three main fields of quality, quantity and terms of achieved results are further detailed in the following list:

1. Qualitatively
  - a. Sampling our target groups and checking if they understand the message (guidance not representative sample)
2. Quantitatively
  - a. number of social media interactions
  - b. exposure of publications
  - c. number of eye-ball-exposure at conferences and industry events
  - d. number of press mentions
  - e. number of direct touchpoints with potential users of melodic
3. Results related
  - a. number of external community contributors and quality of their contributions
  - b. number of cloud providers onboard
  - c. quality of results from Industry Round Table

## 3 Summary

Without communication with potential customers and partners, and without disseminating the information about the Melodic project results, it is like the whole effort put into this project was never there. An effective and results-oriented execution of the dissemination and communication strategy depends on deep understanding of context and the potential of the project. It is our goal to create a mix of actions and materials that have high probability of impact, while being economically justified.