

"Users days/ equivalent"

Inputs extracted from
the presentations
made by the NCCs
Netherlands,
Bulgaria, Latvia

On April 29th 2024.



Best practices guide

From the “Do’s and don’ts
industry workshops”

EuroCC2 & CASTIEL2

Summer 2024

With NCCs Netherlands,
Bulgaria, Latvia

Industry interaction

-

Questions & issues

- People are not familiar with new technologies - HPC+
- The current state-of-the-art is not evident for the companies
- What are the infrastructure and services available?
- How can a company use these?
- Even experts are not aware of the opportunities!

DO's

"Users days/
equivalent"

Explain the OPPORTUNITIES offered by the EuroCC2 network at well-attended forums.

- Allow time and space for ideas to fertilize
- Engage real domain experts in the conversations

Create a series of infographics to display more information

- Add context with visual cues - people remember visuals **6x longer than text**



DO's

"Users days/
equivalent"



Communication tips

- When organizing HPC Breakfast events: **Use breakfast elements in visual communication**
- Use an **Eventbrite platform** to get the (free) registrations
- Take opportunity of participating to national events
- Use the EuroCC platforms to **disseminate the success stories**
- Highlight the potential costs reduction thanks to HPC



Keep tracks

- Useful tool: **Airtable.com** to keep tracks on the client's journey
- Establish a **clear workflow** to interact with leads met during your events

Organization of the event

- Events usually **more attended in Urban contexts** than in **Regional contexts**
- **On-site >>> Online** to interact with industry
- Benefit from **the venues of your associated partners** to avoid paying for their rental 😊

DO's

"Users days/
equivalent"



Programme

- Use Call for Proposals
- Provide enough time to network
- Speakers that can talk about their use cases, best practises, how did they solve problems
- Have all phone numbers of speakers
- Ask speakers for pdf's of the presentation to put online before they are going to speak



Venue

- Use an authentic venue or that fits your theme
- Start at least 10 months in advance with securing venue + date
- Provide vegetarian/vegan food (sustainability)
- Create a good relationship with the event manager from the venue
- Be in touch with the person who is responsible from audiovisual
- Make sure there is enough space for people to enter and to get their badge



Communication

- Involve the speakers (toolkit)
- Create a brand manual
- Start early and build up - Spread tasks
- Content Calender for Socials - Create a nice general presentation (Canva)
- Use an event app
- Have 5 professional photos ready to be published - at the end of the event

Be CAREFUL about:

"Users days/
equivalent"

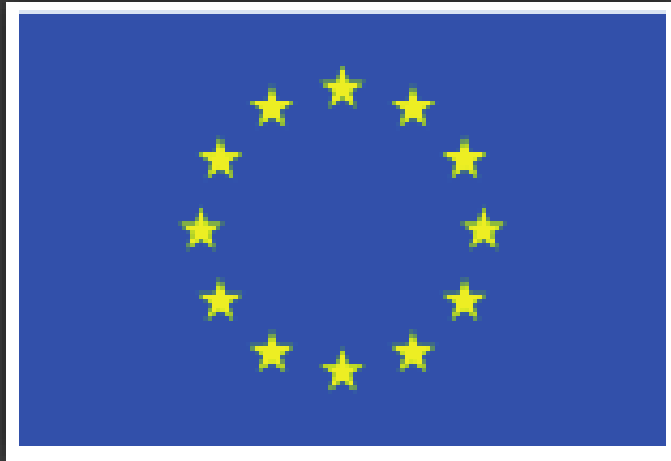
Avoid having too big Programme Committees (#manageable)

Check climate control in venue

Have a space available where visitors can have a meeting

Give more space for 'activities'

Don't do everything yourself with regards to communication



This project has received funding from the European High-Performance Computing Joint Undertaking (JU) under grant agreement No 101102047. The JU receives support from the Digital Europe Programme and Germany, Italy, Spain, France, Belgium, Austria.