



Deliverable D8.2

Dissemination Activities Overview for Year 1



Convertus AB



KOÇ UNIVERSITY





DELIVERABLE

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Dissemination Activities Overview for Year 1

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P	Public	
C	Confidential, only for members of the consortium and the Commission Services	x

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REVISION HISTORY AND STATEMENT OF ORIGINALITY

Revision History

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1	02/02/2012	Heidi Depraetere	CL	Version 1
2	13/02/2012	Luc Meertens	CL	Proofread
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Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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Introduction

As outlined in Deliverable 8.1 Dissemination Plan, the ultimate goal of the dissemination activities of the Bologna project is to promote the Bologna Translation Service (BTS) to a range of potential users including universities and Higher Education Institutions (HEIs), commercial prospects, students, and the research community.

In order to achieve project promotion, a number of sub-goals have been set including:

1. Build up awareness for BTS
2. Demonstrate the technological capabilities of BTS
3. Engage users into a Bologna community and user group
4. Establish BTS as de facto standard for translating course and study programme descriptions

This deliverable describes the activities carried out during the course of the first year of the project. The first year targets set in the Dissemination Plan have been met in full. Bologna was represented at one MT and two educational international conferences. Additionally, consortium members delivered presentations at events organised at national level. Besides having a booth and/or attending/delivering presentations, consortium members have attended a number of international conferences at which they have represented the project through informal networking.

Project Website

The website (<http://www.bologna-translation.eu>) is the main dissemination channel for the BTS project. It focuses on providing general project information but more importantly it tries to establish interaction with the Bologna User Group.

The website includes a “Download” section, making project deliverables, presentations, press releases, publications, and all other collaterals available to anybody showing an interest in the project.

The “News” section announces events and mentions the type of participation for each activity. Brief summaries of events attended are also published.

Once we open up the BTS prototype, User Group members will be asked for feedback and citations will be published in order to attract more potential users.

Conference Participation

Active participation at conferences will increase the public awareness of the Bologna project and will also enable the Bologna consortium to demonstrate immediate results as well as informing and educating the potential users of BTS.

As part of the Dissemination plan we targeted for the first year of the project participation in at least:

- One machine translation conference per year with a paper or a workshop
- Two education conferences per year with a stand, paper, workshop or presentation

The table below gives an overview of the events attended during the course of the first year of the project.

Machine Translation Conferences	Date and Location	Activity
EAMT	May 30—31, 2011, Leuven, Belgium	Presentation + poster
Localization World	June 15—16, 2011, Barcelona, Spain	CL attending
META-NET, META-FORUM	June 27—28, 2011, Budapest, Hungary	Booth +poster
Translating & The Computer	November 18—19, 2011, London, UK	CL attending
Taal in Bedrijf	November 29, 2011, Rotterdam, Holland	Presentation

Conferences with Educational Focus	Date and Location	Activity
EAIE (European Association of International Education) Conference	September 13—16, 2011, Copenhagen, Denmark	CL attending Booth
INTED 2012	March 5—7, 2012, Valencia, Spain	CL Paper + presentation

Social Media

Wikipedia entries in different languages have been created and should contribute to raising the awareness of BTS.

Once we can demonstrate a stable prototype we will activate social media channels including a Bologna LinkedIn group and Twitter account. We will further contribute to HEI networks at a national level.

Press Releases & Publications

To a lesser extent, the use of press releases and feature articles in publications supports the project's dissemination efforts. This includes press releases issued in English at the start of the project and local language versions with publications in newspapers Gara, Noticias de Gipuzkoa and CIC Tourgune in the Basque Country, and in Daily Milliyet in Turkey, and press coverage in Taalsector and Belga in Belgium.

Information on the project was also posted on Langune's web site. Langune is an association of Basque Country companies belonging to the Language Industry sector. The association was set up in 2010 and brings together over 30 companies in the field of translation, content, teaching and language technologies.

Ibon Aizpurua from Eleka was also invited by local radio station Euskadi Irratia to talk about the Bologna project.

Collaterals

The project's collaterals for the first 12 months of the project include:

- a project factsheet and a poster, which were produced early in the project;
- a project leaflet, which was produced in September 2011 for distribution at our booth at EAIE, Copenhagen; and
- business cards for the project coordinator, which are given to new contacts made at events.

The project leaflet has been distributed to all Spanish and Portuguese universities in online form. We plan to do this for the other languages in the project too.

For exhibitions, posters highlighting the key components, language directions and benefits are displayed.

Finally, a standard presentation template is used at events to present a common visual identity and to clearly brand presentations as forming part of the Bologna project.

Evaluation Criteria

Both qualitative and quantitative indicators were set for the measurement of the activities as part of the Bologna Dissemination Plan. The tables below detail the results for all dissemination activities carried out in the course of the first year of the project.

Qualitative indicators	☑/☒	Description
Adherence to dissemination plan	☑	Guidelines have been followed
Announce activities on website	☑	All activities have been announced on the news section of the website
Activity report /feedback	☑	Activity and feedback reports have been created when applicable, see Appendix 1

Quantitative indicators	☑/☒	Description
Bi-monthly website update	☑	Regular content and news updates have been carried out
2 workshops/presentations	☑	<ul style="list-style-type: none"> • EAMT 2011, Leuven, Belgium, May 2011 <ul style="list-style-type: none"> ○ user track: oral presentation, Joeri Van de Walle, CL ○ poster presentation, Arda Tezcan, CL • INTED 2012, Valencia, Spain, March 2012 <ul style="list-style-type: none"> ○ oral presentation at Education, Globalization and Development session
2 sets of flyers	☑	BTS fact sheet, March 2011 BTS flyer, September 2011
2 sets of posters	☑	BTS poster EAMT, May 2011 BTS poster EAIE, September 2011
2 press releases	☑	De Taalsector (Dutch) Belga (Dutch) Gara (Spanish) Noticias de Gipuzkoa (Spanish) Belga (Dutch) Gara (Spanish) Noticias de Gipuzkoa (Spanish) Milliyet (Turkey)
2 paper submissions	☑	<ul style="list-style-type: none"> • EAMT 2011: Bologna Translation Service: Online translation of course syllabi and study programmes in English • INTED 2012: Bologna Translation Service: An Enabler For International Profiling And Student Mobility

Future Activities

Conference and workshop attendance will remain key for Bologna's dissemination activities. Consortium members have already confirmed attendance at a number of upcoming events. These include LREC, which will be held in Istanbul, Turkey in May 2012; EAMT, which will take place in Italy in May 2012; and the 24th Annual EAIE Conference, which will be hosted in Dublin, Ireland in September 2012.

We are in the process of exploring opportunities to participate at events organised by ESMU (European Centre for Strategic Management of Universities) during the course of 2012.

As the BTS MT components become more developed and there are concrete results to demonstrate, there will be a greater need to focus on educational events. Additional feedback from users will be required and attending major events in the educational field will help expand the user group. Dissemination activities may shift to more hands-on demonstrations at exhibition booths, organisation of workshops for user group members at local level and activation of social media outlets.

The consortium members will continue targeting important educational events in order to build on the awareness, interest and engagement that has been generated in the project to date.

APPENDIX 1: Reports on Dissemination Events

Event	EAMT Conference (European Association for Machine Translation)
Date/Location	May 2011 – Leuven, Belgium
Description	EAMT is an annual event and is the largest event dedicated to MT in Europe.
Attendees	Andy Way, ALS Arda Tezcan, CL Heidi Depraetere, CL Joachim Van Den Bogaert, CL Joeri Van de Walle, CL Luc Meertens, CL
Activity	Oral presentation Poster presentation
Results	A Bologna paper was accepted for publication at the conference and was presented by Joeri Van de Walle during the user track. A poster presentation was accepted for display at the poster showcase session.
Feedback	Apart from the Bologna paper and post presentation giving visibility to the project at an early stage, it was also an opportunity for the Bologna team members to engage with other EU-funded projects. Networking with other attendees proved to be very effective, in fact, Fred Hollowood, the key note speaker of the conference, now serves on the Bologna advisory board.

Event	META-FORUM 2011
Date/Location	June 2011 – Budapest, Hungary
Description	The META-FORUM was an event organised by the EU Supported META-NET project aimed at building a more tight-knit European community around language technologies.
Attendees	Heidi Depraetere, CL Luc Meertens, CL
Activity	Poster
Results	Poster enabled BTS - just 3 months after project start - to get the project established as a EU funded project
Feedback	The focus of this activity for BTS was to engage with other EU-funded projects.

Event	LOCALIZATION WORLD 2011
Date/Location	June 2011 – Barcelona, Spain
Description	Localization World Conference is a key event in the language industry. Sessions and exhibits are geared towards professionals seeking to learn about new tools, methods and business practices in the areas of localization and internationalization.
Attendees	Nathalie De Sutter, CL Luc Meertens, CL
Activity	Attendance
Results	BTS flyers were distributed along with networking during the conference.
Feedback	As this event attracts mainly business people from the language industry, BTS took advantage of being mentioned whilst networking and making the language industry aware of this EU-funded project.

Event	EAIE Conference (European Association for International Education)
Date/Location	September 2011 – Copenhagen, Denmark
Description	The European Association for International Education (EAIE) annually hosts the largest international higher education conference in Europe. More than 4200 international higher education professionals from 87 countries met in Copenhagen to exchange ideas and discover new trends and best practices.
Attendees	Heidi Depraetere, CL Annelies Dereu, CL Luc Meertens, CL
Activity	Stand at EAIE exhibition
Results	First public demonstration of BTS at an educational event
Feedback	Having the opportunity to attend many interesting conference sessions as well as having a booth at a busy and truly international exhibition we believe it was a very significant step towards getting public attention in our primary target market. The immediate results of our presence were 19 new User Group members who signed up when visiting our stand at the exhibition. Contacts were made with 150 HEIs. After follow-up another 10 new User Group members joined. In summary EAIE has proven to be a very significant forum at which the project was promoted and notified by its prospective users.

Event	Taal in Bedrijf
Date/Location	November 2011 – Rotterdam, Holland
Description	Taal in Bedrijf is a Flemish-Dutch event focussing on practical applications of language and speech technology for the Dutch language.
Attendees	Nathalie De Sutter, CL Luc Meertens, CL
Activity	Oral presentation
Results	BTS was presented during the track focussing on use of data discovery and use of parallel corpora
Feedback	The event has attracted participants with different profiles including researchers, companies and practitioners from Belgium and Holland. This created an opportunity for BTS to announce the Bologna project locally focussing on the Dutch into English language direction.

Event	Translating and the Computer
Date/Location	November 2011 – London, UK
Description	This conference is a meeting point for translators, researchers and students in the translation and localization field.
Attendees	Heidi Depraetere, CL
Activity	Networking
Results	BTS flyers were distributed amongst conference participants
Feedback	BTS took advantage of being mentioned during the conference networking sessions

APPENDIX 2: Conference Photographs of BTS Consortium Members



Joeri Van de Walle (CL) presenting the Bologna paper entitled “Bologna Translation Service, Online translation of course syllabi and study programmes in English” at EAMT 2011, Leuven, Belgium.



Bologna members Andy Way (ALS), Arda Tezcan (CL), Heidi Depraetere (CL), Joeri Van de Walle (CL), and Joachim Van den Bogaert (CL) enjoying the EAMT 2011 conference reception



Bologna members Luc Meertens (CL) and Heidi Depraetere (CL) at the BTS stand at EAIE 2011, Copenhagen, Denmark.



Dr. Fernando J. Barrio from Universidad Nacional Rio Negro, Argentina. Dr. Barrio joined the BTS User Group at our stand at the EAIE conference in Copenhagen.