

Communications Working Group, 1 December 2010, NHM London, 13:30-17:00

Participants: Jiri, Graham, Patrick, Tine, Lizzy, Henning, Antonio

- Agenda accepted
- Work distribution in Prague: Kamil – Newsletter, Pavel – Design, Karolina – Images
- To improve communication of the dissemination team, NMP and RBINS will now have regular Skype calls
- NMP do weekly meetings with the NMP dissemination team to check workplan and deadlines
- Tine meet NMP team in Prague in December
- 23 December: finish Web site migration into Joomla
- New carousel with images for the Web site: taken from the BHL-Europe content, extracting images/plates with text explanations
- Images also used for the Facebook site – be careful with IPR (only public domain)
- Supervisor for languages: French & Dutch - Tine, Spanish - Antonio, Italian - Luca, Czech, Slovak – NMP, German – Henning
- Graham reads the English version of the Website one final time before the language adaptation takes place.
- Jiri agreed that the timeline is tight but realistic and the WP5 work plan is the WP1 guidance for checking and measuring work progress
- More promotion material needed: factsheets, design of documents, conference bags
- Poster templates and other templates to be available on the wiki for partners and guidelines need to be available for partners where to get all information for preparing posters and presentations
- High priority: new logo for product branding as part of our sustainability plan
- Newsletter turnaround time from first draft to publication is too long at the moment – come back to the content issue for the newsletter
- Demonstrator: we need to produce two versions – 5.4.1 would be a talking head with a few images of books (english version of my MfN video) / 5.2.3 would be a boxed search – set of slides (guide people through our portal / prototype) – Lizzy send some links for both and then decide and work on realising them
- Tine compile dissemination information
- Henning bring Tine in contact with William and they align for making a global calendar with conferences and identify responsibilities to go there and represent BHL-Europe; this all needs to be aligned with Europeana – investigate existing services and websites for event calendar
- Google analytics for German Prototype and BHLE website as soon as possible (end of December)
- Jiri make use of the Europeana CWG to get ideas and align activities
- Restructure workplan to be work efficient not DoW efficient
- When the workplan is revised, I set milestones and checkpoints for WP5 (and other WP as well)
- I need reports if WP5 meets a checkpoint or not – base for discussion for PMG calls
- First to decide on the concept for a virtual museum (or several virtual museums) then to decide on the social media to play it out – virtual museums delivered through social media
- Tine can do more work than currently assigned to her in the workplan: update Web site (News), synchronise Web site, weblog, facebook; newsletter
- Graham view of the newsletter: too much effort into the newsletter when we should deliver news – flip the production of the newsletter to a summary of the news of the

last quarter – brings also people back to weblogs and facebook – tool to engage people with the social media – capture news into shorter articles – Tine can manage the entire process – getting ideas for articles from facebook contributions – this is a responsible job and not too easy for RBINS but they will work on a concept

- 10 December workplan finished (NMP and RBINS contribute to that)
- UBER Listserver to manage internal and external Email to distribute news and other relevant information (Tine manage external list, Jana manage internal list, used by others as well)
- Internal communication: Tine participate in the PMG calls, Henning distribute PMG call notes to the partners, invite every partner to call in the PMG call once a month and I send information; every WP leader prepare information for the monthly call (use this also as a deadline and checkpoint for WP leaders)
- Idea of Antonio: Terminal in museums with links between objects and books
- Start press release concept now for the portal release soon to be ready for the launch

Virtual museum and social media:

- Check Reading Europe and taking it as a good example
- Main work: write information about a book
- We call it virtual exhibition, not virtual museum
- Curatorial information to attract people and explain people what the book is about
- We address the general public – what are they interested in, what themes?
- Why is a book interesting, what is important for the user to know about the book?
- Ask European Library for a template of Reading Europe to put content in
- Lizzy make connection to them to get an idea from them how long it took
- Park the technology issue (maybe solved by TEL) and focus on the general concept
- Birds attract masses; horticulture is another topic; butterfly might work – make a nice story out of that – pick one or two of those (Marcel is asking for a plan to have more than just one topic done)
- “Birds in art” book as a template
- NHM is scanning old and famous bird books
- Theme: extinct species of horses, evolution of horses
- Include theme for kids?
- How will the general public reach the exhibition? When to launch it? How to guide the user to work with it? How to communicate the existence of the new content?
- Not promoting the BHL-Europe portal now but start with the Europeana site and redirect to our portal once it is stable enough
- Testing work in the selection process, how many books of that topic are available – we need to start what we have
- Who can curate it and who is responsible? 3-4 organisations need to volunteer for a topic
- NHM is in charge of the bird topic – Graham first contact
- Chinese garden plants
- Ask our botanical gardens to work on that theme
- We need a manager for the entire process of preparing the virtual exhibitions
- We may ask a VIP to write an introductory text
- As multicultural as possible – one piece from every partner
- Template is essential for that to minimise budget and resources for building it
- In the first days of 2011 check what we have and see if we have the budget to do it
- Two themes for M28 and two themes for M36
- Expeditions as a theme

- Evolution of Horses, birds, horticulture, butterflies, expeditions – we need volunteers for that by the end of the day
- Objective for the virtual exhibition: promotion of European biodiversity literature to the general public
- We might even copy the TEL workplan for the virtual exhibition
- Who presented the lessons learned of virtual exhibitions during Open Culture? – Henning to check

Plenary wrap-up and presentation of the basic ideas – feedback by the audience:

- Write a short concept to be used by partners to work with
- Another topic as suggested by Marcel are Darwin books with annotations
- Suggestion for curators: NHM – Darwin, Patricia – Expeditions, NMP – butterfly, Madrid – botanical
- Other potential themes: Human anatomy, fishes