

Plan of Dissemination and Collaboration Activities

Deliverable 2.1

**List of authors:
Agata Filipowska
Monika Kaczmarek
Piotr Stolarski**

DOCUMENT INFORMATION

Project Number	FP7-216937	Acronym	Service Web 3.0
Full Title	Plan of Dissemination and Collaboration Activities		
Project URL	http://www.serviceweb30.eu		
Document URL			
EU Project Officer			

Deliverable	Number	2.1	Title	Plan of Dissemination and Collaboration Activities
Work Package	Number	2	Title	Dissemination, Conferences and Seminars

Date of Delivery	Contractual	M6	Actual	
Status	version 0.1		final	
Nature	report			
Dissemination level	public			

Authors (Partner)	Agata Filipowska, Monika Kaczmarek, Piotr Stolarski			
Resp. Author	Agata Filipowska		E-mail	a.filipowska@kie.ae.poznan.pl
	Partner	PUE	Phone	+48 61 8543632

Abstract (for dissemination)	This deliverable presents dissemination activities to be carried out within the Service Web 3.0 project in order to reach communities potentially interested in the topic of Web of Services.
Keywords	dissemination, promotion, website

Version Log			
Issue Date	Rev. No.	Author	Change
01-04-2008	1	PUE	First version of the document ready
01-07-2008	2	PUE	Consolidation of changes and inputs from partners
15-07-2008	3	PUE	Improvements (incorporating review comments)

CONTENT

1. Introduction	5
2. Plan of Dissemination Development Guidelines	6
2.1.1. Dissemination activities	6
3. State of Affairs.....	8
3.1. Events organized.....	8
3.1.1. 4th European Semantic Web Conference (ESWC 2007)	8
3.1.2. 1st European Semantic Technology Conference (ESTC 2007)	9
3.1.3. 2nd Asian Semantic Web Conference (ASWC 2007).....	9
3.2. Communities.....	9
4. Service Web 3.0 Dissemination Plan	11
4.1. Objectives of the dissemination within the Service Web 3.0 project.....	11
4.2. Dissemination Plan	11
4.2.1. Target Groups.....	12
4.2.2. Project slogan	12
4.2.3. Dissemination topics.....	12
4.3. Dissemination and Collaboration Monitoring & Control Tools	13
4.4. Relation to Service Web 3.0 Standardization	14
5. Dissemination Channels	15
5.1. Public Promotion Material.....	15
5.2. Industry events	15
5.3. Conferences and workshops	15
5.3.1. 11th International Conference on Business Information Systems (BIS 2008)	16
5.3.2. 5th European Semantic Web Conference (ESWC 2008)	16
5.3.3. 10th International Conference on Electronic Commerce (ICEC 2008)	16
5.3.4. 2nd European Semantic Technology Conference (ESTC 2008)	16
5.3.5. 3rd Asian Semantic Web Conference (ASWC 2008)	17
5.4. Publications, journals and white papers	17
5.5. Tutorials.....	17
5.6. Materials Provision	17
5.7. Vision Drive Instruments.....	18
5.7.1. Standardization	18
6. Dissemination Materials	20
6.1. Project logo.....	20
6.2. Service Web 3.0 Presentation template	20
6.3. Service Web 3.0 Website	20
7. Conclusions.....	22
8. References.....	23
Annex A: Publications	24
Annex B – Presentation template	28
Annex C – Promotion materials.....	29

1. INTRODUCTION

The purpose of this deliverable is to present the dissemination plan defined for the Service Web 3.0 project. Therefore, within this document we enlist and explain goals and objectives related to the Service Web 3.0 dissemination as well as indicate methods used to realize them. Thus, the document provides a description of dissemination tasks, defines the target groups, identifies dissemination channels and defines measures of success.

Service Web 3.0 aims at providing a comprehensive roadmap for propagation and application in real scenarios artefacts and technologies standing behind the vision of Web of Services. Thus, on the one hand the project is interested in spreading the information on the Web of Services and related topics, while on the other it aims at spreading the information on the project itself. These two aims interweave one with another and are both taken into account in the dissemination plan described within this document.

This deliverable is structured as follows. Firstly, it presents methodology that was used for the development of the Service Web 3.0 Dissemination Strategy (section 2). Then, we elaborate shortly on the preliminary activities undertaken in order to provide the overview of the state of the art when the dissemination plan was defined. The dissemination strategy is presented in section 3. Next, the dissemination instruments of information transfer are described. Section 5 presents shortly the current dissemination results, whereas section 6 presents and elaborates on dissemination materials that were prepared and are utilised in the course of the dissemination activities of the Service Web 3.0 project.

The deliverable concludes with some final remarks as well as the annexes presenting dissemination materials and some additional information.

2. PLAN OF DISSEMINATION DEVELOPMENT GUIDELINES

The Service Web 3.0 Support Action's objectives fit ideally into 7th Framework Programme strategy [CORDIS, 2007]. Activities performed within the project are complementary to the mentioned strategy and implement the issues envisioned by the Programme.

The main goal of the Service Web 3.0 is to promote innovative technological achievements from the field of Web of Services. The marketing practice as well as theory suggests that almost every innovation has to go through a defined path in order to constitute a final on-the-shelf product. This path consists of at least four major phases, namely: awareness, evaluation, trial and finally adoption. The vision of Web of Services being an important next step in the migration from the computer-users society into the society of knowledge is not an exception. Moreover, as the idea behind it is of distributed and technologically sophisticated nature, the potential route of its realization along the innovation supply chain may take a long time.

However, the duration of the transformation from the initial ideas to profitable products can be significantly shortened by taking appropriate dissemination actions. Philip Kotler [Kotler, 2003] argues that very often the diffusion of information about the product or innovation is as important as results and potential gains from the marketable good. Thus, the actions planned within this document should also take into account efforts to actively build network of stakeholders for rising awareness of the key issues as well as spinning collaborative actions beyond the project itself.

Two major guidelines result from the field of marketing when it comes to the dissemination plan preparation. First guideline indicates that as the initial step to the dissemination plan development the idea's current state in the innovation path should be established by assessing the current state of affairs in the field. In addition, the activities already performed aiming at promotion of the idea should also be taken into account. The second guideline focuses on the definition of the appropriate (in a given state) activities to be undertaken. The planned activities are to remove major obstacles (in cultural, educational, and legal areas) in launching the innovation in this case a Service Web concept.

Taking the above guidelines into account the dissemination plan was developed as described further in the document.

2.1.1. Dissemination activities

All activities being planned as a part of the support action are divided into groups. According to the Description of Work for the project these groups constitute:

- Preparation and execution of roadmaps - a means of planning and coordinating overall Service Web 3.0 activities;
- Dissemination and exploitation of the state of the art and research results;
- Standardisation, networking & community building.

In this deliverable we focus on the second group of activities providing strategy for carrying out dissemination tasks. These tasks focus on providing dissemination and training materials and raising the awareness for the technology in industry and facilitating the steady and systematic adoption of Semantic Web Services and Semantic Web technology.

We structured the activities to be performed taking into account the goal defined for each activity type.

1. Provision of understanding:
 - a. Dissemination activities at conferences:
 - i. Subject Presentations (Keynote and Invited speeches)
 - ii. Poster presentations
 - iii. Workshop participation
 - b. Training activities:
 - i. Tutorials
2. Provision of awareness:
 - a. Publications (journals, white papers, conferences, symposia, workshops)
 - b. Sponsoring activities
 - c. Co-organisation of Conferences:
 - i. European Semantic Web Conference (ESWC)
 - ii. European Semantic Technology Conference (ESTC)
 - iii. Asian Semantic Web Conference (ASWC)
 - iv. International Conference on Business Information Systems (BIS)
 - v. International Conference on Electronic Commerce (ICEC)
 - vi. International Semantic Web Conference (ISWC)
 - vii. Future Internet Symposium (FIS)
 - d. Participation in panels on Service Web 3.0-related topics
 - e. Web activities (maintaining the Service Web 3.0 portal)
3. Provision of action / adoption of the Web of Services idea:
 - a. Standardisation activities:
 - i. OASIS (established relationships with several SOA oriented technical committees; STI Innsbruck chairs OASIS SEE TC),

- ii. W3C (established relationships with Rule Interchange Format WG and W3C working group on semantic web services),
 - iii. STI International continuing the standardisation activities of ESSI (development of WSMO, WSML and WSMX).
- b. Synergies:
- i. ICT SSAI&E projects.
- c. Demonstration:
- i. Future of the Internet Movie.

3. STATE OF AFFAIRS

This section provides a very concise overview of the state of the affairs in the Service Web 3.0 related area when the dissemination plan was developed. The performed activities range from a number of events organized (see section 2.1.1) and finally relate to the existing communities.

3.1. Events organized

The following events were organized in order to share with the research and industry communities visionary as well as state-of-the art achievements in the Web of Services field. Their scope and achieved impact needs to be taken into account in order to properly assess the current state of the affairs based on which the dissemination plan is formulated. In addition, while formulating the plan in question, we also need to decide on the future contribution of Service Web 3.0 to these events.

3.1.1. 4th European Semantic Web Conference (ESWC 2007)

The European Semantic Web Conference is an annual forum for the dissemination and discussion of the latest results in research and application in the Semantic Web and Semantic Web technologies. ESWC 2007 presented visionary and state-of-the-art achievements in research and application in all aspects of the Semantic Web. ESWC 2007 hosted a variety of workshops, tutorials, demonstrations and posters dedicated to the most current trends in Semantic Web technologies. The conference program included 46 technical presentations selected from 350 submissions. Several distinguished scientists gave invited talks at the conference; among them, Dr. Ron Brachman (Worldwide Research Operations at Yahoo!, Santa Clara CA), Prof. Stefano Ceri (Tech. Univ. of Milan, Italy), Prof. Georg Gottlob (Oxford Univ., UK) and Prof. Ning Zhong (Maebashi Institute of Technology, Japan). The conference auditorium reached more than 300 international researchers, industry representatives, academics and students.

Date: June 3 – 7, 2007

Location: Innsbruck, Austria

Conference website: <http://www.eswc2007.org/>

3.1.2. 1st European Semantic Technology Conference (ESTC 2007)

The very successful ESTC 2007 initiated a new conference series in Semantic technologies in Europe aiming to be a new European meeting ground for customers, developers and researchers to discuss the applicability and commercialization of Semantic technologies in corporate settings. ESTC also enabled delegates to understand Semantic Technologies and their potential and how to exploit these technologies in their organizations. The conference featured case studies and practical experience presentations, workshops and tutorials, invited talks and an industrial exhibition and reached around 250 delegates.

Date: May 31 – June 1, 2007

Location: Palais Niederösterreich, Vienna, Austria

Conference website: <http://www.estc2007.com/>

3.1.3. 2nd Asian Semantic Web Conference (ASWC 2007)

ASWC2007 was co-located with ISWC2007. ASWC 2007 covered many aspects of Semantic Web research and development like: Data Semantics, Semantic Web Application, Database Technologies for the Semantic Web, Languages, Tools and Methodologies for Semantic, Technologies for the Semantic Web, Ontologies, Searching, Querying and Viewing the Semantic Web, Semantic Web Mining, Semantic Multimedia, Semantic Web for e-Business, e-Government and e-Learning, Semantic Web Services (description, discovery, invocation, composition).

Date: November 11 – 15, 2007

Location: Busan, Korea

3.2. Communities

The following communities are relevant to the Service Web 3.0 project.

STI INTERNATIONAL ORGANIZATION

The mission of the Semantic Technology Institute International (STI International) – an international organization erected in January 2007 - is to exploit semantics to overcome the societal, economic and technological challenges and limitations of current communication and collaboration technologies by providing the scientific foundations, technological frameworks and real-world applications necessary to make semantics an integral and transparent building block of information, communication, and collaboration systems.

The detailed description of the goals and activities undertaken by the STI International may be found on the following website. <http://www.sti2.org/>

NETWORKED EUROPEAN SOFTWARE AND SERVICES INITIATIVE

Networked European Software and Services Initiative (NESSI) is the European Technology Platform dedicated to Software and Services. Its main aim is to transform the EU economy through Service Oriented business models by providing the strategic mechanism through which the new opportunities can be exploited globally. For more information please visit: <http://www.nessi-europe.com>.

4. SERVICE WEB 3.0 DISSEMINATION PLAN

The following section elaborates shortly on the efforts made as a part of preparatory phase of Service Web 3.0 support action. In the section 2.2 we describe the expected results of the work that is to be carried within the support action. Section 2.3 discusses the methods proposed in order to transform from the initial state into the aimed at one.

4.1. Objectives of the dissemination within the Service Web 3.0 project

During the development phase of the plan the main objectives were defined as follows.

The first and the most important objective of the project is the maximal intensification of collaborative efforts and resources devoted to the promotion of Semantic Web and Semantic Web Services technologies.

The second important objective is to gather broad audience for all project's actions. The Service Web 3.0 project should be recognisable within different communities. The target groups to which the dissemination and collaboration effort is especially addressed are the following communities:

- industry and innovation leaders,
- IT companies,
- standardization bodies,
- researchers.

Those communities should be provided with precise information on progress of research work, recent activities and initiatives related to the field of interest of Service Web 3.0.

Another objective is to achieve a visibility both of the project itself as well as events organised. This goal is strictly connected with the previously mentioned objectives. This connection should be well used in order to obtain a synergy effect when promotion of the project as well as dissemination materials of supported activities and institutions boost mutually. An important aspect of the project's visibility is the creation of the Service Web 3.0 brand. It is certain that the broader recognition of the project's name and logo, the better. This means that the messages connected to the project should be broadcasted not only to individuals who cooperate with the project but particularly to a range of people not involved in close cooperation with the project.

4.2. Dissemination Plan

The plan of dissemination and collaboration for Service Web 3.0 identifies target groups, types of messages and dissemination instruments. In order to monitor the project's progress and ensure continuous supervision of advancements, a number of success measures is also defined.

4.2.1. Target Groups

While it is essential to categorize most important and fairly monolithic audience groups, the differentiation is also vital as broader portfolio of categories of recipients of project dissemination efforts gives more flexibility and reduces risks of failure. The fields relevant for the project include:

- Service Oriented Architectures (SOA),
- Web technologies,
- Semantic Web technology,
- Web 2.0.

This enumeration provides a way of structuring the audience from the dissemination point of view. However, a closer examining of those four classes enables another differentiation. On a higher level it is visible that at least two fields are more mature providing some business solutions, whereas the remaining two are still in the research phase. The first category is made up of Web technologies and Web 2.0 and the research area includes mainly SOA and Semantic technologies. Thus, on a higher level we may distinguish:

- business audience interested in the more mature solutions
- scientific community interested mainly in research.

Further positioning within those two groups is still possible. In the case of business audience the diversifications criteria could include sectors and industries (telecoms, e-commerce) but also the position clusters within the organizational structure schemas (officers, developers). On the other hand the scientific community should be characterized by the exact field of scientific interests.

4.2.2. Project slogan

The Service Web 3.0 promotional slogan is defined as follows: “Realizing a world where billions of services are exposed and consumed via advanced Web technology”.

4.2.3. Dissemination topics

Proper preparation of messages in dissemination materials dedicated to selected target groups is an important concern. While the business audience needs concise, clear and maximally simplified broadcast without technological details embedded in the content, researchers should be provided with detailed, objective and full information presented in a way which enables pushing research work on new tracks.

For the business audience messages have to be constructed in a way that reveals a straightforward business utility of project offerings. In this context the excerpt from the project mission is extremely meaningful:

- Enabling the SOA revolution towards the next generation of the World Wide Web - a Web of services.

This statement constitutes major keywords for the planned dissemination activities. Additionally, the messages produced within the scope of the support action need to stress the importance of its topic and the fact that successful implementation of the technologies, standards as well as scientific results of the project will bring significant impact not only on the future business models but may also have further implications on the socio-economical relations.

During the process of acquainting the audience with technologies being promoted in the course of the project, a vital issue is ensuring that broadcast is cohesive and that it underlines the essence of interrelations among different technologies explaining the synergetic gains coming from their combination. As a consequence, the audience needs to understand that the promised technologies constitute a paradigm shift not only in the global information world but will also affect a numerous human life domains.

4.3. Dissemination and Collaboration Monitoring & Control Tools

Particular activities for the Service Web 3.0 dissemination and collaboration will be monitored and controlled on the level of the whole dissemination plan.

An important feature of any plan is its flexibility. In this particular case the flexibility means possible simple adaptability to emerging new opportunities, from one hand and capability of introduction of amendments to the plan whenever the plan fails to reflect the expected outcomes at any specific point. In this case a broad range of measures of success identification is helpful as it permits to gauge the achievements from diversified perspectives.

Therefore a set of measures for an ongoing estimation of project advancements was developed. The defined measures reflect the recognized dissemination and collaboration activities that are to be performed during the course of Service Web 3.0 project. For convenience the measures have been grouped into the following three categories:

1. Provision of visibility
 - a. Number of sponsored / supported events
 - b. Visibility at conferences from the field of SWS and SW
 - i. Number of participants of co-organized conferences,
 - ii. Number of participants of events related to support action in any other way.
 - c. Number of subscribers to the Service Web 3.0 newsletter
 - d. Number of Service Web 3.0 website hits

2. Provision of understanding
 - a. Dissemination activities at conferences:
 - i. Number of subject presentations (keynote and invited speeches)
 - ii. Number of poster presentations
 - iii. Number of workshops organised
 - b. Training activities
 - i. Number of tutorials together with the number of participants
 - ii. e-Learning materials (web casts) – number of interested parties that benefited from the materials
3. Provision of action/adoption of the Service Web 3.0 outcomes
 - a. Standardisation activities – number of standards submitted, number of standardization bodies, where Service Web 3.0 was represented.
 - b. Demonstration – movie audience size.

4.4. Relation to Service Web 3.0 Standardization

The Service Web 3.0 is going to describe and promote exploitation roadmaps for a number of technologies united to represent totally new value on the market. As the project aims also at supporting the additional research and further development in the field, the inevitable consequence of the activities is to bring and promote new standardization efforts. Those efforts should be perceived as another opportunity for promotion of the project as well as of the technologies.

The Service Web 3.0 project includes a devoted work package dedicated exclusively to the standardization matters. A direct linkage between standardization and dissemination actions will be realized mainly by promotion of the standardization process results both through the project website and standardization bodies.

5. DISSEMINATION CHANNELS

In order to fulfil the defined goals several types of activities need to be undertaken. Activities described in this section aim at dissemination and training of interested parties such as students, researchers, industry delegates etc. in concepts and tools related to the Web of Services.

5.1. Public Promotion Material

One of the dissemination channels is an information portal being the first point of contact for various communities gathered around the project. The portal is to deliver information on the general objectives of the project, challenges as well as on its structure and researchers involved. There will be also a part of the portal providing an access to materials on topics addressed by the project allowing for knowledge increase of all interested stakeholders. The number of available resources will evolve together with the project's maturity.

5.2. Industry events

According to the already presented dissemination methodology, the main aim of the dissemination is not only to provide industrial users with understanding of the Service Web 3.0 concepts, but also, via demonstration and training on the tools, influence them to adopt these concepts / tools / methodologies. Therefore, an important group of the dissemination activities to be carried out is targeted at business / industry representatives.

Due to the lack of time, representatives of industry rarely attend scientific conferences, therefore, a special kind of events, namely industry-oriented workshops, are to be organised. They will be devoted mainly to the topics showing advantages of discussed technologies, demonstrations of the solution and providing training sessions on the developed tools. To reach these industrial users project representatives will also attend various industry fairs.

5.3. Conferences and workshops

It is also planned to prepare a number of events for representatives of academia and industry aiming at creation of research community around the project. Conferences below are annual conferences organised by partners of the Service Web 3.0 project. We also plan to organise workshops at conferences from the field of Web Services.

The list of upcoming conferences is presented below. The updated list of conferences and workshops (as well as target conferences from the field of Web of Services) is available on the project website.

5.3.1. 11th International Conference on Business Information Systems (BIS 2008)

“Business processes and social contexts - reaching beyond the enterprise”

The theme of the conference reflects recent developments related to Web and efforts in utilizing social phenomenon of blogs, wikis, and folksonomies for advantages of the enterprises. The basic idea behind it is to bring services closer to users and to enable users to leverage the services or even build communities around services.

Date: May 5 – 7, 2008

Location: Innsbruck, Austria

Conference website: http://bis.kie.ae.poznan.pl/11th_bis/

5.3.2. 5th European Semantic Web Conference (ESWC 2008)

ESWC 2008 presented the latest achievements in Semantic Web and Semantic Web Technologies.

Date: June 1 – 5, 2008

Location: Tenerife, Spain

Conference website: <http://www.eswc2008.org>

5.3.3. 10th International Conference on Electronic Commerce (ICEC 2008)

The International Conference on Electronic Commerce brings together the top of the scientific research community in e-commerce and e-business from all over the world. The theme of this conference is Semantic technology moving toward interoperability.

Date: August 18 - 22, 2008

Location: Innsbruck, Austria

Conference website: <http://www.icec08.org/>

5.3.4. 2nd European Semantic Technology Conference (ESTC 2008)

ESTC 2008 is a meeting ground for customers, developers and researchers to discuss the applicability and commercialization of Semantic technologies in corporate settings.

Date: September 24 - 26, 2008

Location: Vienna, Austria

Conference website: <http://www.estc2008.com/>

5.3.5. 3rd Asian Semantic Web Conference (ASWC 2008)

ASWC 2008 will present the latest research and development of the Semantic Web and its related technologies. It will include a Research Track, a Semantic Web in Use Track, a Poster and Demonstration Track.

Date: December, 2008

Location: Bangkok, Thailand

Conference website: <http://www.aswc2008.org/>

5.4. Publications, journals and white papers

Publications are one of the most important means of dissemination. They are targeted at researchers, industry as well as non-research persons. Three types of publications important for the project were distinguished: journals, white papers as well as conference proceedings papers. We will encourage researchers and industry representatives to prepare publications on related topics by providing infrastructure e.g. currently we prepare special issue of the Wirtschaftsinformatik Journal on SW 3.0 topics (to be published beginning of 2009), organising workshops aiming at delivery of whitepapers.

Service Web 3.0 portal will be also a source of information on conferences and journals from the field. The current snapshot of the identified conferences and journals is available in the Annex A.

5.5. Tutorials

Good dissemination strategy should include a range of tutorials. We will support organisation of tutorials for business professionals as such tutorials aim at dissemination among leading individuals from companies, both from the consortium and other interested parties, presenting outputs of various projects from the area addressed by our project. Such tutorials can be organized e.g. during conferences from the field (see Annex A).

5.6. Materials Provision

According to the Description of Work Service Web 3.0, a number of Service Web 3.0 related materials will be available during the project lifecycle. The list of materials that will be prepared during the course of the project encompasses:

- project website,
- Service Web 3.0 movie on Semantic Web and Semantic Web Services, including interviews with relevant senior experts and an overview of the most important technological achievements and their application scenarios.

- book related to the issues of the Web of Services and Semantic Web services (based on roadmaps developed in WP1),
- roadmaps,
- Service Web 3.0 poster and flyers.

Some of these materials are already created and ready to use. These are:

- project website,
- Service Web 3.0 poster.

5.7. Vision Drive Instruments

FUTURE OF THE INTERNET ASSEMBLY

Future of the Internet is the initiative of the European Commission aiming at grouping all projects founded under FP7-ICT Call 1 and belonging to Challenge 1 "Pervasive and Trusted Network and Service Infrastructures" [2]. These 70 projects deal with problems relevant for Internet of the Future e.g. security, broadband, mobility, scalability, distributed services, media, dependability. In Bled in April 2008 projects contributing to the Future Internet idea have signed a Declaration outlining challenges and objectives of the Future Internet Assembly (FIA).

FIA consists of different working groups (WG), each working on different issues related to the Future Internet. The following groups were created:

- Network Architecture and Mobility,
- Internet of Things,
- Content creation and delivery,
- Services Architectures,
- Trust, Security, Privacy,
- Experimental Facilities and Test Beds.

Each group has its own initiatives, members, and the work schedule. Service Web 3.0 together with the NESSI platform is responsible for managing the WG on Service Architectures. More on the initiative and collaboration plan can be found in Service Web 3.0 D.3.4 Collaboration Plan.

5.7.1. Standardization

Service Web 3.0 partners plan to organise development of standards at an international scale. Some of Service Web 3.0 collaborators have already been carrying out work in the standardization bodies such as W3C or OASIS, which has been related to problems addressed in the Service Web 3.0 project. WP3 is committed to address standardization

activities. The following list presents standardization bodies most relevant to the Service Web 3.0 project:

- OASIS (established relationships with several SOA oriented technical committees; STI Innsbruck chairs OASIS SEE TC).
- W3C (established relationships with Rule Interchange Format WG and W3C working group on Semantic Web services).

6. DISSEMINATION MATERIALS

In order to support the project dissemination and build the project identity, the appropriate dissemination materials were created, such as: logo, slogan, templates, project website, etc. These materials are presented in the following section.

6.1. Project logo

The project consortium has selected a logo that would create a well-distinguishable brand of the project. The project logo is to be included on all materials and other documents concerning the project. The Service Web 3.0 logo is depicted in Figure 1.



Figure 1. Project logo

6.2. Service Web 3.0 Presentation template

The uniform template of presentations performed within the Service Web 3.0 project is shown in the Annex C of this deliverable. The template shall be available for all consortium partners working in the project. The partners are also encouraged to use the prepared template for any kind of presentations as a secondary way of project promotion.

6.3. Service Web 3.0 Website

The official website of the project is intended, as already mentioned, to be the main public dissemination channel. The page allows informing wide-group of people about the project ideas, objectives and advantages (the Overview section), as well as the consortium members (the Partners section). It is also a publicly available source of news on the project, information on meetings and conferences (News section). The page also provides an access to project public deliverables as well as relevant project members' publications (Publication section). The Link section points to the audience some additional resources and interesting pages. Constantly evolving section is the part on the Future of the Internet activities and events. The website also provides access point to internal project repository for all partners involved.

The Service Web 3.0 support action portal is available at <http://serviceweb30.eu>.

The website design is adapted to the colour schema commonly agreed in the project. The website has been tested in the last versions of several popular web browsers, including Internet Explorer, Mozilla Firefox and Opera. For the exemplary page of the project website

see Figure 2.

General information on the Service Web 3.0 project is gathered in the section “Project”, which is a collection of static pages, describing project gains, objectivities, challenges and advantages. Information on project partners is also available in this section.



Figure 2. Service Web 3.0 website

7. CONCLUSIONS

The presented dissemination strategy focuses on dissemination objectives and instruments for information exchange. In order to reach all parties interested in the topic of Web of Services a set of instruments was identified. These instruments are diverse in nature as to reach different target groups i.e. researchers, practitioners and students, different kinds of dissemination channels have to be utilised. We plan to organise sessions and workshops at various conferences, dedicated industry workshops, encouraging members of associated projects to prepare publication of white papers or short notices in magazines.

The deliverable concludes with the list of events of major importance for the Service Web 3.0 project that is also available on the project's website.

8. REFERENCES

[CORDIS, 2007] http://cordis.europa.eu/fp7/home_en.html

[Kotler, 2003] Kotler, Philip. "Marketing management, 11th Edition", Prentice Hall, ISBN 0130336297, 2003.

[Rogers 1976] Rogers, Everett M. "New Product Adoption and Diffusion". *Journal of Consumer Research*, Volume 2 March 1976, pp. 290 -301.

ANNEX A: PUBLICATIONS

Conferences, Symposia, Workshops*

Name	Description	Date	Place
AAAI 2008	AAAI 2008 Spring Symposium "AI Meets Business Rules and Process Management"	March 24, 2008	Stanford, USA
APSCC 2008	IEEE Asia-Pacific Services Computing Conference	December 9-12, 2008	Jiaosi, Taiwan
ASWC 2008	3rd Asian Semantic Web Conference	December 8-11, 2008	Bangkok, Thailand
BIS 2008	11th International Conference on Business Information Systems	May 5-7, 2008	Innsbruck, Austria
BPM 2008	6th International Conference on Business Process Management	September 1-4, 2008	Milan, Italy
BPSC 2009	2nd International Conference on Business Process and Services Computing	March 23-24, 2009	Leipzig, Germany
CISWSN 2008	2nd Workshop on Collective Intelligence in Semantic Web and Social Networks	December 9-12, 2008	Sydney, Australia
COMPSAC 2008	32nd Annual IEEE International Computer, Software and Applications Conference	July 28-August 1, 2008	Turku, Finland
DiSCo'08	1st International Workshop on Data Semantics in Social Computing Systems (at OTM 2008)	November 9-14, 2008	Monterrey, Mexico
DIST	Data Integration through Semantic Technology – Workshop at ASWC2008	December 8-11, 2008	Bangkok, Thailand
ECOWS'08	The 6th IEEE European Conference on Web Services	November 12-14, 2008	Dublin, Ireland
ESWC 2008	5th European Semantic Web Conference	June 1-5, 2008	Tenerife, Spain
ESTC 2008	2nd Annual European Semantic Technology Conference	September 24-26, 2008	Vienna, Austria
ICDIM 2008	Third International Conference on Digital Information Management	November 13-16, 2008	London, UK
ICEC 2008	10th International Conference on Electronic Commerce	August 19-22, 2008	Innsbruck, Austria
ICSC 2008	Second IEEE International Conference on Semantic Computing	August 4-7, 2008	Santa Clara, USA
ICSOC'08	6th International Conference on Service Oriented Computing	December 1-5, 2008	Sydney, Australia
ICWS 2008	International Conference on Web Services	September 23-26, 2008	Beijing, China
I-SEMANTICS 2008	International Conference on Semantic Systems	September 3-5, 2008	Graz, Austria
ISWC 2008	The 7th International Semantic Web Conference	October 26-30, 2008	Karlsruhe, Germany
MS'08	Second International Workshop on the Many Faces of Multimedia Semantics (in conjunction with ACM Multimedia 2008)	October 27-29, 2008	
	The 7th International Conference on Ontologies, DataBases and Application of Semantics (at OTM 2008)	November 1, 2008	Vancouver, Canada
ODBASE 2008	The 2nd International workshop on Ontologies and Information Systems for the Semantic Web (at CIKM 2008)	Monterrey, Mexico	November 11-13, 2008
ONISW 2008	OnTheMove – Federated Conferences & Workshops	October 26-30, 2008	Napa Valley, USA
OTM	OnTheMove – Federated Conferences & Workshops	November 9-14, 2008	Monterrey, Mexico
SAAKM 2008	Semantic Authoring, Annotation and Knowledge	September	Catania, Italy

	Markup Workshop (joint event with EKAW2008)	28, 2008	
SAMT 2008	3rd International Conference on Semantic and Digital Media Technologies	December 3-5, 2008	Koblenz, Germany
SAC 2009	24th Annual ACM Symposium an Applied Computing	Match 8-12, 2009	Honolulu, USA
SCC 2008	IEEE International Conference on Services Computing	July 8-11, 2008	Honolulu, USA
semantics4ws 2008	Advances in Semantics for Web services Workshop (semantics4ws'07)	September 1-4, 2008	Milan, Italy
SemBPM 2008	1st International Workshop on Semantics for Business Process Management (in conjunction with COMPSAC2008)		
SemTech 2008	2008 Semantic Technology Conference	May 18-22, 2008	San Jose, USA
SKG 2008	4th International Conference on Semantics, Knowledge and Grid	December 4-6, 2008	Beijing, China
SOAWorld 2008East	13th International SOA World Conference & Expo 2008 East	June 23-24, 2008	New York City, USA
SOAWorld 2008 West	14th International SOA World Conference & Expo 2008 West	November 20-21, 2008	San Jose, USA
SOAWorld Europe	15th International SOA World Conference & Expo Europe	January 26-27, 2009	London, England
SOWE 2008	International Conference on Semantics, Ontologies and Web Engineering	September 12-14, 2008	Heidelberg, Germany
SWDW'08	Semantic Web meets the Deep Web	July 23, 2008	Washington, USA
SWS-Challenge	7th Semantic Web Services Challenge Workshop (at ISWC 2008)	October 26-30, 2008	Karlsruhe, Germany
SWWS 2008	The 2008 International Conference on Semantic Web and Web Services (at OTM 2008)	July 14-17, 2008	Las Vegas, USA
SOFSEM 2008	34th International Conference on Current Trends in Theory and Practice of Computer Science	January 19-25, 2008	High Tatras, Slovakia
VLDB 2008	34rd International Conference on Very Large Data Bases	August 23-28, 2008	Auckland, NZ
WWW 2008	17th International World Wide Web Conference	April 21-25, 2008	Beijing, China

* This list will be constantly updated. It is also available on the Service Web 3.0 website.

Journals

Title

Semantic Web Journal
 Journal of Communications and Networks
 LNCS Journal on Data Semantics

 Elsevier's Journal of Web Semantics
 IEEE Computer Society
 IEEE Computing in Science and Engineering
 IEEE Transactions on Software Engineering
 IEEE Communications Magazine
 IEEE Computer Magazine
 IEEE Internet Computing
 IEEE IT Professional
 IEEE Software
 IEEE Technology & Society Magazine
 International Journal of Web Services Research
 International Journal of Information Systems in the Service Sector
 International Journal on Semantic Web and Information Systems
 IBM Journal of Research and Development
 International Journal of Computer Integrated Manufacturing

 Elsevier's Information & Management
 International Journal of Electronic Commerce
 Journal of Information Technology
 Journal of Intelligent Manufacturing
 Journal of Research and Practice in Information Technology
 International Journal of Metadata, Semantics and Ontologies
 International Journal of Web and Grid Services
 International Journal of Web Services Practices
 Web Service Architect
 International Journal of Intelligent Information and Database Systems
 Journal of Information Science
 Service Oriented Computing and Applications
 Knowledge and Information Systems,

Website

<http://www.websemanticsjournal.org>
<http://www.jcn.or.kr/home/journal/>

<http://lbdwww.epfl.ch/e/Springer/>
http://www.elsevier.com/wps/find/journaldescription.cws_home/671322/description#description
<http://www.computer.org/portal/site/ieeecs/index.jsp>
<http://www.computer.org/portal/site/cise/index.jsp>

http://www.computer.org/portal/site/transactions/menuitem_a66ec5ba52117764cfe79d108bcd45f3/index.jsp
<http://www.comsoc.org/livepubs/ci1/>
<http://www.computer.org/portal/site/computer/index.jsp>
<http://www.computer.org/portal/site/internet/>
<http://www.computer.org/portal/site/itpro/index.jsp>
<http://www.computer.org/portal/site/software/>
http://ieeessit.org/technology_and_society/
<http://www.servicescomputing.org/jwsr/>

<http://www.igi-pub.com/journals/details.asp?id=6772>

<http://www.igi-pub.com/journals/details.asp?ID=4625>

<http://www.research.ibm.com/journal/rd/>

<http://www.tandf.co.uk/journals/tf/0951192X.html>

http://www.elsevier.com/wps/find/journaldescription.cws_home/505553/description#description
<http://www.gvsu.edu/business/ijec/>

<http://www.palgrave-journals.com/jit/index.html>
<http://www.springer.com/east/home/business/production?SGWID=5-40525-70-35668245-0>
<http://www.acs.org.au/jrpit/>

<http://www.inderscience.com/browse/index.php?journalID=152>
<https://www.inderscience.com/browse/index.php?journalID=47>
<http://nwesp.org/ijwsp/>

<http://www.webservicesarchitect.com/>
<http://www.inderscience.com/browse/index.php?journalCO DE=ijjids>
<http://jis.sagepub.com/>
<http://www.springer.com/computer/communications/journal/11761>
<http://www.cs.uvm.edu/~kais/>

An International Journal Information Systems	http://www.elsevier.com/wps/find/journaldescription.cws_home/236/description#description
International Journal of Web Based Communities	http://www.inderscience.com/browse/index.php?journalID=50
International Journal of Services Technology and Management	http://www.inderscience.com/browse/index.php?journalID=26
Journal of Knowledge Management	http://info.emeraldinsight.com/products/journals/journals.htm?PHPSESSID=oe547sv48lksdjfmuhg5900155&id=jkm
IEEE Intelligent Systems	http://www.computer.org/portal/site/intelligent/
SOA World Magazine	http://webservices.sys-con.com/
Web 2.0 Journal	http://www.web2journal.com/
Australasian Journal of Information Systems	http://dl.acs.org.au/index.php/ajis

ANNEX B – PRESENTATION TEMPLATE



Figure 3. Presentation - title slide

ANNEX C – PROMOTION MATERIALS

service
WEB3.0

Realising a world where billions of parties are exposing and consuming services via advanced Web technology

Mission

- Enabling the Service Oriented Architecture revolution towards the next generation of the World Wide Web – a Web of services
- Providing roadmaps for various target groups
- Organising and coordinating standardisation activities, conferences and other events together with national regional programmes and initiatives

Focus

- Organise special focused conferences and seminars
- Establish collaborative groups and publish roadmaps to facilitate a communal framework for a future service world
- Support standardisation activities for semantic service descriptions
- Discover and develop synergies through networking and cross-fertilisation with other research and network projects related to this area
- Set up dedicated cross-project clusters focusing on Semantic Web Services within STI International
- Provide information material comprising white papers, feasibility studies, promotional movies and raise awareness for technology adoption

Project Coordinator:

Dr. Elena Simperl
University of Innsbruck
Technikerstraße 23a
Innsbruck, Austria
elena.simperl@ti2.at

Project Partners:

STI - INNSBRUCK, STI - INTERNATIONAL

For details visit: www.serviceweb3.0.eu

Figure 4. Project poster