

SEVENTH FRAMEWORK PROGRAMME THEME 3

Information and communication Technologies



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PANACEA Project Platform for Automatic, Normalized Annotation and Cost-Effective Acquisition

of Language Resources for Human Language Technologies

D2.2 DISSEMINATION PLAN

<i>D2.2 Dissemination Plan Author(s):</i>	<i>UPF - Núria Bel, Christian Moscardi</i>
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The PANACEA Consortium consists of:

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LINGUATEC
DCU
ELDA

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Project Partner

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Document evolution

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PANACEA Project Dissemination's Plan

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1. Executive Summary

The purpose of the Deliverable D2.3 is to present the Dissemination Plan of the PANACEA project. It will include all the activities for the dissemination of the project results to the widest possible academic and industrial audience.

Through this Dissemination Plan the PANACEA Consortium will try to achieve its main goals: aiming to share the experiences that the project will bring about, promoting the need for research and development in the field of Automatic LR acquisition and demonstrating the existence and benefits of using these technologies in the framework of PANACEA.

All partners will be encouraged to get involved in the dissemination activities. The following list of activities is planned towards these goals:

- Presentation and promotion of the project to the target audiences through the World Wide Web.
- Production of advertising and promotion material for the Project.
- Release of a series of projects Newsletters to targeted audiences.
- Development of a HLT Forum to gather industry interests and requirements.
- Activation of collaboration and research opportunities for PhD students.
- Presentation of project results at conferences, workshops or other events.
- Preparation of papers and scientific publications for conference proceedings and journals.
- Organization of thematic workshops and other PANACEA Events.
- Generate relations with other European research projects, associations and standardisation committees.

2. Introduction to the Dissemination Plan

PANACEA is a project within the Seventh Framework Programme of the European Community under the Information and Communication Technologies work programme.

The name stands for **Platform for Automatic Normalized Annotation and Cost-Effective Acquisition of Language Resources for Human Language Technologies**. Its results will contribute to transform and improve the present MT state-of-art and to get the desired impact of Machine Translation in Europe, as well as for other Language Technologies, by provoking a breakthrough for the current situation with respect to the acquisition and production of LRs. The goal is to develop a Platform of 'interoperable services' that is used like a Language Resources Factory, dramatically cutting the economic and temporal costs and delivering, better quantity and quality of Language Resources. The factory is understood as a production line that automates the stages involved in the acquisition, production, updating and maintenance of the LR required by MT and other Language Technologies. Cost and time reduction by automation is the only way to ensure the continuous supply of LR's that can guarantee a LT industry covering all languages, all domains, for current and future needs, and in the time required by the market. PANACEA wants to be convincing about the industrial use of such a platform and integrated technologies, and thus to achieve it becomes the objective of the dissemination plan.

Dissemination is considered to be one of the key tasks in PANACEA. PANACEA has designed a project-wide **dissemination strategy**, which complements the specific actions that each of the partners will take as part of their internal strategies and interests.

The dissemination strategy started with an initial step of analysis, where the following key issues have been defined:

- The major goal that we have already mentioned
- The major target audiences to be reached, which will be dealt in detail in section 3.
- The design of specific **procedures, activities** and **materials** to meet the targets, to be presented in section 4 and section 5 for the calendar,
- Its follow-up and evaluation during the project execution that will be addressed in section 6.

It is very important to point out again that this Dissemination Plan is crucial for the achievement of PANACEA's objectives. Dissemination tasks will implement the activities as planned in this document in order to communicate project evolution and results to the target groups: HLT professionals and researchers. Through the diverse range of planned activities and actions, the project management will aim to reach these targeted audiences and make sure that PANACEA's activities raise interest. This dissemination strategy will generate an information flow that will help tracking project achievements and also enrich final results of the project, because it will be of great importance to know the expectations and reactions of the market and HLT industry. This will be achieved by if the consortium succeeds in demonstrating the crucial role of automation within the production of LRs and the new possibilities, and hence services, offered by such achievements. i.e. the capacity of reducing the costs of producing LR's and thus directly contributing to improve the coverage of current MT systems, but also of other important Multilingual Language Technology-based applications.

2.1 Dissemination Plan

PANACEA project is proposing the use of innovative technologies in the production of language resources for the industry of language technologies to break through the problems related to the shortage of language data. Although industrials seem to use some techniques to speed up the creation of the required resources, currently there is no specific framework for this purpose and each industrial has to develop their own, normally more heuristic than scientific, advanced tools. Research has advanced in the field of automation and can start offering sounded techniques that only need to be tuned and deployed for becoming capable of supporting an industrial use. This will be the leitmotiv of the dissemination strategy.

Dissemination plan has to guarantee the achievement of the following objectives:

- First PANACEA, needs to attract attention of the industry community, to let them know the capacities and benefits of the proposed new technologies,
- Second PANACEA has to attract attention of the research community too. Researchers will perceive the need of more applied research in that area so that results indeed satisfy the demands of the industry.
- Third, another important point of PANACEA's dissemination activities is getting industry interested in supplying feedback from real life cases. The concrete results of PANACEA, i.e. components that will produce resources, would only demonstrate its usability if they fit the actual necessities of the industry.
- Last but not least, PANACEA needs also to reach content providers, to let them know of the importance of the raw data they can provide as a raw material for improving the tools to handle their contents.

Once defined the objectives of the dissemination plan, in the following sections we will explain the activities designed to achieve them. Basically, the activities foreseen will consist of: preparation of dissemination materials for different target audiences and presentation of these materials in appropriate contexts (web, conferences, industrial meetings, etc.).

All partners will get involved in dissemination activities and the preparation of materials, taking advantage of the presence of key partners for research but also from the industry. Specifically, the partners will be prompted to: present the project results at conferences or other events; participate to workshops in order to allow more detailed discussions on the results and take possible feedback from other experts on the PANACEA research area; prepare papers for conference proceedings or journals; and take part in the preparation of the PANACEA Web Sections, Workshops.

3. Identification of Target Groups/Audiences

In this section, we identify the target groups of our dissemination activities which are mainly the industrial and academic audiences.

3.1 Industrial Audiences

Major target audience is **Industrial Stakeholders** in the field of Machine Translation, such as the ones mentioned below. Industrial MT suppliers covering European Languages are not many as it is a very concentrated industry that needs of long periods of investment. Nevertheless new companies developing products based on Translation Memories are going to enter the market, as so are doing although to a less extend companies working with pure Statistical Machine Translation systems (see Euromatrixplus). Because of these movements, the list of industry agents will have to be updated periodically with new data from surveys and reports, like the “EAMT Directory of commercial machine translation systems and computer-aided translation support tools” edited every year by the European Association of Machine Translation¹ and also from a continuous observation of market activity and evolution. In addition to MT, other applications based on LT's are direct beneficiaries of PANACEA's results and are our secondary target audience. We also expect to attract the attention of the technological suppliers for Information Technologies based applications: information access and mining, and also for another raising area such as Human-Machine interaction.

- **MT Providers**

Alchemy	(IE)	AutomaticTrans	(ES)
ESTeam AB	(GR)	LanguageWeaver	(US)
Linguattec	(DE)	LEC	(US)
MultiCorpora	(CA)	Multiling Corporation	(US)
Lucy Software	(ES)	Prompt	(RU)
Softissimo	(FR)	STAR Servicios Lingüísticos	(ES)
Systran	(FR)	T6 Estàndard Lingüístic	(ES)
Ta with you	(ES)	Terminotix	(CA)
Tilde	(LT)	Translation Experts	(SE)
Prompsit Language Engineering	(ES)		

- **Language technology based applications developers and Suppliers of Language Technology components**

Information Technologies

Adur	(ES)	Ariadne Genomics	(US)	Artificial Ingenuity	(US)
Autonomy	(US)	Autotrad	(ES)	Bitext	(ES)
Chamblon	(CA)	ClearForest	(US)	CognIT a.s	(NO)
Connexor Oy	(FI)	Copernic	(CA)	Cyberlex	(PT)
Daedalus	(ES)	Delphes	(CA)	Diana Teknologia	(ES)
Enciclopèdia Catalana	(ES)	Euroling	(SE)	IBM Research	(US)
Inèdit	(ES)	Intellexer	(BY)	Inxight	(US)
iSOCO	(ES)	L&C	(BE)	Lexicool.com	(FR)
Lextek International	(US)	Lingsoft	(FI)	Lingway	(FR)
Living-e AG	(DE)	Logos	(IT)	Maxi Gramar	(ES)
Morphologic	(HU)	Natlanco	(BE)	Neurolingo	(GR)
NLP Group.	(GB)	Microsoft Research	(GB)	Noematics	(FR)
Open Text	(CA)	Paragon Software	(US)	Pearson Education	(US)
PetaMem	(CZ)	Proximity Technology	(US)	Q-Phrase	(AT)
SDL	(ES)	Siemens	(ES)	Signum	(EC)
Software Species	(RU)	SPSS	(US)	SRA International	(US)
Synthema	(IT)	Tagmatica	(FR)	Temis	(FR)
TextAI	(US)	Thera	(ES)	XRCE	(FR)
Language Computer Corporation (LCC)	(US)	Philips Speech Recognition Systems	(ES)	Scientific Engineering Services	(GR)

¹ www.eamt.org

Human Machine Interaction

Garmin	(ES)	Telefónica I+D	(ES)
Magellan	(FR)	LEAP (Language Enabled	
Artificial solutions	(ES)	Application Protocol?	(FR)

3.2 Academic Audiences

PANACEA wants to promote the use of advanced components that until now have been mostly been tested in research scenarios. It is important that researchers, especially young ones, perceive the field of Automatic Production of Language Resources as a promising area also for applied research and that can work with real-life cases. Such a view will certainly contribute to the emergence of better suited tools for industrial purposes, and probably to the emergence of new business models based on the provision of tools or on the provision of tuned resources.

PANACEA will address part of its dissemination actions to the **Scientific Community**, paying special attention to the researchers initiating now its career. Thus we will make specific actions for:

○ Academic LT community

The goal of PANACEA is to reach the widest HLT academic audience possible. Targeted scientific groups are those working in all aspects of Computational Linguistics and Human Language Technologies. Panacea will reach this public through its web page, the publication of articles in specialized HLT and Computational Linguistic Journals, the organization of workshops in major conferences and congresses and also through its newsletters, specially tailored according to the needs and expectations of the HLT research and academia community.

The achievements gradually achieved during the project will be shared with the research community in order to receive useful feedback from experts and researchers. In addition, tests and evaluation materials will be made accessible and available to encourage evaluation of other technologies under the same criteria.

○ PhD Students

PhD Students are a very important interest group for PANACEA. At the web page, it is foreseen that collaborative tools are addressed to promote the interest of PhD students. and especially for the exchange of ideas with researchers in the area of Acquisition of Language Resources. The Download & Testing area will be accessible, as mentioned before, and young researchers will have access to a list of open source components for them to start research building on already existing tools and services. This will promote innovation and improvement. In another area, some possible research lines as suggested by PANACEA partners will be listed and explained. The aim is to encourage and promote new dissertations in our area. We will be using already existing actions such as CLARA², a Marie Curie Initial Training Network, in which some of the PANACEA partners already participate, to support this action.

3.3 Other kind of Target groups

Data Owners and Content providers³

Content providers shall be addressed as providers and dealers of raw data which could, if used to produce resources automatically, be distributed among different LT services to improve the quality of the results, for instance of MT but not only. Contacts will be done to achieve corpora from the EuroParl Corpora, UNESCO, World Health Organization, FAO, STRAND Bilingual databases, etc. and from digital libraries.

² clara.uib.no

³ Companies that create or acquire content, including editorial and multimedia content for distribution via the Internet.

Other targets of PANACEA are:

- **Standardisation Committees**, with special attention to those related to innovation emerging from ICT. (ISO/TC37/SC4). The work done in PANACEA related to use of Data Categories and standard of formats will be communicated to Standardisation Committees.
- **General Audience**. It is important to devote resources to compile descriptions that are understandable by the non technical public. It will contribute to the understanding of the capabilities of existing Language Technologies, and specifically will help motivating a fair demand: having resources, tools and applications for all languages in Europe.

4. Information, Dissemination Plan and activities

The objectives of the dissemination plan and its strategy will be implemented by means of the following dissemination tools:

4.1 PANACEA Image and Logo

The **logo** of the project will use the idea of the Rosetta Stone⁴ which was the first aligned corpora produced and kept by humanity. The logo is shown on the cover page. The **Project logo** will be developed in different formats to allow its use in different platforms, published materials, software applications and internet navigators.



PANACEA Logo will also be present together with the **EU 7th Framework Programme**. The combination of the two logos will be present and make evident in all events participated and documents produced by the project, the commitment from all partners to the fulfilment of the project's objectives and recognition of financial support from the European Commission.



4.2 Communication Materials

In order to reach the different target audiences identified in section 3, the following communication materials will be produced.

a) Brochures, Posters and other presentation documents

Project brochures, Leaflets, Fact sheets, Posters etc. will be produced for publicising the project in general and demonstration workshops. Attention will be paid to the definition of a project corporative identity that will be communicated with the use **Presentation and document templates** for the

⁴The Rosetta Stone is a stone with writing on it in two languages (Egyptian and Greek), using three scripts (hieroglyphic, demotic and Greek) that was crucial for deciphering Egyptian hieroglyphics.

dissemination activities to be organized/participated by project partners (Conferences, Congresses, Workshops, Events, Showcases, Industry Events, etc.).

b) PANACEA Web Page

The PANACEA web page will be the main tool and representation of the goals and characteristics of the project Dissemination Plan.

A multilingual web site is being developed for the project (www.panacea-lr.eu) in order to provide public access to general information on the project (objectives, partners, scope, testing area, research collaboration, etc.). The Annex I of this document gives detailed information about the structure and contents of the web. We will give now an overview.

Horizontal Main Menu

- **Welcome to PANACEA:** Area for information on the PANACEA project (including downloadable fact sheet), also **mission, overview, objectives, WPs**, The PLATFORM (Information on project Factory, news on project evolution, figures, graphics), etc.
- **PARTNERS:** Network of organizations / partners / working groups.
- **Info for Researchers:** Specialized area for researchers including documents, mailing list, FAQ's, specifics, etc. There will also be some collaborative tools addressed to promote the participation and exchange of ideas with researchers in the area of Acquisition of Language Resources. An area for PhD students, to find subjects/areas/fields for collaborative research, especially on WP5 and WP6 (Area where partners can purpose research themes included in the overall research strategy of the project consortium).
- **Info for Professionals:** Specialized area for Professionals, Mt developers and HLT Industry. It will include documents, FAQ's, a collaborative area where professionals will be asked to forward their requirements. Special mailing lists will be compiled for keeping those interested professionals (Language Technology industrials) informed about results achieved and events to be organized.
- **Searchable Project Publication List**
- **Partners Log In** **Teambox** is the internal working area for all partners. A wiki-like environment for partners to discuss, propose and decide on WP issues.
- **Contact and links** PANACEA contact details, including links to EC-Cordis web page projects web page and other 7FP projects.
- **Language option** A part of the PANACEA web page, the one for general public, will be available in 6 different languages for enhancing communication with non expert visitors, for instance decision makers (English, Spanish, French, Italian, Greek and German).

Right Side Menu

- **NEWS** These news & press-releases will be customized for specialized media, as well as generic ones in order to increase general public's awareness of progresses in EU funded research within the field.)
- **EVENTS** List of Congresses, Conferences, Showcase, Industry presentations and other media events.
- **Download & Deliverables** An area for checking, downloading and testing some of the tolls that the project will deliver chronologically.

The project will maintain **web statistics** including number of hits and number of in-links over time. It will also allow tracking: traffic overview, total page views (per WPs, project information, news), time spent per page/site per visitor, unique/returning visitors, Where is PANACEA seen? (to allow tracking interest on the project geographically or by country), search phrases by search engine, etc. this way we will be able to monitor interest on the project not only geographically but also specifically per Work Package, News, specific releases, events, etc. This will allow partners and managing team to check achievement and scope of dissemination actions and also will help creating new actions or redefining new ones to attract attention from targeted groups.

The web site is to be used as one of the means for disseminating PANACEA. The internal structure and presentation of the web page had been developed considering that there are few target audiences of interest for the project purposes. Simplicity and Clarity are the basics to create, communicate and display the information.

As usual, the web page provides information about the project. However, one of the aims of the project is **making PANACEA's web page a reference for the area of automatic production of LR's**. Thus, it will incorporate specific sections where professionals and researchers can get information:

- **Events & Technology watch**, where information about the state-of-the-art and new contributions will be maintained for all the technologies developed in the project. Also events related with the area and specifically those where PANACEA participates will also be shown at the web page.
- **Open research topics**, for young researchers to get inspired if interested in the area of automatic production of LR's.
- A **blog** addressed to professionals. PANACEA's web page is intended to be used bi-directionally and our ambition is to be able to engage professionals in a dedicated *blog* whose objective is to compile information about needs, requirements or business models ideas among professionals. The proposed content and activity will demand web resources, all partner will be asked to contribute to the maintenance of the web and supply of these resources.
- **Test-sets, gold standards and other evaluation materials** used in the project will be made public for fostering the research and evaluation of these technologies.
- **Registry of web services deployed in PANACEA**, to foster its use in or outside the platform.
- **Searchable Project Publication List** and access to scientific papers and other project deliveries.

c) Newsletters / Mailing List

Publication of a periodic **newsletter**, leaflets and other informative materials, with special attention the release of main demonstrators and to project's end and conclusions. These press-releases will be customized for specialized media and generic ones in order to increase general public's awareness of progresses in EU funded research within the field. In addition to the list of addresses already available (ELDA will be a key supplier of information), the web page will allow users to be inscribed in the mailing list.

Subscription will be also tracked according to subscriber's belonging institution, area of expertise, about 'where did you heard about PANACEA?', area of interest, etc. Similarly, participation by subscribers in web's blog will supply good information about interest on the project.

Other factors will be also observed, such as main interests from subscribers in terms to develop a varied set of contents on each newsletter. In case cancellation of subscriptions happens, we will try to get feedback from it, which will help us improve the format, content or frequency of our newsletters.

Press-releases will be also employed to reach the general public and policy-makers.

d) Publications of scientific papers

The privileged way to reach academic people are **scientific publications** in scholarly journals and Conference proceedings explicitly targeting the field of Language Resources and Technologies.

After each integration cycle, and in order to highlight new components and new features of PANACEA, specific scientific papers will be produced and presented to conferences and journals.

All these papers will be made freely available according to Grant agreement's Article 7 in reference to the obligation to guarantee Public Access to articles and work produced by partners in EU projects. All major publishers' conditions have been identified and special actions will be taken to ensure open access and easy to find tools will be provided. The PANACEA web page will include a **searchable project publication list**, and whenever possible information about cites and references to PANACEA's papers in order to measure the impact of the dissemination efforts.

In order to attract the attention of the audience of professionals that attends such conferences, papers produced for being presented (for instance the ones that will come out with the deliveries of the different components) should be, in addition to the ones that address technical issues, also papers which report on the practical benefits in terms of reduction of costs and time in the production of LR's, and on the capabilities of the components and the factory.

The materials produced (papers and posters) will be promoted not only through the events and conferences attended by PANACEA project members but also through channels of dissemination that are being deployed from diverse programs of the EU and of the member States. Thus, PANACEA will profit of its privileged relations with FLaReNet and META-NET (META-NET (T4ME)) to publish, disseminate and attract attention to the field of Automatic LR's acquisition and production in general, and to the achievements of PANACEA in particular. And last, but not least, PANACEA is proud to count on the enormous potential of ELDA, one of the main LR's distribution agencies in the world. ELDA will provide support to dissemination activities by means of its web page, newsletter and mailings.

The list of target Publications where PANACEA intends to submit articles is:

Natural Language Engineering	by Cambridge University
Computer Speech and Language	by Elsevier Publications
Journal of Language Resources and Evaluation	by Springer Publications
Machine Translation	by Springer Publications
Computational Linguistics	by MIT Press Journals
Research on Language and Computation	by Springer Publications
Linguistic Issues in Language Technology (LiLT)	by CSLI Publications/Stanford

The publication of around 5 articles in any of above mentioned journals will be considered a full success.

The complete list of scientific materials produced during the project life period will be gathered in a book that can be issued as final scientific delivery in agreement with other publishers whenever possible. This book will show the details of this ambitious project, aiming to reflect the advances in the HLT field and serve as a reference to the future development of the Information and Communication Technologies in Europe and its contribution to the competitiveness of European industry to meet the demands of its society and economy.

e) Media /DVD/ Video

A dissemination video will be produced during the First Technical Meeting to be held in Athens 15-16 April 2010. The video will be a basic tool for promoting the platform and project concept, by reaching the targeted public through new ways, allowing us to communicate more effectively. The video will also call the attention of visitors to PANACEA's webpage or by placing the video in different MT/HLT web pages or web pages of related events.

f) Project Internal Communication

The project internal communication is to be handled in a separate cooperative work tool for WP and work group activity. The chosen internal work space is called TEAMBOX⁵. Teambox is an open source application that allows creating working spaces. Within these password-protected areas, the members of these groups will have the possibility to carry out collaborative work, to communicate and to post new forum topics and discuss particular topics in the conversation section for each topic/ work package.

Due to the activity to be carried during the six first months of the project and the importance of every partners' activity towards an analysis of the available LR's, a more accessible work space was implemented to allow visibility to all partners and interaction and synergy between the work packages. Since the experience from t1 has shown the need for a more detailed structuring and definition of tasks inside Teambox. With the scope of having a more clear and easy-to-use working space, more features will be implemented from t6 such as Tasks and schedules.

4.3 Communication Events and planned activities (to be updated periodically)

The project will participate in conferences, exhibitions and major events related to the main topics of the projects and thus to in order to allow more detailed discussions on the results and take possible feedback from other experts on the PANACEA research area.

a) Conferences, Congresses and Seminars/Symposiums

As said, the goal of the dissemination plan is to attract the attention of the professionals. From that point of view, papers and articles produced for being presented in conferences such as LREC, ACL, COLING, etc. should also report on the practical benefits based in terms of reduction of costs and time in the production of LRs, and on the capabilities of the components and the factory. For this goal, PANACEA will devote resources (WP7 & WP8) to the identification of measures and indicators of these particular benefits that the project pretends to bring about and it will pay attention that these criteria are mentioned and used in all the documentation produced, including the scientific one.

PANACEA is going to organize at least two workshops and one of these Workshops will be collocated in any of the major congresses/conferences. Within this scope, yearly schedules for workshops acceptance at major events will be monitored to submit workshop proposals in advance and plan an efficient workshop organization..

In relation to the dissemination actions through conference papers, the dissemination plan expects to make the following submissions, as shown in the following table:

⁵ <http://www.teambox.com/>

Plan of submissions to Conferences and Congresses:

Intented Submissions to the Following Events and Conferences					2010	2011	2012	2013
Delivr	Deliverable name	Deliv. month						
D3.1	Requirement analysis of the platform.	t6						
D4.1	Report describing the <u>tech-nologies and tools</u> for <u>corpus creation, normalization and annotation</u>	t6						
D5.1	Report describing the <u>technologies and tools</u> for <u>creation and alignment of parallel corpus</u>	t6						
D6.1	Report describing the <u>technologies and tools</u> for <u>Lexical Acquisition</u>	t6						
D7.1	Criteria for the <u>evaluation</u> of the resources, technological components and its integration in PANACEA	t6						
D8.1	Analysis of industrial user requirements	t6						
D4.2	Initial functional prototype and documentation* describing the initial CAA sub-system and its components.	t13						
D4.3	Monolingual corpus acquired, English, Spanish, Italian, French and Greek	t13						
D2.6.1	Scientific papers and dissemination materials	t13						
D5.2	Aligners integrated into the platform & Documentation*	t13						
D3.2	First version (v1) of the integrated platform and documentation*	t14						
D7.2	First evaluation report	t14						
D2.3	User's Workshop, scientific papers and dissemination material	t22						
D3.3	Second version (v2) of the integrated platform and documentation*	t22						
D4.4	Prototype of the CAA sub-system and its components for normalization and documentation*	t22						
D5.3	Parallel, sentimentally aligned texts, cleaned and prepared for training-building translational models.	t22						
D7.3	Second evaluation report	t22						
D2.4	PANACEA's platform, components and LR's licensing policy and exploitation plan	t30						
D3.4	Third version (v3) of the integrated platform and documentation*	t30						
D4.5	Final CAA subsystem with PoS tagging components and documentation*	t30						
D5.4	Final Bilingual Dictionary Extractor components and documentation*	t30						
D5.5	Bilingual dictionaries prodUCAMed English-French and English-Greek	t30						
D5.6	Transfer grammar prodUCAMer's components	t30						
D5.7	Transfer grammars for RMT German-English	t30						
D6.2	Final version of Lexical Acquisition Components and documentation*	t30						
D6.3	Monolingual Lexicon for Spanish, Italian and Greek of 100.000 words for a particular domain	t30						
D6.4	Merging repository	t30						
D6.5	Merged dictionary	t30						
D7.4	Third evaluation report	t30						
D2.5	Catalogue of LR's prodUCA-Med under the project	t36						
D2.6.2	Scientific papers, dissemination materials and scientific workshop	t36						
D8.2	Report on the Evaluation of PANACEA production chains	t36						
D8.3	Report on the Evaluation of PANACEA in an industrial environment	t36						

The high academic level of PANACEA's partners makes us optimistic about the number of submitted papers accepted in these high-level conferences, where only ratios between 50 to 14% of presented papers (depending on the conference) are accepted. Thus, it is foreseen that all produced scientific papers, the ones that are outcomes of the different deliveries, are submitted to conferences. We expect a ratio of more than 50% of papers submitted to be accepted to show PANACEA's success.

PANACEA is going to participate in other initiatives, such as the **EC Project Village** during LREC's 7th edition, on May 17-23, 2010 at the MCC in Valletta, Malta. With an expected participation of 900 attendees, the EC Projects Village will grant visibility to project, and also giving the opportunity to interact with conference participants. Similar participation is expected also in future LREC's.

PANACEA also identifies professional conferences, such as **LangTech or TAUS User Conference**, to propose presentations or posters that help raising awareness about the possible solutions to the problem of shortage of LRs in the development of applications that embed Language Technologies at all levels: tuning to a new domain, covering a new language, improving systems by using more information, etc. To that end, PANACEA will write specific dissemination materials, using motivating phrases such as:

- *Your applications are compromised by a shortage of LR's. How long does it take for your company to add a new language?*
- *How much your applications will improve if you could count on a continuous, automatic supply of good quality Language Resources?*

b) Project's Workshop at Congresses

PANACEA's DoW foresees the organization of at least two **workshops** to show the viability of the results and its potential economic advantages. One of the workshops will be devoted to Technology Transfer; another one will have a scientific focus (D2.3 before t22, D2.6.2 before t36).

PANACEA' first WORKSHOP participation will take place during the celebration of LREC Language Resources and Evaluation Conference 2010 in Malta under the title of "*Methods for the automatic acquisition of Language Resources and their evaluation methods*" as part of the activities of FLARENET WG6 and in collaboration with other EU projects: TTC and ACCURAT.

The Workshop will take place on Sunday May 23rd 2010, and is hoping to gather HLT Researchers, MT Developers and Industrial related companies. A **Call for Papers** has been already widely disseminated through the HLT Academic and Scientific community, with two main objectives.

- First, to start the compilation of information about current initiatives and available and proved applications for the automatic acquisition of Language Resources and,
- Second, to start the creation of common materials for the evaluation and comparison of the results of these methods and techniques.

c) Technology Transfer Day to HLT experts and industry and other events

Participation in **EU Commission** or other **FP7 projects events** is also crucial in order to place PANACEA's aims and achievements in the international research picture and, thus, make the community aware of its achievements and approaches. In addition to information days, we have planned to participate in events organized by related projects such as FLARENET (Fostering Language Resources Network), and META-NET (T4ME) Network.

An instance of such participation is the project presentation during the **Technology Language Days** organized by the EC in Luxembourg on March 22-23 of 2010. Panacea will have especial presentation together with other research project, inside **Session 7: Presentation of newly started Language Resources projects**.

- d) **Links and exploitation of liaison with other EU Projects and the Commission:** Co-Location of meetings and workshops with other projects (liaison meetings). This also will include a web cross-linking activity, by taking maximum advantage of collaboration between projects.

5 Dissemination Schedule

The dissemination plan, to be delivered in t3 and that will be updated and documented with analytic information, will be made along the different milestones of the project, so that big effort in visualization of PANACEA coincides with the delivery of results in order to show results. Thus the planning should be organized around the following dates and Milestones.

- **M2 - t14 – February 2011.** Because deadlines for paper submission in ACL family conferences, LREC and COLING are between December and March, M2 results, i.e. corpus related tools integrated in the first version of the platform, should be prepared as scientific papers before the real delivery.
- **M3 – t22 – October 2011.** Because of current workshop proposal protocols in major conferences have been unified, there is a unique call for proposals around October that has to be prepared having in mind that results to be shown will be those of M4, almost the final version. M3 being around this dates will allow to submit a proposal in addition to the possible scientific papers that will enter the call for papers periods of EACL2012, NAACL2012, ACL2012 and others as shown in the table X. Besides, a specific Transfer technology workshop for industrial users should be organized by these dates.
- **M4 – t30 – June 2012.** Shall the proposed workshop proposed in October (or nearly if the same schedule and practices are maintained) be approved, a scientific workshop in a main conference will be organized around the results and future perspectives of the project. In case it is not accepted, then a specific event will be organized to present the results of PANACEA. Anycase, the same policy as before of submitting the results as scientific papers will be also implemented, as shown in table X.

A Dissemination Material matrix has been developed to identify dissemination opportunities from every single WP delivery. The matrix will be used to identify chronologically, dissemination opportunities and actions for every deliverable, project milestone, prototype release, industry events or any other communication proposal that arises from the day-to-day project evolution and its relation with EC, other research projects and MT developers.

This matrix will help generating the following material:

Journal Publication	Conference Papers	Organization of Workshops	PhD research Opportunities	INDUSTRY Event Showcase	NEWS on Webpage		Press Release General MEDIA
					Short	Long	

The matrix will monitor a total of 35 deliverables out of 8 Work Packages including all different stages; from definition of the platform to the initial and final development of components, to its final industrial evaluation. Partners can contribute to identify/propose dissemination material by accessing the matrix through this link:

Also all technical developments in the project include actions to calculate a quantification of the value and impact of the methods, and specific actions of dissemination of such findings among the identified target audiences. In addition to the different material resulting from the deliverables matrix, there are few other actions to be developed according to the foreseen work program impacts to be generated by the project.

6 Project Evaluation and Final Reporting

The complete monitoring of all dissemination activities for every WP will help tracking project's evolution and also knowing the strong points of the project that should be shared and communicated. The project will succeed if dissemination activities carried by the consortium generate interest from HLT industry, stakeholders and policy makers. The project will not only be evaluated internally in terms of reduction of required resources (time and cost), but it will also be evaluated from the industry and General Public' point of view, specially on the usefulness of the platform and what it can offer to the future multilingual Europe and coming networks of excellence.

A final reporting will include all the work carried and result obtained. Including technical documentation, results from tests and assessments and prospects for future developments and exploitation plans, (as well as web maintenance, Industry Relations-Forum, Technology Watch, etc.). The possibility of compiling all results in a book, will also be part of the final reporting strategy.

Appendix. - PANACEA Web site map

- **PANACEA Home Page**

- **Main Menu** - Welcome, Partners, Info for Researchers, for Professionals, Partners Log In, Contact
- **Project and 7FP Logo**
- **Specific Area Highlights**
- **News**
- **Events**
- **Downloads & Deliverables**
- **Latest Blog Entries**
- **Searchable Project Publication List**

Horizontal Main Menu

- **Welcome to PANACEA**
 - Project definition**
 - Objectives**
 - The PLATFORM**, information on project's Factory, project evolution, figures, graphics, etc
 - Work Packages**
 - *WP1-Coordination*
 - *WP2-Dissemination and Exploitation*
 - *WP3-The Platform*
 - *WP4-Corpus Acquisition and annotation*
 - *WP5-Parallel corpus and derivatives*
 - *WP6-Lexical Acquisition*
 - *WP7-Evaluation of integration and resources*
 - *WP8-Evaluation in industrial environment*
 - Project Media** (Brochure, Factsheet, Video, etc)
- **PARTNERS**
 - Network of organizations / partners / working groups
- **Info for Researchers**
 - Research documents
 - Subscribe to mailing list
 - Collaborative Area & Tools
 - PhD Opportunities
 - FAQ's
- **Info for Professionals:**
 - Specialized area for Professionals, Mt developers and HLT Industry
 - Collaborative Area (Industry HLT Forum, link to Blog, etc)
 - Subscribe to Special mailing lists
 - FAQ's
- **Searchable Project Publication List**
 - Publications
 - Book Chapters
 - Papers
 - Press releases
 - TV, Radio & Media
- **Partners Log In**
- **Contact and links**

Right Side Menu

- **NEWS**
 - Project news
 - EC news
 - HLT News
- **EVENTS**
 - Project events (Kick-Off Meeting, Technical meeting, Board meeting, etc)
 - Congresses and Conferences
 - EC events

Project Showcase
Industry presentations
Other events

- **Download & Deliverables**
 - Test & Downloads (Tools and components)
 - Platform versions (v1, v2 and v3)
 - Deliverables (35 in total)