Plan of Dissemination and Collaboration Activities
Deliverable 2.1

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**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
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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


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


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


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 form 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

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
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


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](image)

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](http://www.serviceweb3.0.eu/promo/links.php?name)
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


### ANNEX A: PUBLICATIONS

**Conferences, Symposia, Workshops**

<table>
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<tr>
<th>Name</th>
<th>Description</th>
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<tr>
<td>APSCC 2008</td>
<td>IEEE Asia-Pacific Services Computing Conference</td>
<td>December 9-12, 2008</td>
<td>Jiaosi, Taiwan</td>
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<tr>
<td>ASWC 2008</td>
<td>3rd Asian Semantic Web Conference</td>
<td>December 8-11, 2008</td>
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<td>BIS 2008</td>
<td>11th International Conference on Business Information Systems</td>
<td>May 5-7, 2008</td>
<td>Innsbruck, Austria</td>
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<td>BPM 2008</td>
<td>6th International Conference on Business Process Management</td>
<td>September 1-4, 2008</td>
<td>Milan, Italy</td>
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<td>CISWSN 2008</td>
<td>2nd Workshop on Collective Intelligence in Semantic Web and Social Networks</td>
<td>December 9-12, 2008</td>
<td>Sydney, Australia</td>
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<td>DISCo’08</td>
<td>1st International Workshop on Data Semantics in Social Computing Systems (at OTM 2008)</td>
<td>November 9-14, 2008</td>
<td>Monterrey, Mexico</td>
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<td>DIST</td>
<td>Data Integration through Semantic Technology – Workshop at ASWC2008</td>
<td>December 8-11, 2008</td>
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<td>ECOWS’08</td>
<td>The 6th IEEE European Conference on Web Services</td>
<td>November 12-14, 2008</td>
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<td>ESWC 2008</td>
<td>5th European Semantic Web Conference</td>
<td>June 1-5, 2008</td>
<td>Tenerife, Spain</td>
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<td>ESTC 2008</td>
<td>2nd Annual European Semantic Technology Conference</td>
<td>September 24-26, 2008</td>
<td>Vienna, Austria</td>
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<td>ICEC 2008</td>
<td>10th International Conference on Electronic Commerce</td>
<td>August 19-22, 2008</td>
<td>Innsbruck, Austria</td>
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<td>ICSC 2008</td>
<td>Second IEEE International Conference on Semantic Computing</td>
<td>August 4-7, 2008</td>
<td>Santa Clara, USA</td>
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<td>ICSOC’08</td>
<td>6th International Conference on Service Oriented Computing</td>
<td>December 1-5, 2008</td>
<td>Sydney, Australia</td>
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<td>ICWS 2008</td>
<td>International Conference on Web Services</td>
<td>September 23-26, 2008</td>
<td>Beijing, China</td>
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<td>I-SEMANTICS 2008</td>
<td>International Conference on Semantic Systems</td>
<td>September 3-5, 2008</td>
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<td>MS’08</td>
<td>The 7th International Conference on Ontologies, DataBases and Application of Semantics (at OTM 2008)</td>
<td>October 27-November 1, 2008</td>
<td>Vancouver, Canada</td>
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<td>ONISW 2008</td>
<td>OnTheMove – Federated Conferences &amp; Workshops</td>
<td>November 9-14, 2008</td>
<td>Monterey, Mexico</td>
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<td>OTM</td>
<td></td>
<td>September</td>
<td>Catania, Italy</td>
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<td>SAAKM 2008</td>
<td>Semantic Authoring, Annotation and Knowledge</td>
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Markup Workshop (joint event with EKAW2008)
3rd International Conference on Semantic and Digital Media Technologies
24th Annual ACM Symposium on Applied Computing
IEEE Internation Conference on Services Computing
Advances in Semantics for Web services Workshop (semantics4ws’07)
1st International Workshop on Semantics for Business Process Management (in conjunction with COMPSAC2008)

SemTech 2008
2008 Semantic Technology Conference
4th International Conference on Semantics, Knowledge and Grid

SKG 2008
4th International Conference on Semantics, Knowledge and Grid

SOAWorld 2008
13th International SOA World Conference & Expo 2008 East
14th International SOA World Conference & Expo 2008 West
15th International SOA World Conference & Expo Europe

SOAWorld 2008 West
14th International SOA World Conference & Expo Europe

SOA World 2008 East

Europe
International Conference on Semantics, Ontologies and Web Engineering

SOWE 2008
International Conference on Semantics, Ontologies and Web Engineering

SWD’08
Semantic Web meets the Deep Web
7th Semantic Web Services Challenge Workshop (at ISWC 2008)

SWS-Challenge 2008
The 2008 International Conference on Semantic Web and Web Services (at OTM 2008)

SWWS 2008
34th International Conference on Current Trends in Theory and Practice of Computer Science
34rd International Conference on Very Large Data Bases

SOFSEM 2008
34rd International Conference on Very Large Data Bases

VLDB 2008
17th International World Wide Web Conference

WWW 2008
17th International World Wide Web Conference

* This list will be constantly updated. It is also available on the Service Web 3.0 website.
<table>
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<tr>
<th>Journals</th>
<th>Website</th>
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<td>Semantic Web Journal</td>
<td><a href="http://www.websemanticsjournal.org">http://www.websemanticsjournal.org</a></td>
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<td><a href="http://www.jcn.or.kr/home/journal/">http://www.jcn.or.kr/home/journal/</a></td>
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<td>LNCS Journal on Data Semantics</td>
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<td>Elsevier’s Journal of Web Semantics</td>
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<td>IEEE Computer Society</td>
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<td>IEEE Transactions on Software Engineering</td>
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<td>IEEE Computer Magazine</td>
<td><a href="http://www.computer.org/portal/site/computer/index.jsp">http://www.computer.org/portal/site/computer/index.jsp</a></td>
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<td>International Journal of Web Services</td>
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<td>International Journal of Computer</td>
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<td>International Journal of Metadata, Semantics and Otologies</td>
<td><a href="http://nwesp.org/jwsp/">http://nwesp.org/jwsp/</a></td>
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<td>International Journal of Web and Grid</td>
<td><a href="http://www.webservicesarchitect.com/">http://www.webservicesarchitect.com/</a></td>
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<td>International Journal of Intelligent</td>
<td><a href="http://www.sagepub.com/">http://www.sagepub.com/</a></td>
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<td>Information and Database Systems</td>
<td><a href="http://www.springer.com/computer/communications/journal/11761">http://www.springer.com/computer/communications/journal/11761</a></td>
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<td>Service Oriented Computing and Applications</td>
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<td>Knowledge and Information Systems,</td>
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An International Journal
Information Systems
International Journal of Web Based Communities
International Journal of Services Technology and Management
Journal of Knowledge Management
IEEE Intelligent Systems
SOA World Magazine
Web 2.0 Journal
Australasian Journal of Information Systems

http://www.elsevier.com/wps/find/journaldescription.cws_home/236/description#description
http://info.emeraldinsight.com/products/journals/journals.htm?PHPSESSID=oe547sv48lksdflmuhg5900155&id=jk
http://www.computer.org/portal/site/intelligent/
http://webservices.sys-con.com/
http://www.web2journal.com/
ANNEX B – PRESENTATION TEMPLATE

Service Web 3.0
Presentation Template

Agata Filipowska
8 May 2008

Figure 3. Presentation - title slide
ANNEX C – PROMOTION MATERIALS

Figure 4. Project poster