

DELIVERABLE

Project Acronym: PLuTO
Grant Agreement number: 250416
Project Title: Patent Language Translations Online

D8.2 Dissemination Activities (booth or workshop) at least 1 MT conference, 1 IR conference and 1 IP event

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Dissemination Level		
P	Public	
C	Confidential, only for members of the consortium and the Commission Services	<input checked="" type="checkbox"/>

REVISION HISTORY AND STATEMENT OF ORIGINALITY

Revision History

Revision	Date	Author	Organisation	Description
1	21/09/2011	L Grehan	DCU	Document creation and content addition
2	11/10/2011	L Grehan	DCU	Updated information on events and added pictures
3	12/10/2011	J Tinsley	DCU	Copy-editing and formatting
4	13/10/2011	L Grehan	DCU	Copy editing

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This deliverable contains original unpublished work except where clearly indicated otherwise.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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Executive Summary

As outlined in Deliverable 8.1 Dissemination Plan, the ultimate goal of the dissemination activities of the PLuTO project is to promote the project to a range of stakeholders, namely the general public, professional patent searchers, commercial prospects, and the scientific community.

In order to meet the ultimate goal of project promotion, a number of sub-goals must be achieved. These include:

- Build up awareness for PLuTO
- Demonstrate the technological capabilities of the PLuTO system
- Foster cross-disciplinary knowledge transfer between MT, IR and IP communities
- Engage end-users into a PLuTO community
- Educate users as to the usability of the PLuTO web services
- Establish the PLuTO system as de facto standard for online automatic patent translation.

Meeting with stakeholders face-to-face at international events provides an unparalleled opportunity to present the goals, activities, achievements and future plans of the PLuTO project. As such, Deliverable 8.2 is a key element in meeting the Work Package's above goals:

D8.2	Dissemination activities (booth or workshop) at least 1 MT conference, 1 IR conference and 1 IP event.	<input checked="" type="checkbox"/>
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Table 1. Deliverable 8.2, due in M18

Responsibility for this deliverable rests with Dublin City University (DCU).

The requirements of Deliverable 8.2 have been met and, in fact, surpassed. PLuTO has been represented by consortium members at five MT, three IR and five IP conferences across Europe and North America. In addition to having a booth and/or attending/delivering workshops, consortium members have attended numerous international conferences at which they have represented the project through informal networking and scheduled meetings with stakeholders. Finally, PLuTO members have attended a number of other conferences and events over the course of the project in their non-PLuTO roles and have used these opportunities to spread information on the project.

It is important to note that, due to the removal of search as a research priority for the PLuTO project, IR conferences have not been targeted since July 2010. Instead, efforts since that date have concentrated on attending conferences in the MT and IP domains.

1. Work Progress and Achievements

PLuTO has been represented by consortium members at a total of 16 events since the start the project. These conferences are summarised in Table 2 below.

Category	Target	Actual	Countries
Machine Translation (MT) Conferences	1	5	Belgium, China, France, Israel, USA
Information Retrieval (IR) Conferences	1	3	Austria (2), Canada
Intellectual Property (IP) Conferences	1	5	Austria, Belgium, Netherlands, Switzerland, USA
Other events (e.g. Language Technology, networking)	N.A.	4	Ireland (2), Belgium, Hungary

Table 2. Summary of number and location of events attended up to and including M18

1.1. Machine Translation Events

In the area of Machine Translation (MT), PLuTO has been represented at five events to date, as summarised below. Further details of these events, including a selection of photos, are provided in the Appendix.

Event	Date	Venue	Attendance Type
EAMT Conference (European Association for MT) 2010	May 2010	St. Raphael, France	Short presentation and poster presentation during FP7 showcase
AMTA Conference (American MT Association)	October 2010	Denver, USA	A PLuTO paper entitled " <i>PLuTO: MT for Online Patent Translation</i> " was accepted for publication at the conference
Workshop on Machine Translation and Morphologically-rich Languages	January 2011	Haifa, Israel	Paper entitled " <i>Rich morpho-syntactical descriptors for factored machine translation with highly inflected languages as target</i> ", which contains technology and processes exploited during development of MT engine for PLuTO, was presented
EAMT Conference (European Association for MT) 2011	May 2011	Leuven, Belgium	A scientific paper entitled " <i>Experiments on Domain Adaptation for Patent Machine Translation in the PLuTO project</i> " was presented at this event, as well as a poster at

			the FP7 village
MT Summit 2011	September 2011	Xiamen, China	John Tinsley (DCU) served on programme committee for Patent Translation Workshop, which was attended by Páraic Sheridan (DCU)

Table 3. Summary of Machine Translation (MT) Conferences attended

1.2. Information Retrieval Events

In the area of Information Retrieval (IR), PLuTO has been represented at three events to date, as summarised below. Further details of these events are provided in the Appendix.

Event	Date	Venue	Attendance Type
IRF Symposium	June 2010	Vienna, Austria	PLuTO presented in exhibition hall
SIGIR Conference (ACM Special Interest Group in IR)	July 2010	Vienna, Austria	PLuTO was exhibited as a poster at the IRF's booth in the exhibition hall, and was mentioned in symposium programme and IRF Scientific Conference programme
Patent Information Retrieval Workshop @ CIKM	October 2010	Toronto, Canada	A PLuTO poster was displayed throughout an IRF-run workshop on Patent IR

Table 4. Summary of Information Retrieval (IR) Conferences attended

1.3. Intellectual Property Events

In the area of Intellectual Property (IP), PLuTO has been represented at five events to date, as summarised below. Further details of these events are provided in the Appendix.

Event	Date	Venue	Attendance Type
International Conference on Intelligent Computing (ICIC)	October 2010	Vienna, Austria	IRF was an exhibitor at this event and PLuTO materials were on display and distributed along with IRF communication. Additionally, PLuTO was introduced to the audience during a plenary presentation by the IRF

Pan-European IP Summit	December 2010	Brussels, Belgium	Meetings scheduled with a number of interested parties, including EPO
WON AGM	April 2011	Utrecht, The Netherlands	PLuTO presented at AGM by Cross Language and IRF. Evaluation survey (Deliverable 7.1) created and presented at AGM
PIUG 2011 Annual Conference	May 2011	Cincinnati, USA	PLuTO was presented by WON members during a plenary session at this annual gathering of IP professionals
WIPO Symposium of Intellectual Property Authorities	September 2011	Geneva, Switzerland	PLuTO was invited to speak on a panel at this prestigious event on the use of language technology in the IP industry

Table 5. Summary of Intellectual Property (IP) Conferences attended

1.4. Other Events

Aside from events directly related to the technical aspects of the project, PLuTO was represented at a number of other events for the purposes of networking, promotion of the project, and interaction with other FP7 projects.

Event	Date	Venue	Attendance Type
LRC Conference (Localisation Research Centre)	September 2010	Limerick, Ireland	John Tinsley (DCU) presented the PLuTO project to attendees during awards presentation
META-FORUM 2010	November 2010	Brussels, Belgium	Informal engagement by consortium members with other EU-funded projects
CNGL/Microsoft Localisation Innovation Showcase	November 2010	Dublin, Ireland	A PLuTO poster was displayed in the exhibition area of this event
META-FORUM 2011	June 2011	Budapest, Hungary	PLuTO booth located in exhibition area

Table 6. Summary of other events attended

1.5. Related Dissemination Activities

In addition to having a presence at the above mentioned conferences, many of PLuTO's other dissemination activities enhance its participation and reinforce the impact of attending the events. These activities include:

1.5.1. Project Website

The PLuTO project website (<http://www.pluto-patenttranslation.eu/>) features an 'Upcoming Events' section, through which visitors to the site can find out about future events at which PLuTO consortium members will be in attendance and the nature of the project's participation in the event. Post-event, the website enables contacts generated to sign up for project updates, to view concrete examples of project benefits, and to access mockups of system prototypes. The 'Past Events' section enables visitors to view a brief summary of events attended, which highlights the project's international reach and impact.

1.5.2. Social Media

Pre- or post-event, stakeholders can find out about project goals and activities through the project's Wikipedia entry. Upcoming event notifications are posted to the PLuTO Facebook page and consortium members also tweet about upcoming events using the PLuTO hashtag #PLUTO-EU.

1.5.3. Communications Materials

Whatever the event, PLuTO consortium members take every opportunity to display and/or disseminate communications materials to participants and attendees. The project's communications materials include a project factsheet, which was produced early in the project; a more comprehensive 6-page brochure, which was produced in May 2011; and business cards for project coordinators, which are given to new contacts made at events. For exhibitions, PLuTO's pull-up banner is displayed. This banner is a strong visual cue to mark the project's presence at events, and the design reflects that of all other elements of its marketing collateral. 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 PLuTO project.

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 German and English at the commencement of the project and an interview by John Tinsley (DCU) in the German Science Magazine 'duz' in July 2011.



1 The PLuTO banner on display at the META-FORUM 2011

2. Use of Resources¹

For work package 8, dissemination, exactly 5 person months have been expended to cover the activities described within this report. However, this does not precisely reflect the efforts made on dissemination as a number of activities may have been accounted for in the work packages on management and exploitation (WPs 1 and 9 respectively). Thus, the person months reported for WP8 should be read as “at least” that many spent on dissemination activities.

In terms of direct costs related to dissemination e.g. travel, registration costs, etc., the consortium as a whole has spent just under €25,000. We have been particularly financially prudent and fortunate to be able to exploit alternative sources of funding in order to reduce the burden on the project budget. For instance, costs related to the WIPO Symposium in Geneva were covered by WIPO, while Andy Way (DCU) was typically funded through his role in the university when attending MT events. We hope to continue to exploit such sources going forward in the project. It should be noted that portions of the expended budget also went on “internal” travel to project meetings.

3. Deviation from Project Plans

The decision to remove patent search functionality from the PLuTO project had clear implications for the type of events at which the project would be presented. It was no longer necessary to target information retrieval conferences and workshops. Instead, since July 2010 the consortium members have directed their efforts towards attending more machine translation and intellectual property events.

4. Future Priorities

Conference and workshop attendance will remain a central element of PLuTO’s dissemination activities. Indeed, consortium members have already confirmed attendance at a number of upcoming events. These include the IPWare Summit, which will be held in San Remo, Italy in October 2011; the EPO Patent Information Conference, which will take place in Kilkenny, Ireland in October 2011; and the CNGL Localisation Innovation Showcase, which will be hosted in Dublin, Ireland in November 2011.

As the PLuTO MT technology becomes more developed, there will be a greater need to focus on IP events. Additional feedback from users will be required and attending major events in the IP field will aid the establishment of user groups. It is also anticipated that, as the project progresses and there is a concrete offering/project to demonstrate, dissemination activities will shift from event attendance to more hands-on demonstrations at exhibition booths and delivery of workshops.

A future deliverable of the Dissemination Work Package D8.3 specifies that PLuTO should have a booth or workshop at least 3 MT conferences and 3 IP events. DCU will be responsible for this deliverable, which is due by M36. DCU consortium members are committed to not simply meeting this deliverable; they will continue to target many important events on the IP and MT professional’s calendar in order to build on the awareness, interest and engagement that has been generated in the project to date.

¹ The figures in this section relate to those published for the Annual Report in year one. Figures for months 12–18 are not available at this time but will be reported in full at month 24.

Appendix

Machine Translation (MT) Conferences attended:

Event	EAMT Conference (European Association for MT)
Date/Loc	May 2010 – St. Raphael, France
Description	EAMT is an annual event and is the largest event dedicated to MT in Europe.
Funded Attendees	John Tinsley (DCU - part project funded)
Justification	EAMT 2010 held a special FP7 showcase plenary session to highlight those projects exploiting MT technologies. PLuTO was introduced during a short oral presentation and then during a poster presentation by John. Andy Way (DCU) and Heidi Depraetere (CL) were also in attendance. There was much interaction with attendees and, in fact, one of the interested parties, Viggo Hansen, the local host of the conference, now serves on the PLuTO advisory board.

Event	AMTA Conference (American MT Association)
Date/Loc	October 2010 – Denver, USA
Description	AMTA is the largest conference worldwide dedicated to MT. It is hosted biennially in North America and features one of the most active user tracks in addition to research presentations.
Funded Attendees	John Tinsley (DCU - part project funded)
Justification	A PLuTO paper entitled “ <i>PLuTO: MT for Online Patent Translation</i> ” was accepted for publication at the conference and was presented by John during the user track. The user track is attended by parties not only from the Americas, but worldwide. It is a very significant forum at which to present and promote the initial fruits of the project, particularly the work with the EPO, and increase the visibility of the work being undertaken. Andy Way (DCU) was also in attendance.

Event	Workshop on Machine Translation and Morphologically-rich Languages
Date/Loc	January 2011 – Haifa, Israel
Description	This is a research oriented event around a particular issue facing MT that will ultimately be faced during the course of the PLuTO project.
Funded Attendees	Alexandru Ceasu (DCU)

Justification	Alexandru attended this event to present a paper entitled <i>“Rich morpho-syntactical descriptors for factored machine translation with highly inflected languages as target”</i> . This was a paper completed by Alex, in conjunction with Andy Way, upon his appointment in DCU. It contains a number of techniques and processes that Alex will exploit during the course of his development of the MT engines for PLuTO, which is the focus of WP5 and one of the core tasks in the project as a whole.
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Event	EAMT 2011
Date/Loc	May 2011 – Leuven, Belgium
Description	The 15th Annual Conference of the European Association for Machine Translation (EAMT) is the largest event dedicated to MT in Europe.
Funded Attendees	John Tinsley, Alexandru Ceausu, Páraic Sheridan (DCU)
Justification	Alexandru presented a scientific paper during the user session of the conference, while John presented the project during an FP7 showcase and poster session. PLuTO partners Heidi Depraetere and Joeri Van de Walle from Cross Language, as well as advisory board members Viggo Hansen and Fred Hollowood were also in attendance. Andy Way, ex-PLuTO, was also in attendance

Event	MT Summit 2011 : Machine Translation Summit XIII
Date/Loc	September 2011 – Xiamen, China
Description	MT Summit brings together scientists, developers and users of machine translation and other tools for multilingual processing.
Funded Attendees	Páraic Sheridan (DCU) attended at no cost to the project
Justification	Páraic Sheridan attended the Patent Translation workshop following the conference and held a meeting with representatives from the University of Hong Kong with a view to acquiring a large parallel corpus of English—Chinese patent data. John Tinsley served on the Programme Committee for same. Representatives from the EPO, WIPO (including Bruno Pouliquen, a year one reviewer for PLuTO) and other national patent offices in Asia were also in attendance.

Information Retrieval (IR) Conferences attended:

Event	Patent Information Retrieval Workshop @ CIKM
Date/Loc	October 2010 – Toronto, Canada
Description	The Conference on Information and Knowledge Management (CIKM) is a large ACM supported R&D conference in the area of IR.
Funded Attendees	Mihai Lupu, Linda Andresson (IRF)
Justification	The IRF ran a workshop on Patent IR at this conference, which was organised by Mihai and Linda. With patent IR being a central challenge of WP2, a PLuTO poster was displayed throughout the workshop. Additionally, the Chief IP strategist of the US Patent Office was a keynote speaker at the workshop, which afforded PLuTO members the opportunity to discuss plans with north American representatives and compare strategies with the EPO, with whom we were already in contact.

Event	IRF Symposium
Date/Loc	June 2010 – Vienna, Austria
Description	Annual symposium on Information Retrieval hosted by PLuTO partner, the IRF.
Funded Attendees	IRF members attended at no cost to the project
Justification	PLuTO was presented in the Exhibition hall of the IRF Symposium. A description text and logo were placed on a backlit column of about 3m height where the IRF presented the project. PLuTO was also mentioned in the programme of the symposium and of the IRF Scientific Conference.

Event	SIGIR Conference (Special Interest Group in IR)
Date/Loc	July 2010 – Vienna, Austria
Description	SIGIR is the main conference in the world for Information Retrieval, held annually across the world.
Funded Attendees	Linda Andresson (IRF)
Justification	PLuTO was exhibited as a poster at the IRF's booth in the exhibition hall ACM SIGIR. This was well aligned with the goals of Work Package 2. Keen interest was shown by participants at this event, the most important IR conference in the field, particularly as it relates to the commercialisation plans for the project. Further IRF members attended the event at no additional cost to the project.

Intellectual Property (IP) Conferences attended:

Event	International Conference on Intelligent Computing (ICIC)
Date/Loc	October 2010 – Vienna, Austria
Description	ICIC is one of the main international conferences for intellectual property professionals.
Funded Attendees	IRF members attended at no cost to the project
Justification	IRF was an exhibitor at this event and PLuTO materials were on display and distributed along with IRF communication. Additionally, PLuTO was introduced to the audience during a plenary presentation by the IRF. This event incurred no cost to the project.

Event	Pan-European Intellectual Property Summit
Date/Loc	December 2010 – Brussels, Belgium
Description	This is a large EC- supported event attended by over 600 delegates from the IP sphere.
Funded Attendees	Gudrun Magnúsdóttir (EST)
Justification	This event presented the opportunity to hold discussions with a number of parties interested in PLuTO. Particularly, Gudrun met with representatives from the European Patent Office at the time when we were in the middle of collaboration.

Event	WON AGM
Date/Loc	April 2011 – Utrecht, the Netherlands
Description	This was the AGM of PLuTO partner WON.
Funded Attendees	Mihai Lupu (IRF), Joeri Van De Walle (CL)
Justification	PLuTO representatives from Cross Language and the IRF attended the WON AGM, presenting PLuTO as a guest talk during the single day event. This followed a day of fruitful discussions with WON where the evaluation survey of Deliverable 7.1 was created. The contents of this survey were presented to members at the AGM for their feedback and suggestions. As the PLuTO AGM was collocated with this event, the additional expenses incurred to travel to Utrecht were minimal.

Event	PIUG 2011 Annual Conference
Date/Loc	May 2011 – Cincinnati, Ohio, USA

Description	This event is the annual gathering of members of the Patent Information User Group. The conference features world-renowned experts on patent information for technology research and planning, for legal organisations, and for overall corporate IP management (technology licensing and related activities).
Funded Attendees	Aalt Van de Kuilen (WON) attended at no cost to the project
Justification	This event was an opportunity to present the project to a very large pool of potential users. At this stage in the project – i.e. limited tangible offerings to show – it was an exercise in building awareness of the project in this particular circle.

Event	WIPO Symposium of Intellectual Property Authorities
Date/Loc	September 2011 – Geneva, Switzerland
Description	The WIPO Symposium of IP Authorities provides heads of IP authorities, industry leaders and other stakeholders with an international forum in which they can share ideas and experiences for improving services to be provided by IP authorities.
Funded Attendees	John Tinsley (DCU) attended at no cost to the project
Justification	John was invited to take part in a panel discussion with Google Translate and Moses representatives on trends in language technology that might help overcome IP language barriers. It was a tremendous opportunity to mix with directors and VPs of national patent offices and large commercial search vendors. PLuTO advisory

Other events attended:

Event	LRC Conference (Localisation Research Centre)
Date/Loc	September 2010 – Limerick, Ireland
Description	The LRC Conference is an annual event which brings together professionals from the localisation industry to discuss current and future trends in the language technology sphere.
Funded Attendees	John Tinsley (DCU - part project funded)
Justification	John was invited to attend in order to accept an award. During his presentation, he presented the PLuTO project to attendees. Páraic Sheridan (DCU) and advisory board member Fred Hollowood were also in attendance and discussed upcoming plans with a number of other groups.

Event	META-FORUM 2010
Date/Loc	November 2010 – Brussels, Belgium
Description	The META-FORUM was the first gathering of the EU Supported META-NET project aimed at building a more tight-knit European community around language technologies.

Funded Attendees	Páraic Sheridan (DCU), Gudrun Magnusdottir (EST)
Justification	PLuTO members used this event to take the opportunity to hold an initial meeting regarding project exploitation and the founding of a joint SME. It was also an opportunity for PLuTO to engage with other EU-funded projects.

Event	CNGL/Microsoft Localisation Innovation Showcase
Date/Loc	November 2010 – Dublin, Ireland
Description	The CNGL/DCU ran a showcase to display software and tools developed in-house to a large group of attendees from industry.
Funded Attendees	DCU members attended at no cost to the project
Justification	A PLuTO poster was displayed at this event. John Tinsley, Andy Way, Páraic Sheridan and Alexandru Ceausu were in attendance at no additional cost to the project.

Event	META-FORUM 2011
Date/Loc	June 2011 – Budapest, Hungary
Description	The META-FORUM was the second gathering of the EU-supported META-NET project aimed at building a more tight-knit European community around language technologies.
Funded Attendees	Páraic Sheridan (DCU), John Tinsley (DCU)
Justification	PLuTO had an exhibition stand at this event where the browser plugin software was demonstrated for the first time to the public. It was also an opportunity to engage with the FP7 funded META project, and the beginnings of a collaborative agreement were put together. PLuTO partners Luc Meertens and Heidi Depraetere (CrossLang) and Gudrun Magnusdottir, Jochen Hummel, and Mihai Lupu (ESTeam) were also in attendance. To that end, we also took the opportunity to hold a project meeting, particularly centred on finalising amendments to the DoW before submitting it to the EC.

Photographs of PLuTO Consortium Members at International Events



2 PLuTO members with the poster at EAMT 2010. In this picture (l-to-r): Patrizia Biani (EPO), Heidi Depraetere (CrossLanguage), John Tinsley, Andy Way (both CNGL at DCU)



3 PLuTO members Páraic Sheridan, John Tinsley (DCU), Heidi Depraetere, Joeri Van de Walle (CL), and Fred Hollowood (advisory board) displaying some PLuTO material at EAMT 2011 in Leuven, Belgium in May 2011



4 John Tinsley presenting the Pluto paper entitled "PLuTO: MT for Online Patent Translation" at AMTA 2010 in the Westin Tabor Centre in Denver.



5 Panel discussion at the WIPO Symposium. In this picture (l-to-r): Johnny Chen (Google), James Phillips, Christophe Mazenc (WIPO), Philipp Koehn (Moses) John Tinsley (PLuTO)