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Abstract	This deliverable reports on the communication coaching activities NGI4ALL has run in Year 2, including an overview of the training sessions (participants, contents, modalities) and support materials.
Keywords	Coaching, Communication, Training, NGI, Online Communication

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Dissemination Level		
PU	Public, fully open, e.g. web	✓
CL	Classified, information as referred to in Commission Decision 2001/844/EC	
CO	Confidential to NGI4ALL project and Commission Services	

* R: Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

OTHER: Software, technical diagram, etc.



EXECUTIVE SUMMARY

One of the missions of the NGI Outreach Office (i.e. NGI4ALL) is to deliver training and coaching activities to NGI projects' communications managers. The common aim of these training activities and the support associated with them is to increase the audience's communication skills in such a way as to favour more effective and impactful dissemination of the NGI goals and ambitions. It is also about creating a common communication culture, and thus better aligning the various communication initiatives of all stakeholders.

During this second year, the NGI Outreach Office delivered five training sessions to all active CSAs and RIAs. These training courses were all delivered online via the GoToMeeting platform. Each session lasted around one hour and was attended by an average of twenty participants.

In terms of the topics covered, the NGI Outreach Office worked in logical continuity with the training courses already given the year before. In concrete terms, and while remaining within a pedagogical approach adapted to all levels of expertise, this means that the approach has become a little more technical, since a good number of "basics" had already been covered. One exception to note, however, is the training on online presentations, set up in view of the COVID-19 situation and the participants' strong need for delivering excellent online presentations.

The following topics were covered this year:

NGI Communication 101, 10 March 2020. The objective of this communication training was to help all the projects to better communicate about the NGI initiative by developing stories based on two main communication pillars that are the NGI Brand Guidelines and the NGI Main Story.

NGI Ecosystem 101, 12 May 2020. This communication training was a major update of a communication training that had already been delivered on 8 April 2019. Its objectives were mainly to help information officers to better understand the galaxy of NGI Online Communication Channels, to understand their specifics and their complementarity, and how and when they should be used and combined to reach specific communication objectives.

Media Relations 101, 9 June 2020. The main objective of this session was to help information officers to develop, improve and maintain their press relations in order to benefit from a better visibility in the media.

Analytics 101, 15 September 2020. The objective of this training session was to provide participants with a comprehensive understanding of what Online Metrics are, the functionality of the different analytics platforms, and to demonstrate how these analytical tools can be used to better engage target audiences.

Online presentations 101, 13 October 2020. The objective of this training session was to provide participants with the necessary guidance to become better online presenters: designing stories that are perfectly adapted to online presentation, significantly improving the visual support used for these presentations, providing extensive advice on the technical environment and finally indicate the most effective attitudes for the presentation itself.

PEDAGOGICAL APPROACH



The pedagogical approach systematically adopted allowed the NGI Outreach Office to engage all participants, regardless of their level of expertise. Training courses are usually introduced by a problem to be solved. This is followed by a presentation of the levers that can be used to solve the problem. The presenter then systematically gets down to business, demonstrating - with the help of examples - how to implement the theoretical **advice**. The training courses always end with a question and answer session during which the participants can express their remarks or additional questions. The approach is usually very visual and engaging, even on the most complex topics.

IMPACT AND LESSONS LEARNED

The NGI Outreach Office has monitored and assessed the results of these five training sessions, both in terms of participation and interest, and of communication activities improvement. It is impressive to notice the speed and efficiency with which the participants (CSAs and RIAs) adopted the recommendations, implementing them at their own level on their respective communication channels.

PARTICIPATION

The training sessions stimulated the interest of the participants, although, as is often the case in most educational scenarios, the members of the NGI Communication Group show a different level of participation and interaction. Each training session generated a number of concrete questions which were addressed at group and individual level, as needed. The NGIOO recently conducted a survey among the participants which showed a high level of satisfaction (4 or 5 stars on a scale of 1 to 5).

NEXT STEPS

As already mentioned, a survey has been recently launched to find out what the NGI projects would prefer in terms of training for the coming year. The results show that some new themes should be addressed next year such as:

- How to design or improve your funding application processes
- How to better combine & leverage your online communication channels
- How to improve your website architecture, interface and global usability
- How to better promote our innovators and researchers (with a special focus on Women).
- How to improve Search Engine Optimisation



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ABBREVIATIONS

CSA	Coordination and Support Action
EC	European Commission
GDPR	General Data Protection Regulation
ICT	Information and Communication Technology
IGF	Internet Governance Forum
IP	Internet Protocol
NGI	Next Generation Internet
NGIO	NGI Outreach Office
RIA	Research and Innovation Action
TCP	Transmission Control Protocol
WP	Work Package



1 TRAINING 5: NGI COMMUNICATION 101

This communication training session was delivered online, via the GoToMeeting platform, on 10 March 2020 at 15:00. It was prepared and delivered by Philippe Félix (Tipik). The session lasted a little over one hour; the number of participants was 13, coming from the following projects: NGI4ALL, NGI Forward, NGI Explorers, NGI Zero, NGI Pointer.

1.1 OBJECTIVES

The objectives of this communication training were mainly to help communication managers of the different participating projects to better communicate the NGI initiative by developing stories based on two main communication pillars that are the NGI Brand Guidelines and the NGI Main Story. This training session was replicated because of the new projects which started late 2019 and beginning of 2020.

1.2 STRUCTURE & PEDAGOGICAL APPROACH

As has been the case since the very beginning of the project's Communication Training delivery, all communication training sessions given so far pursue more or less the same pedagogical approach:

The training systematically begins with the presentation and a precise definition of the subject, its general objectives, and the concrete problems it aims to solve. This introduction enables participants to understand exactly the scope of the training, gives them an overview of what they will - in principle - learn, and the improvements they can expect in the exercise of their communication role.

The head trainer, usually Philippe Félix (Tipik, for the NGI Outreach Office), invites all participants to interact with him during the session by asking him questions and offering any comments. The aim is to avoid an *us and them* scenario, and to set up an interactive dynamic.

Since it is difficult to know the level of expertise of the participants, and given this level of expertise differs fundamentally from one participant to another, the pedagogical approach is based on a systematic "back to the basics" introduction, ranging from the most general or theoretical aspects to the most concrete or practical aspects.

Each theme is approached according to a funnel model, starting from the fundamental concepts and developing into concrete examples of application of the advice given. As an example, the trainer systematically uses best practices (often identified on the web and social networks), some examples coming from sectors of activity related to those of NGI, and other examples (the most numerous) being identified within the production of NGI content itself.

The training sessions are divided into relatively short chapters (about 15 minutes). At the end of each chapter, the trainer calls for any questions that may arise, and engages in a short discussion before moving on to the next chapter. Sometimes the trainer asks direct questions to all participants who usually react positively. The training sessions end with a more general questions and answers session.



Great care is taken to ensure the rhythm and visual quality of the presentations, made of numerous slides (usually 60 to 80 slides for a one-hour session), but always very easy to read, containing very short text, and many images and illustrations. The tone is generally humorous, and many cultural references (IT world, films and series universe) are used to keep the audience's attention throughout the session.

PART 1

The first chapter of the training course focused on the NGI Brand Guidelines: its objectives and the creative approach that was taken to develop these recommendations, the presentation of the modular graphical environment, the implementation rules, advice on what to do and what not to do in terms of usage, and finally the links to the source files.

The first goal of this presentation was to demonstrate the logic behind the creation process, summarised by the creative brief:

- Human-centred
- Balance between "digital & analogic".
- Evolution vs. Revolution
- Readable and recognisable in any circumstances
- Open source font (Montserrat)
- Wide colour range
- Fashionable
- Highly modular & responsive

The NGIO then presented the different versions of the logo, adapted to the different circumstances of use. Philippe Félix also demonstrated how it was possible for projects to develop their own brand image while respecting the rules imposed. Finally, some examples of use that demonstrated the flexibility of the proposed approach were provided.

PART 2

The second chapter focused on NGI storytelling. It included a reminder of the importance of creating good stories, the main principles of storytelling illustrated by a number of best practices, a reminder of the structure and main themes of the NGI Main Story, the key messages of the NGI initiative, and finally a summary of the editorial strategy deployed since the beginning of the project.

The training first summarised why it is important for projects to adopt a storytelling approach:

- Clean-up the mess in complex topics
- Creating emotions vis-à-vis their initiative
- Triggering word-of-mouth

Philippe Félix then discussed the basic principles of storytelling, with a particular focus on the essential elements to be provided to the press:

- Structure



- Heroes
- Promise
- Drama
- Abstraction ladder principle
- A gold nugget (breaking news, novelty, impressive figures etc.)

These principles were finally demonstrated through three examples:

- The story told by a project linked to NGI (House.coop);
- The NGI Position Paper;
- And the NGI brochure produced for DG CONNECT

Finally, the NGI's editorial strategy in terms of audience and communication channels was presented.

1.3 KEY MESSAGES

The main messages relating to the first part of the training were fairly simple:

- NGI Branding meets all the usual quality criteria;
- The guidelines must be applied, and are simple to apply;
- The graphic system offers excellent freedom to develop customised graphic approaches.

The second part of the training summarised in a very practical way the different key messages of NGI, as they should ideally be reflected in the content created by the projects.

- NGI funds researchers and developers who can do work that would otherwise not be possible
- NGI supports new technologies to build a better Internet of tomorrow
- NGI Story 2: NGI: Expertise to select, fund, mentor and coordinate Next Generation Internet projects
- NGI Story 3 & Who's NGI? The people building the Internet of tomorrow

1.4 IMPACT AND LESSONS LEARNED

The impact of this session was remarkable. Indeed, all of the projects developed and applied their own NGI branding in a rapid and consistent manner. As far as storytelling is concerned, the NGI Outreach Office note that the projects are **only partially** applying the advice given to them. It is planned to come back to this subject at a future training session (2021), through the angle of engagement.



1.5 FOLLOW-UP

Following this training, a number of 1-to-1 contacts were established between the NGIO and various project partners, concerning especially issues related to the NGI Brand Guidelines. There is also a quite constant collaboration between the NGIO Editorial service and projects when it comes to draft new NGI Blog posts.

1.6 SCREENSHOTS



FIGURE 1: CURRENT CO-BRANDING / TAG VERSIONS



FIGURE 2: EXAMPLE OF BRAND IMPLEMENTATION

1.7 SUPPORT DOCUMENTS

The NGI Outreach Office made immediately available both the presentation and the recording of the webinar. The training materials are available on the NGI drive, the online repository (password-protected) open to all the NGI projects.

PRESENTATION

<https://drive.ngi.eu/remote.php/webdav/NGI%20Documents/NGI%20Communication%20Trainings/20200310%20NGI%20Communication%20101/NGI%20Communication%20101%2020200310%20V0.1%20Ph%20F.pdf>

VIDEO RECORDING

<https://drive.ngi.eu/remote.php/webdav/NGI%20Documents/NGI%20Communication%20Trainings/20200310%20NGI%20Communication%20101/2348807931046029056.mp4>

2 TRAINING 6: NGI ECOSYSTEM 101

This communication training session was delivered online, via the GoToMeeting platform, on 12 May 2020 at 15:00. It was prepared and delivered by Philippe Félix (Tipik), William Fox (FundingBox) and Miguel Dias Goncalves (DAPSI). The session lasted a little over one hour; the number of participants was 19, coming from the following projects: NGI4ALL, Tetra, NGI Pointer, NGI Forward, NGI Explorers, NGI Zero, DAPSI, EssifLab, NGI Trust.

2.1 OBJECTIVES

This communication training was a major update of a previous one that had been delivered on 8 April 2019. Its objectives were mainly to help the communication managers of the different participating RIAs to better understand the galaxy of NGI Online Communication Channels, to understand their specifics and their complementarity, and how and when they should be used and combined to reach specific communication objectives (message, call to action, target audience).

The trainer also reminded the NGI Communication Strategy basics, as well as global communication strategy principles.

A special focus has been put on the NGI Community platform. Its rationale and features have been presented by FundingBox experts.

DAPSI also presented their communication approach as a best practice.

Finally, the NGI Outreach Office presented the NGI Innovators co-branding toolkit.

This training session was thus quite dense in terms of information delivered.

2.2 STRUCTURE & PEDAGOGICAL APPROACH

This training was structured in five chapters.

The **first chapter**, lasting 10 minutes, had the aim of creating a friendly and interactive atmosphere, based on a question put to the audience: "What are your ideas, suggestions and possible criticisms about NGI online communication training". To be quite honest, this question did not result in many answers, except from a few participants who are usually the most involved in these training sessions.

The **second chapter** was about "The NGI Online Communication Ecosystem made simple". The pedagogical approach used is fairly standard: asking the question and defining what an online communication ecosystem is, defining the basic principles of audience proximity (the Circles principles, which we return to in the next section), then listing the different NGI online communication channels and indicating why, when and how to use and combine them. Having completed this theoretical part, the trainer (Philippe Félix) then made the link between these tools and the major questions underlying a communication strategy: who is the target audience, what are their needs, what are the publisher's objectives, how to make these objectives compatible, where is the target audience, when is it receptive to the message, and finally how to talk to it. The trainer concluded this chapter with some tips, including "Talking to



the right person; when, where and how he/she needs it is the real communication strategy issue". The chapter ended with a mini Q&A.

The **third chapter** was devoted to the presentation of the NGI Community Platform by William Fox (FundingBox). This part of the training was divided into several sections: a series of questions (and answers) about the platform itself (What is the NGI Community, what is the audience of the platform, how is the platform promoted, how is it hosted, what is its service offering). William then presented all the means available to engage the community as well as its current results. Finally, William explained why NGI Projects should use the platform within the NGI ecosystem. The session ended with another mini Q&A.

The **fourth chapter** was devoted to a "best practice" presentation by one of the participants, Miguel Dias Goncalves from DAPSI. He explained to the audience how DAPSI had developed its own brand image within the framework of the NGI Brand Guidelines. Miguel used numerous examples of implementation, on the project website, its social channels, templates and printed material. He then showed us how these elements were exploited in the funnel marketing set up by DAPSI.

Finally, the **fifth chapter** focused on the presentation of the NGI innovators Co-Branding Toolkit. The main objective was to summarise the rules and tips for implementing NGI Brand in the context of new NGI projects or projects supported by NGI.

The session was closed by a short open discussion during which participants were able to ask questions.

2.3 KEY MESSAGES

The key messages of this session were, admittedly, very numerous. They can be summarised as follows:

1. The NGI online communication ecosystem is very comprehensive and well organised. Each online channel (Portal, NGI Blog, NGI Community, NGI Map, Twitter, Facebook, LinkedIn, Instagram and YouTube) allows different communication actions in terms of objectives, audience, format and engagement.
2. The different channels, used in combination with each other, allow us to get closer to the audience, which is one of the keys to successful and qualitative communication.
3. Before communicating, it is always advisable to ask yourself seven questions (listed in the previous section).
4. There is no point in trying to "Speak Louder" when resources are limited. On the other hand, good exploitation of the ecosystem makes it possible to "Speak Closer" which is much more efficient and less costly.
5. The NGI Community platform is efficient, easy to use, and truly enables knowledge sharing and conversations that are not possible anywhere else.
6. The NGI Brand Guidelines make it easy to develop a quality brand image for projects that is consistent with NGI's overall brand image, yet specific.

2.4 IMPACT AND LESSONS LEARNED



The impact of this session is quite positive as it has been noticed how the projects use NGI communication channels combined with their own channels. The NGI Outreach Office has also established an excellent collaboration with the projects for the production of common content, such as news and events.

Among the lessons learned, it should be noted that despite the means implemented and the support offered to the projects, it is always difficult to establish a sustained collaboration due to a lack of time and resources dedicated to communication.

2.5 FOLLOW-UP

As already mentioned, the ecosystem is animated on a day-to-day basis through a "content curation" exercise which consists in particular of exchanging content (between the NGI Outreach Office and the projects), and establishing cross-promotional links between them.

2.6 SCREENSHOTS

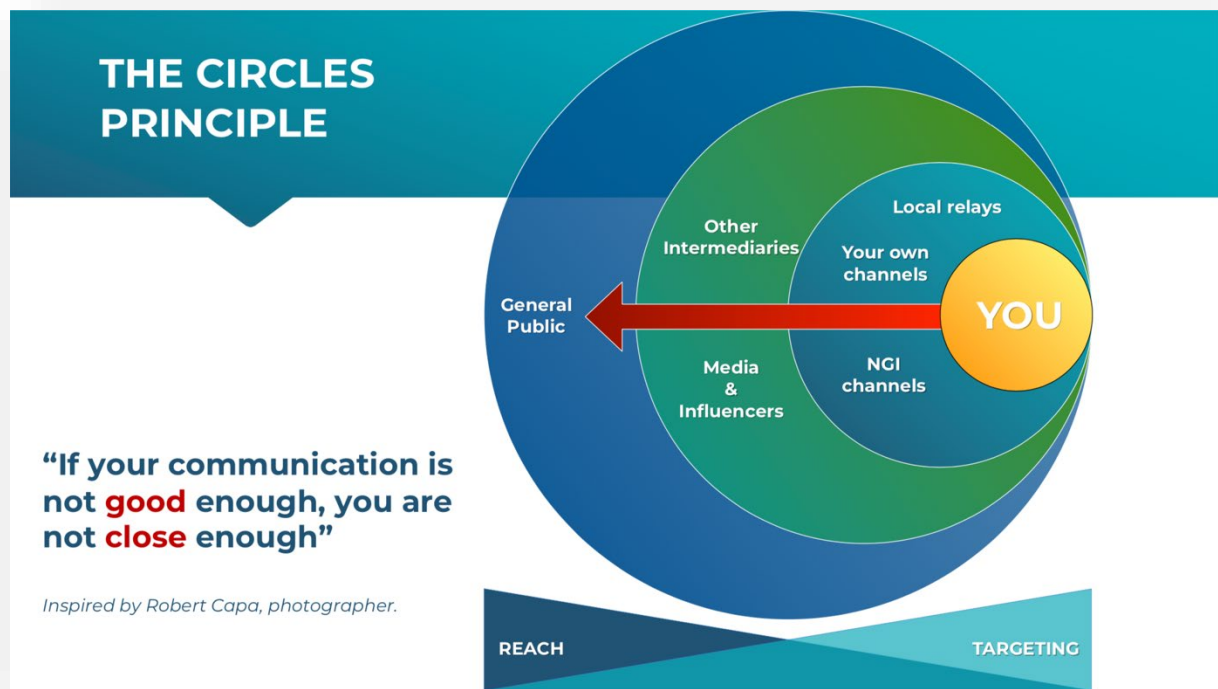


FIGURE 3: THE CIRCLES PRINCIPLE

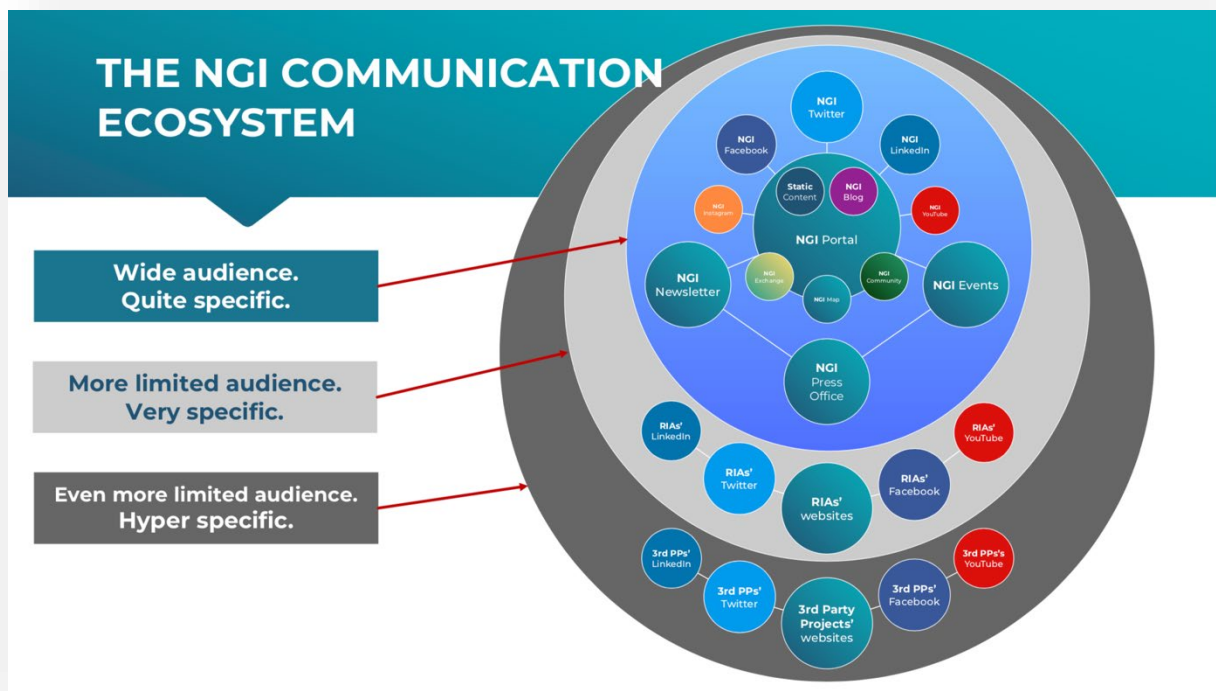


FIGURE 4: THE NGI ONLINE COMMUNICATION ECOSYSTEM



FIGURE 5: TALKING TO THE RIGHT PERSON CHALLENGE



2.7 SUPPORT DOCUMENTS

The NGI Outreach Office made immediately available both the presentation and the recording of the webinar. The training materials are available on the NGI drive, the online repository (protected by password) open to all the NGI projects.

PRESENTATION

[https://drive.ngi.eu/remote.php/webdav/NGI%20Documents/NGI%20Communication%20Trainings/20200512%20NGI%20Ecosystem/NGI Ecosystem 20200512 V1.0 PhF.pdf](https://drive.ngi.eu/remote.php/webdav/NGI%20Documents/NGI%20Communication%20Trainings/20200512%20NGI%20Ecosystem/NGI%20Ecosystem%2020200512%20V1.0%20PhF.pdf)

VIDEO RECORDING SESSION

<https://drive.ngi.eu/remote.php/webdav/NGI%20Documents/NGI%20Communication%20Trainings/20200512%20NGI%20Ecosystem/20200512%20NGI%20Ecosystem.mp4>



3 TRAINING 7: MEDIA RELATIONS 101

This communication training session was delivered online, via the GoToMeeting platform, on 9 June 2020 at 15:00. It was prepared and delivered by Dr Monique Calisti, Pierre-Loïc Nihoul (Tipik) and Nadia El-Imam (NGI Exchange Platform). The moderator was Philippe Félix. The session lasted a little over one hour; the number of participants was 25, coming from the following projects: EC, NGI4ALL, LEDGER, NGI Zero, NGI Atlantic, Think NEXUS, NGI Forward, and DAPSI.

3.1 OBJECTIVES

The main objective of this session was to help people in charge of communication within the NGI projects to develop, improve and maintain their press relations in order to benefit from a better visibility in the media.

The second objective was to present the NGI Exchange platform and explain how it can be used to improve the visibility of projects and develop thematic conversations within its user communities.

3.2 STRUCTURE & PEDAGOGICAL APPROACH

The training session was introduced by the NGI Outreach Office Director, Dr Monique Calisti. She reminded the major challenges of press relations and their importance in ensuring the credibility and international visibility of the NGI initiative.

The main chapter was presented by the press relations expert of the NGI Outreach Office, Pierre-Loïc Nihoul (Tipik). He began by redefining what press relations are, i.e. the interaction between an organisation and publishers, journalists, bloggers and influencers. This interaction, and the provision of "stories" to the media and the press, makes it possible to activate what is called "earned media" which is less controllable than "owned media" but whose reach is much greater.

He also summarised and defined what the traditional and non-traditional media are, the general and specialised press, the local, regional, national and international media, each of these media requiring specific approaches.

He then insisted on the crucial importance of providing these media with content that corresponds to their expectations, which he detailed. In a more practical way, he explained how to build these stories, in connection with a training session previously given on NGI storytelling.

Some key questions were then asked and answered:

- How to identify the media likely to reach NGI's target audiences.
- How to contact them.
- How to raise their interest.
- What to provide them with.



- What are the "tricks" that improve the chances of being noticed in the flow of information received by these journalists, bloggers and influencers?
- What are the activities directly related to developing and maintaining quality press relations?

The pedagogical approach of this session was therefore particularly practical and operationally oriented.

Pierre-Loïc then recalled the "4 A's" rules, which allow us to use the impact of the contents transmitted to the press and media, as well as the necessity and the means that can be used to measure the real impact of the press relations developed by the projects.

At the end of this presentation, and to demonstrate the theoretical principles developed, Pierre-Loïc presented an NGI best practice, namely how the programme had exploited the context of COVID-19 to communicate effectively about NGI projects directly involved. This "News Hacking" demonstration was based on a very concrete, solid and successful experience.

Pierre-Loïc went into detail about the choice of subject, the human-centric focus and the extremely tailored approach: 14 summaries of different projects, all translated into six languages, etc. He ended his presentation by giving the audience figures and examples of how the subject had been taken up in the national press.

The second chapter of the day's training was delivered by Nadia El-Imam, who introduced the participants to the NGI Exchange (EdgeRyders) platform. She presented the platform's background, the NGI focus, why and how it is used by very large communities, key figures that characterise the platform, its audience, its main features, and finally how it works and how NGI projects can exploit it.

The performance was particularly exciting and convincing for all participants. The training session ended, as most of the time, with a short question and answer session.

3.3 KEY MESSAGES

The key messages delivered during this training may be summarised as follows:

Press relations are essential for NGI and all projects supported by NGI. It is a way out of the "bubble" of European projects and a way to gain visibility and credibility in other worlds (earned media).

In order to have a chance to see information about NGI relayed by the press and the media, it is necessary to have a good understanding of the objectives and expectations of journalists:

- Identify stories or exclusive topics
- Find, receive and test material to develop an article or story
- Tell stories that interest or excite their audience
- Strengthen their audience
- Strengthen their legitimacy and their reputation
- Be kept informed on the up-to-date news related to the story



The press and media should be provided with interesting stories that meet several criteria:

- Timeliness
- Proximity
- Conflict and controversy
- Human interest
- Relevance

It is also essential to incorporate a number of obligatory ingredients into these stories, especially in press releases:

- A catchy hook or headline
- An inverted pyramid, starting from odd information to specific details
- First two sentences to follow the 5W structure: who, what, where, why, when
- Quotes
- Interview proposal with clear contact details
- Visual iconographic elements
- Avoid too many details

Finally, it is important to objectively measure and evaluate the impact of press actions through a series of tools and methods.

As far as the NGI Exchange platform is concerned, the participants agreed that it is an extremely powerful platform, professionally animated, and that it reaches a target audience particularly in line with the issues at the heart of the NGI initiative. It differs from the NGI Community platform in several ways:

- it does not focus solely on NGI issues
- it is followed by a wider (in terms of centres of interest) but also less specialised public
- it therefore makes it possible to recruit and engage a new audience beyond the borders of the NGI bubble

3.4 IMPACT AND LESSONS LEARNED

The real impact of a training like this one can only be measured in the very long term. However, the projects are making great efforts to develop their press relations, following a number of tips and tricks that have been given to them. Concrete lessons learned during this session can result in the following:

- **Crisis times** are opportunities for NGI projects
- Step-by-step: **Construction of a sphere of influence** requires proximity with national and local media



- Human: **Media welcome human-centric technologies** with interest and enthusiasm
- Micro-influence: **NGI needs national influencers**, representing a community
- Local scope: Media express a preference for **locally based projects**
- Leadership: project holders/founders are expected to come on stage and express their opinion to raise the awareness of their projects.

3.5 FOLLOW-UP

In everyday life, the follow-up of this training is carried out by the NGI Press Office, which on the one hand deploys its efforts to increase the visibility of the NGI initiative in the local, national and international press, but also through the contacts established with the projects and the support provided to them in their media-oriented communication approaches.

3.6 SCREENSHOTS



FIGURE 6: PRESS PUBLICATION EXAMPLES





FIGURE 7: PRESS PUBLICATION EXAMPLES

3.7 SUPPORT DOCUMENTS

The NGI Outreach Office made immediately available both the presentation and the recording of the webinar. The training materials are available on the NGI drive, the online repository (protected by password) open to all the NGI projects.

PRESENTATION

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VIDEO RECORDING SESSION

https://drive.ngi.eu/remote.php/webdav/NGI%20Documents/NGI%20Communication%20Trainings/20200609%20NGI%20Media%20Relations/NGI_Media%20Relations_20200609.mp4



4 TRAINING 8: ANALYTICS 101

This communication training session was delivered online, via the GoToMeeting platform, on 15 September 2020 at 15:00. It was prepared and delivered by Philippe Félix (Tipik). The session lasted 80 minutes; the number of participants was 20, from the following organisations: the EC, NGI4ALL, LEDGER, NGI OntoChain, NGI Atlantic, NGI Zero, NGI Forward.

4.1 OBJECTIVES

The objective of this training session was to provide participants with a comprehensive understanding of what Online Metrics are, the functionality of the different Analytics platforms, and to demonstrate how these analytical tools can be used to engage target audiences. One of the particularities of this session was that it was relatively technical. In one hour, only a general overview of the problem could be delivered. The aim was therefore not to ensure that participants could use all the tools presented, but that they understood what could be done with them.

4.2 STRUCTURE & PEDAGOGICAL APPROACH

The training session was structured in four chapters:

The first chapter was an introduction during which the concepts discussed were defined. The second chapter focused on the presentation of the main social media analysis tools (Google Analytics, Facebook Insights, Twitter Analytics and LinkedIn Analytics). The third chapter consisted in the presentation of a "Conversation listening" tool, namely BrandWatch. The session ended with a series of questions and answers.

To go into the details of the pedagogical approach, the first chapter was presented in an extremely structured manner. First of all, the fundamental difference but also the complementarity between quantitative analyses (based on figures) and qualitative analyses, more generally based on user surveys, was recalled.

Next, it was explained the general logic underlying the analysis and interpretation of "metrics" data:

- Step 1: definition of business objectives. (High level objectives)
- Step 2: definition of goals. (Low level objectives)
- Step 3: definition of metrics (with differentiation between count-type metrics and ratio-type metrics)
- Step 4: definition of KPIs (criteria for metrics endorsement)
- Step 5: definition of targets (performances to be achieved on the different predetermined KPIs)
- Step 6: definition of the dimensions of the study, i.e. the attributes and characteristics of the target audiences analysed.



- Step 7: definition of the audience segments, i.e. parts of the target audience meeting certain criteria.

This introduction ended with a summary that allowed participants to easily remember what the quantitative data analysis exercise consists of: "Exploiting analytics allows you to know if you are progressively reaching your predefined goals, among predefined audience segments, in order to achieve your business objectives".

Philippe then got to the heart of the matter by listing the different tools that are now available to projects to analyse their performance in terms of communication on the web and social media.

The first platform presented was Google Analytics. Rather than immediately getting into the use of the platform, Philippe presented the questions that it allowed to answer, in a global but also detailed way.

- What is your audience?
- How do they reach your website?
- What pages are they visiting?
- How do they behave?

The conductor then indicated what was important to determine, and what was less important: "A number is worthless. Its evolution is." He then reminded the audience that the metrics analysis provided by Google Analytics allowed to considerably improve these different aspects of online communication:

- Editorial strategy (what, where, when, how... = inbound marketing)
- Architectural information
- Content (textual, visual, multimedia)
- Usability / accessibility
- Wording / labelling
- Business processes (use cases)
- Search Engine Optimisation
- Cross referencing
- Optional paid campaigns (outbound marketing)

To conclude this chapter on Google Analytics, the trainee demonstrated the main functionalities of the tool on the basis of a real case study.

The same pedagogical scheme was adopted for the other tools presented, namely Facebook Insights, Twitter Analytics and LinkedIn Analytics. For these three tools, the focus is of course not on reach, as is the case on the Web, but on the level of engagement which is one of the fundamental characteristics of social media. Philippe explained what the engagement rate is and how it is calculated.

The third chapter of the training session consisted in the presentation of a "Conversation Listening" platform used by NGI, namely "BrandWatch". The trainer explained what



Conversation Listening consists of: creating groups of words (in the form of queries) and asking the platform (which is based on Artificial Intelligence) to analyse all the conversations available on social channels and the web, over a given period of time, in order to see how many conversations there were on the given topics and how they evolved over time (sentiment analysis). In short, such a platform allows you to "discover and analyse **when, where, who** and most importantly **HOW** the web, press and social media talk about your organization, project or area(s) of interest".

After a demonstration of the tool (how to create a query, and what analysis results are available), the training session ended with a series of questions and answers.

This session was more successful than usual, as the topic seemed to be of great interest to the participants.

4.3 KEY MESSAGES

The key messages of this training were not technical, nor focused on the "how" question. They were truly focused on the "why" question, and aimed to raise awareness of the importance of putting in place analytical tools to answer the key questions that underpin a communication strategy.

One of the main messages was that numbers do not mean anything as such, but that their evolution over time is essential.

Another very clear message was that analytics are only tools that provide data that become interesting when they are analysed and interpreted according to business objectives, goals, KPIs and pre-defined targets.

Finally, the third key message of the training was to say that in analytics, anything is possible. We now have extremely powerful tools, literally capable of tracking any information on the Internet, in terms of what audiences are, what they think, what they do. But these data only make sense, again, if they are analysed in the long term and in a behavioural way.

4.4 IMPACT AND LESSONS LEARNED

The impact of the training was felt immediately during the Q&A session. The subject matter seemed to be of great interest to the participants, many of whom were discovering the power of the tools presented. A recent survey conducted among the projects about the next topics to be covered in communication training sessions shows that there is a need and a desire to go deeper into the subject.

4.5 FOLLOW-UP



The follow-up to this training will most certainly consist of a new session, probably even more technical, delivered by an analytics specialist.

4.6 SCREENSHOTS



FIGURE 8: SUMMARISED GOAL OF ANALYTICS

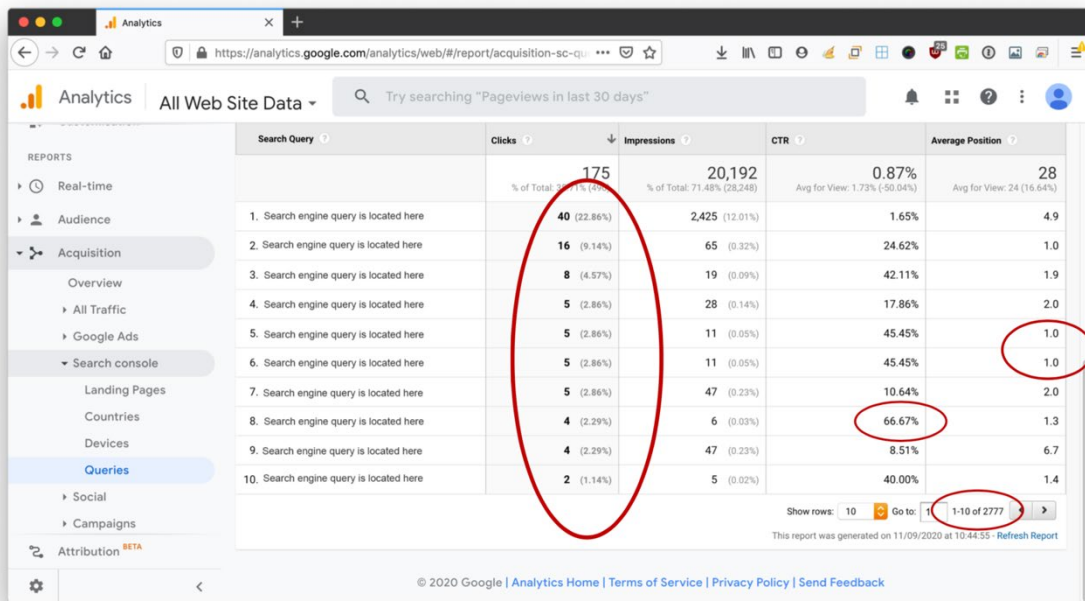


FIGURE 9: EXAMPLE OF GOOGLE ANALYTICS METRICS

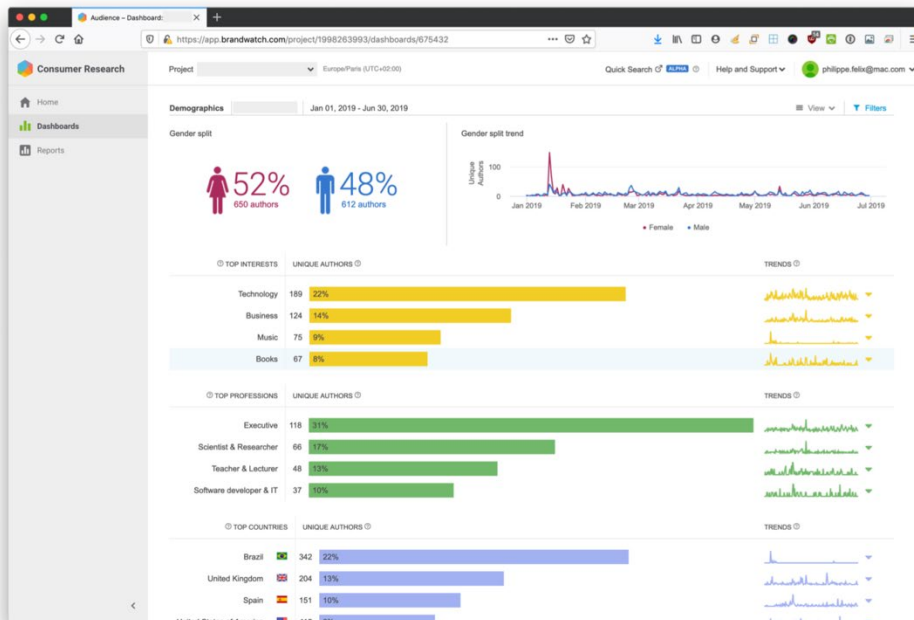


FIGURE 10: EXAMPLE OF BRANDWATCH DASHBOARD



4.7 SUPPORT DOCUMENTS

The NGI Outreach Office made immediately available both the presentation and the recording of the webinar. The training materials are available on the NGI drive, the online repository (protected by password) open to all the NGI projects.

PRESENTATION

https://drive.ngi.eu/remote.php/webdav/NGI%20Documents/NGI%20Communication%20Trainings/20200915%20NGI%20Analytics%20101/NGI_Analytics101_20200915_V1.0.pdf

VIDEO RECORDING SESSION

https://drive.ngi.eu/remote.php/webdav/NGI%20Documents/NGI%20Communication%20Trainings/20200915%20NGI%20Analytics%20101/NGI_Analytics101_20200915.mp4



5 TRAINING 9: ONLINE PRESENTATIONS 101

This communication training session was delivered online, via the GoToMeeting platform, on 13 October 2020 at 15:00. It was prepared and delivered by Philippe Félix (Tipik). The session lasted a little over one hour; the number of participants was 18 from NGI TETRA, NGI ASSURE, NGI Forward, NGI ZERO, DAPSI, LEDGER, THINK NEXUS.

5.1 OBJECTIVES

The COVID-19 crisis forces us all to work remotely. Among the main and regular tasks of most NGI project communication officers, providing attractive and convincing presentations is essential. If delivering a quality presentation is already difficult in the traditional (face-to-face) way, this exercise becomes even more difficult when it comes to delivering an online presentation.

The main objective of this training session was therefore to provide the participants with the necessary guidance to become better online presenters. More concretely, the objectives were to provide a complete understanding of the levers to achieve this global objective:

- Designing stories that are perfectly adapted to online presentation;
- Significantly improving the visual support used for these presentations;
- Providing extensive advice on the technical environment;
- Indicating the most effective attitudes for the presentation itself.

5.2 STRUCTURE & PEDAGOGICAL APPROACH

The originality of this training session is that it began, without the participants' knowledge, with a demonstration of what an excellent introduction to an online presentation is. The challenge for the presenter, who is supposed to demonstrate what an excellent presentation is, was to deliver a high-quality presentation himself.

The introduction was therefore built on the principles of a good story: an unexpected hook, the setting of a situation, the statement of a threat, the sharing of a common challenge, and finally the promise (as a menu item of the training session).

Five chapters followed, as follows:

- the "appetizer" (the pitch) which in fact had just taken place before the presentation of the agenda
- the "starter" focused on the purpose of the presentation
- the "main course" focused on practical advice on storytelling, visual support, environment and presentation performance
- the "dessert" consisting of a few goodies
- and finally, the "coffee push" which was the Questions & Answers session.



The first chapter started with the formulation of the real purpose of the vast majority of presentations (off-line or online): "Create **change** in people's minds.". This was followed by the natural question that the participants were asking themselves at that moment: "How?".

The conductor explained the three ways to achieve this goal, when combined:

- Telling a great story
- Communicating with impact
- Learning how to do it

To close this chapter, the trainer recalled what the major flaws of most presentations were, what were the qualities required for an excellent presentation. He also reminded that in the end, an excellent presenter does not need a very complicated presentation.

This second chapter of the training was devoted to practical tips for making an excellent online presentation. This chapter was divided into four main points.

The importance of the story. The main tips that were given were as follows:

- Work on paper first to imagine a first structure
- Then use a Mind Mapping tool to develop and refine this structure.
- Then move on to making the presentation, with the golden rule of expressing one idea maximum per slide.
- As far as the story itself is concerned, Philippe reminded the audience of the principles of storytelling, which also apply to the online presentation. Connect with punch. Always start with the why. Indicate where we are. Indicate where we go. Leave the audience satisfied, and not satiated. And conclude with a knock-out finish.

The importance of visual support. On this point, Philippe mentioned the tools available, the basic rules (there are no rules indeed), the importance of using as little text as possible, no special effects, simple visualization data, meaningful images, an airy layout.

In terms of the environment, the training showed how best to organise your desktop before starting an online meeting, and what to pay attention to in terms of Internet connectivity, quality of sound, and quality of video.

Finally, this chapter ended with advice on the **performance itself**, in terms of attitude, rhythm and interaction management.

The third chapter was rather short. It summarized the main points of the presentation, and presented some reference books and videos.

We ended the training with a traditional Q&A session.

5.3 KEY MESSAGES

Several important messages were delivered during this training. Simplicity is and always remains the key to effective communication: "*Simplicity is the ultimate sophistication*". Making



a good online presentation is not simple. However, the strict application of the advice given and the continuous search for improvement (quality of structure, quality of text, quality of images, quality of diction...) allows anyone to become a much better online presenter.

Finally, preparing a good presentation requires a certain commitment, and above all a lot of time. A presentation prepared in emergency in two hours cannot be a good presentation, and it is often preferable in this case not to deliver it.

5.4 IMPACT AND LESSONS LEARNED

Based on the reactions during the Q&A session, as well as the reactions of the participants during the presentation itself, and also afterwards (e.g. in the recent survey regarding next training topics), it appears that this session was one of the preferred training sessions. Several participants said that they had learned a lot, in a fun and engaging way. The impact on the quality of NGI Projects presentations can only be assessed over time.

5.5 FOLLOW-UP

So far, there has been no particular follow-up, i.e. no request for support from the NGI projects to help them in the field of online presentation production.



5.6 SCREENSHOTS



FIGURE 11: TRAINING SESSION CHALLENGE

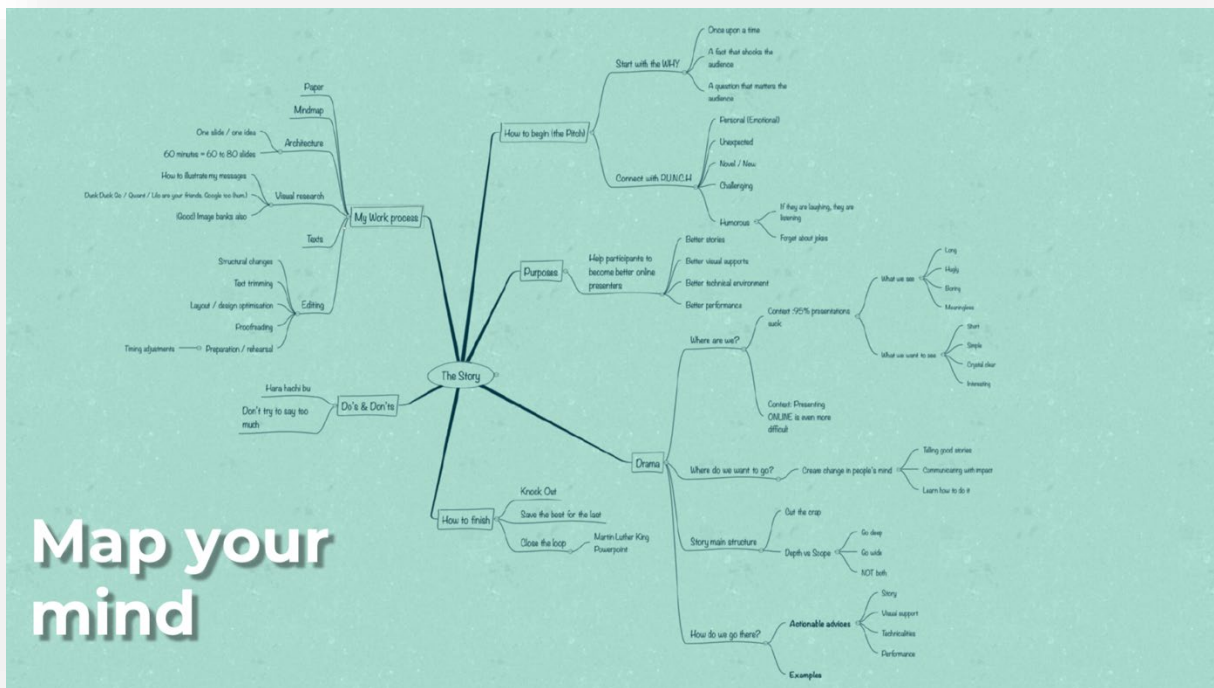


FIGURE 12: ADVICE ON MIND MAPPING



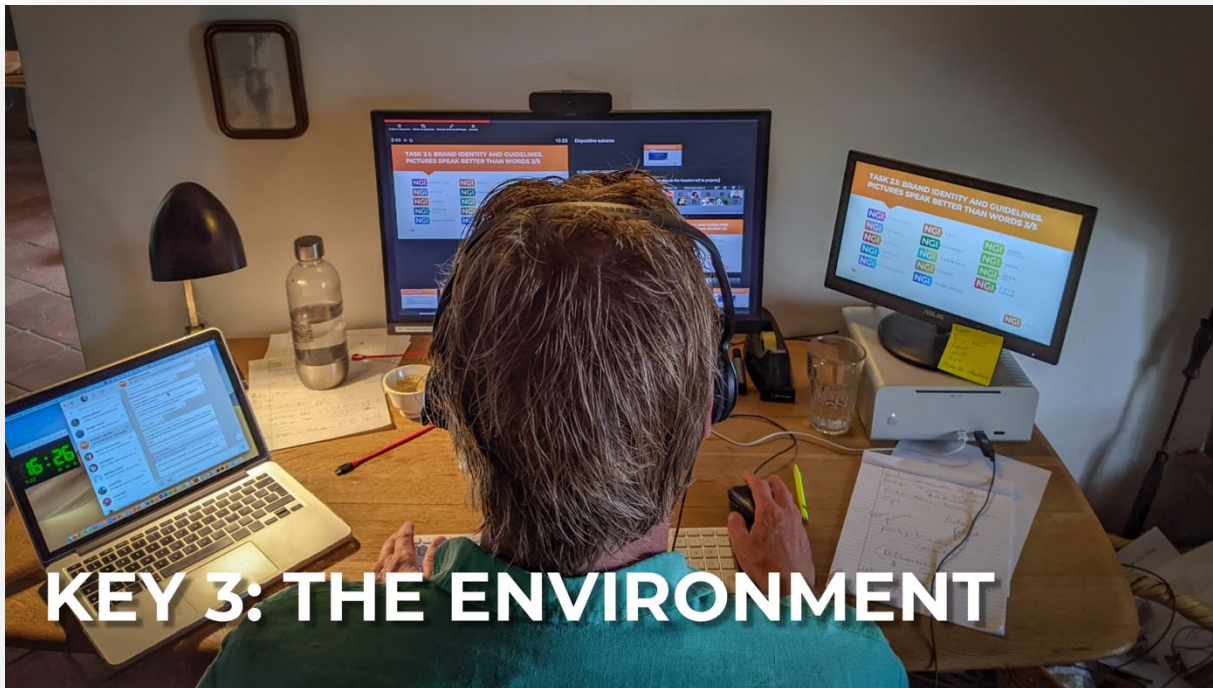


FIGURE 13: ILLUSTRATION OF ADEQUATE ENVIRONMENT

5.7 SUPPORT DOCUMENTS

The NGI Outreach Office made immediately available both the presentation and the recording of the webinar. The training materials are available on the NGI drive, the online repository (protected by password) open to all the NGI projects.

PRESENTATION

https://drive.ngi.eu/remote.php/webdav/NGI%20Documents/NGI%20Communication%20Trainings/20201013%20NGI%20Online%20Presentation%20101/NGI_OnlinePresentations101_20201013_V1.0.pdf

VIDEO RECORDING SESSION

https://drive.ngi.eu/remote.php/webdav/NGI%20Documents/NGI%20Communication%20Trainings/20201013%20NGI%20Online%20Presentation%20101/NGI_OnlinePresentations101_20201013.mp4

6 CONCLUSIONS AND NEXT STEPS

The five communication trainings delivered in 2020 have been developed in line with the topics already addressed in the previous year. **NGI Communication 101**, given on 10 March 2019, took up in an improved form the advice already given on the implementation of the NGI brand image, as well as the basic principles to be respected in order to develop excellent stories, in line with NGI's global storytelling.

NGI Ecosystem 101, given on May 12, 2020, was an **update** of a training course already given in 2019, but totally readapted to the evolution and enrichment of this ecosystem during the past year.

Three of them dealt with a completely new and much more specific subject:

- **Media Relation 101**, given on 9 June 2020, was about the development and maintenance of quality media relations with the press, media, influencers, bloggers, etc.
- **Analytics 101**, given on 15 September 2020, aimed to provide a general understanding of the metrics and analytics platforms, and to show how these data and tools could be used to fundamentally improve online communication.
- Finally, **Online Presentations 101**, given on 13 October 2020, aimed to enable participants to become much better online presenters. This session was initially planned (cfr. our 2019 activity report) in the form of a face-to-face meeting. Circumstances made that the subject matter and the mode of delivery (online) were significantly changed to better fit the constraints of the moment.

Compared to last year, and although the NGI Outreach Office believes to have further improved the quality of the sessions, the conclusions remain relatively unchanged.

1. It is extremely difficult to bring together more than 20 participants; some projects participate systematically, others sometimes, others almost never. As the NGIOO is not in a position to impose these training courses, the NGI Outreach Office has no choice but to work to make them more useful and interesting.
2. The relatively limited interaction is unfortunately also still relevant today. As in any community, some are more extroverted, others more introverted. On this subject, and following some suggestions received through the survey conducted among the participants, it was decided to set up some "interactive breathing" during these trainings, in the form of voting for example.

The topics planned to be addressed next year are the following:

- How to design or improve your funding application processes
- How to better combine & leverage your online communication channels
- How to improve your website architecture, interface and global usability
- How to better promote our innovators and researchers (with a special focus on women).
- How to improve Search Engine Optimisation



It corresponds strictly to the wishes expressed by the participants during the survey we conducted. We therefore very much hope that this will help to increase participation and the level of interaction.

