

DISSEMINATION PLAN

D04

IDEALVis Consortium

<http://idealvis.inspirecenter.org/>



European Union
European Regional
Development Fund



Republic of Cyprus



Structural Funds
of the European Union in Cyprus



**ΙΔΡΥΜΑ
ΕΡΕΥΝΑΣ ΚΑΙ
ΚΑΙΝΟΤΟΜΙΑΣ**

Executive Summary

This deliverable comprises the IDEALVis dissemination, communication and marketing plan, a complete document which outlines the actions, tools and channels to be used throughout the IDEALVis project in the promotion of the services under development. The purpose of the document is to outline the activities, strategy and tools with which the IDEALVis project will communicate with a range of external stakeholders, as well as the timing of the various actions throughout the lifetime of the project.

As part of the Excellence Hubs programme, IDEALVis will gradually evolve, of being a research and innovation project to a commercial service, and the communication, dissemination and marketing activities must reflect transformation. The development of a brand identity should begin as soon as the first scientific results (D11) are integrated into a system that can be demonstrated to external audiences. Additionally, the increase of the activities should be evident in the shift from project-based to commercial activities.

The primary target audiences of the IDEALVis platform and services are business intelligence software vendors (both local and international) and Data analysis organisations. In addition, research and academic communities, as well as the general public and the media are relevant targets for the communication effort.

The IDEALVis project will make use of a suite of tools, channels and activities to achieve its objectives (e.g.: website, posters, flyers, press kit and social media), underpinned by an integrated and coherent visual identity which forms the basis for a commercial brand. The IDEALVis website will initially take the form of a web presence focused on the project, and later, a commercial site will be made available. Further to the core activities associated with the creation of tools and the use of media channels, a set of activities is foreseen in order to strengthen and consolidate the communication, marketing and dissemination effort, including promotion of the project by consortium partners, a programme of attendance at events and conferences and the publication of scientific results. A master database of contacts and media channels (including social media) is also being established as a resource for the communication, dissemination and marketing-related activities in this work package.

The IDEALVis project spans two years (24 months), November 2019 to November 2021. The communications plan takes into account this period and is built to maximise the awareness-raising activities throughout these two years. The impact of the IDEALVis communication activities will be monitored on an ongoing basis.

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1 Introduction

This deliverable document (D4) covers the Dissemination plan of the IDEALVis project. The purpose of this document is to outline the relevant target groups and means/tools for dissemination of the project, project results and assets that have a dissemination potential, as well as an indicative timetable (planning). This document will be updated throughout the life of the project, with a formal update to be delivered in M24.

As part of the "RESTART 2016-2020" Sustainable RTDI System pillar, and the Excellence Hubs programme, IDEALVis is expected to lead to "Development and Promotion of Internationally Competitive Innovative Products and Services". The promotion part implies facilitating market competitiveness through innovation, the development of marketing, customer engagement and retention strategies, over and above the awareness-raising activities which would normally take place in other RPF funded projects.

Based on the above requirements, an important distinction is drawn between communicating on the project itself, disseminating the results of the project, and marketing the IDEALVis service to its target audience.

IDEALVis's WP2 therefore addresses two primary objectives:

1. Fostering a sustainable customer base for the future commercial service;
2. Communicating the results and benefits of the project to relevant target audiences.

In order to clearly distinguish between the different communication-related activities linked to the two above objectives, the following definitions will be used for the purposes of the activities to be carried out within WP2:

- Dissemination will be taken to refer to the publication or presentation of scientific results arising from, or based upon the activities conducted in the framework of the project;
- Communication will refer to the activities through which the project will present itself outside its own community to a wide variety of external stakeholder groups;
- Marketing, treated as a special case of the communication effort, is aimed at the target audience of the IDEALVis services and designed specifically to create a convincing case for the IDEALVis services' viability, competitiveness, and added-value, to engage and retain customers, and thereby ultimately to generate revenue.

Marketing addresses Objective 1, namely identifying and engaging with potential future customers of the IDEALVis services. Dissemination will address the scientific, research and academic community, whereas communication focuses on the other. These activities, although inter-related, have different audiences and different aims, which will be highlighted throughout the chapters which follow:

- Section 2 discusses the **context** of this activity;
- Section 3 outlines the overall **strategy**;
- Section 4 describes the **target audiences** and the dissemination, communication or marketing objectives in each case;
- Section 5 describes the main **channels tools and activities** comprising the dissemination, communication and marketing effort;
- Section 6 focuses on the **schedule and timing** of the various activities;
- Section 7 describes the means of **monitoring and evaluating** the impact of the activities.

- Finally, Section 8 concludes the document.

2 Context

The explosion in the volume of digital data produced during the last years has led to a new era of “Big Data” exploration and utilization, revolutionizing many business domains not only with respect to their digital transformation and integration but also to the adoption of a new culture in decision making (Schrage, 2016). In addition, since 2016 there are 6x more companies with over 1,000 terabytes of data, out of which 79% want to extract more value from the data and 70% need better analytics (Forrester Research, 2018). To address the data/analytics challenges companies should take an insight-drive approach by continuously enhancing their Business Intelligence and Data Analytics (BI/DA) platforms with specialized modern capabilities (Vashisth et. al, 2018). This can be achieved in multiple ways, from adopting seamless data integration (Gartner, 2013) to compelling static or interactive visualizations – the latter quickly becoming a defining feature for effective visual-based data exploration (Sallam, 2017). Intelligently combining existing data analysis techniques (e.g., data mining algorithms, predictive models) with interactive data visualizations can significantly improve the understanding of complex data and computational outputs (Liu, 2017), leading to more effective decision support that can drive strategic actions in response to market events as they occur. To this end, modern BI/DA platforms offer vast repositories of data analysis tools and myriads of customizable visualizations; however, it takes time to learn how to effectively combine techniques and become an artisan analyst.

The majority of existing data visualization tools have the capacity to generate different types of visualizations (Shneiderman, 1996) to allow the user to make sense of data coming from a variety of sources and in diverse formats (e.g., structured and unstructured). Even though there are some data visualizations that are considered better than others in terms of usability and understanding (Liu, 2014), often their recipients (i.e., the decision makers) are overloaded from the vast amount of high quality visual uncertain information, which in turn, severely decreases their ability to understand the data, let alone obtain insights, unveil complex patterns and plan accordingly (Bonneau et. al, 2014; Kinkeldey et. al, 2017). Although, predominant BI/DA platforms (Microsoft PowerBI, Tableau, QlikView/Sense, SAP Business Objects, SAS Visual Analytics, IBM Cognos Analytics, Oracle Data Visualization/ Business Intelligence) offer a multitude of options for the “customization” of data visualizations, they have not kept up to the challenge when it comes to their dynamic “personalization” depending on the role, experiences, intrinsic characteristics or abilities of end-users and still follow a one-size-fits-all paradigm, providing only rudimentary support for customization based on the assumptions of providers that are expressed through predefined data visualization alternatives and options.

Our analysis has also revealed that industry leaders (Microsoft, Tableau, Qlik, SAP, SAS, IBM, Oracle) are investing in new technologies and tools to facilitate the engagement of non-specialized or enthusiast users, who are not trained in advanced statistics or data science (Sallam, 2017), to perform complex data analysis tasks; a job historically assigned to highly trained database experts. Consequently, these “new user types” are now faced with an unprecedented number of tools and options and are required to orchestrate them in a proper way, so as to make sense of the data and articulate their meaning using the most appropriate visualization; a cumbersome task even for experts. This is especially complex in the business sector, where the data exploration process necessitates: (i) the integration of multiple diverse types of datasets (e.g., data coming from ERP, CRM and Social systems); (ii) the knowledge of the full spectrum of analytics algorithms to infer for example, what has happened or could happen, and what relevant actions the company must take (i.e., descriptive, predictive and prescriptive analytics); and (iii) the understanding of complex

business data models, processes and constraints that the business adopts. Hence, without an effective personalization mechanism to support the data exploration process, the aforementioned challenges make the analysis and understanding of data by decision makers (e.g., managers, data analysts, business experts) particularly demanding, time consuming, costly, if not in many occasions impossible.

IDEALVis embarks on an interdisciplinary endeavor to introduce an Intelligent Data Exploration process that can deliver personalized and Adaptive Meaningful data Visualizations. To accomplish this, the IDEALVis consortium is composed of researchers from both, the human and information sciences and an industry partner with expertise and experience in retail audit information analytics with access to decision makers (e.g., managers, data analysts, business experts) from many types of businesses in Cyprus and abroad. The main innovation of IDEALVis is found in the intersection of the scientific disciplines of Data Analytics, Cognitive Psychology, Web Adaptation and Personalization and Visualizations, and aims to bring the “human-in-the-loop” and synergistically provide intelligent approaches and solutions to existing problems otherwise intractable.

The main focus throughout the project will be on incorporating theories of user’s individual differences in information processing within the visual analytics area, for the purpose of providing adaptive and personalized solutions in the business context. The factors that concern individual cognitive characteristics are emerging from grounded psychological theories and will be validated through solid statistical analysis, as it is the case of any other research in a psychological context. Adaptive technologies and data visualizations, both equally important, are the medium and the area of application respectively and do not interfere in the findings but realize a smart interactive environment for personalized data exploration and information discovery. Therefore, a thorough integration of the three domains can lead to preserving the advantages of each science and significantly reducing any possible disadvantages.

3 Strategic Goals

IDEALVis will result in a commercial data visualisation service. As with the launch of any new service or product into a market, a strategic approach governing its presentation to the outside world is required. Such an approach relies on a solid understanding of the target audiences and the objectives of the communications aimed at them. Consequently, the approach to communication must be tailored to take advantage of their specificities for maximum effect; selected messages must be delivered using the correct means, and the timing of communication activities should be designed for maximum impact.

Underpinning these concerns is a more fundamental issue concerning the identity of the action. At some point, IDEALVis will need to move from being a project to a commercial service, and the communication, dissemination and marketing activities should reflect this. The development of a brand identity should begin early, and continuity should be evident in the shift from project-based to commercial activities.

A second underlying topic concerns the question of partnerships. This inevitably ties together with the work to be undertaken under the exploitation deliverable (D8) of WP2, but should also be examined in the context of its impact on the communication activities. The commercial services of IDEALVis could gain a great benefit from being offered as part of a partnership between distinguished organisations. Appropriate communication activities need to be identified and fully fleshed out before a coherent strategy can be constructed around them, but this issue is considered strategically important for the success of the communication strategy as a whole.

A third major strategic issue is internationalization. The IDEALVis project is geared towards an international audience group. For this reason, promotional and communication materials will be produced in English. The pilot partners will have a direct role in acquiring ‘intelligence’ through their network in order to inform the most effective strategies for communication and marketing towards managers, data analysts and business experts from many types of businesses in Cyprus and abroad.

4 Methodology

This section presents the methodology of the dissemination plan.

4.1 Approach

Five groups of activities underpin the approach to communication, marketing and dissemination activities, which are linked to basic questions which must be answered in the course of the project. To each of these questions, a dedicated chapter is included in this document. The table below summarizes the activities, questions and the associated chapter.

Activity Group	Questions	Section
Identification	Who are we trying to reach?	4
Content	What are the main messages to be delivered?	5
Methods	How will we get our messages across and through which tools?	6
Timing	When should communication actions take place?	7
Evaluation	What was the impact of the communication activities?	9

Table 1: Activity groups and key questions

The methodological approach to the communication activities considers three cumulative levels of activity, which incrementally increase both the proximity to the audience and the depth of information. These cumulative levels include informing the audience, enlightening the audience and engaging the audience. Through the above the project will raise a basic level of awareness of the project's teams, goals and activities while also communicating a general understanding of the benefits and purpose of the action (inform), answer key questions about the project's methodologies, activities, milestones and results (enlighten), and involve the audience in the project's activities while also maintaining awareness over the course of the project and beyond (engage).

4.2 Principles

A set of strategic principles underpinning the dissemination, communication and marketing effort have been identified which cut across and underpin the methodology for the activities in this work package:

- Focus on both the scientific and innovation services. The project fosters competition through innovation and sustainable delivery of user-centred services in the domain. These two goals run in parallel exchanging and progressing the quality of the work.
- Since the end-goal of IDEALVis is a commercial service, the content of communication activities should be reflecting this shift. A new website for the final product should be developed to boost this shift.
- Establish an early brand identity. IDEALVis needs to become widely recognisable as a brand with as much awareness and recognition as possible throughout the two years of the project.
- Focus on practical demonstration of the platform as a sales tactic. The concept here is to directly present users with a sample of the IDEALVis services (“showing” rather than “telling”).
- Leverage networks to maximise impacts. Influence the network of each project partner as this can offer an opportunity for amplifying communication efforts.
- Emphasize all the private and public economic benefits. Throughout the project, IDEALVis should emphasise the full range of its social and economic impacts to the business and business intelligence sector.

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5 Target Audiences and Objectives

This section aims to answer the question “who are we trying to reach and why?”. **The primary target audiences for the IDEALVis services are business intelligence software vendors and data analysis organisations.** In addition, research and academic communities as well as the general public and the media are relevant targets for the communication effort. The targets can be grouped into four categories:

Audience Category	Description
Direct customers	<ul style="list-style-type: none"> • Business intelligence software vendors (both local and international); • Data analysis organisations.
Media	<ul style="list-style-type: none"> • Specialised (data visualisation, business intelligence) media; • General-purpose media.
Research and academia	<ul style="list-style-type: none"> • Universities and research centres.
Other relevant stakeholders	<ul style="list-style-type: none"> • EU-level actors • General public.

Table 2: Specifying target groups for the dissemination/communication activities

Each of these audiences is associated with specific communications, marketing or dissemination objectives, which are summarised in the table below.

Audience Category	Objectives
Direct customers	<ul style="list-style-type: none"> • Convince of the direct benefits of the service; • Generate direct customer leads.
Media	<ul style="list-style-type: none"> • Generate interest in generating publications based on project success stories; • Generate interest in communicating the socio-economic and business benefits of the project to the business and business intelligence industries.
Research and academia	<ul style="list-style-type: none"> • Inform scientific progress and innovation developed during the project.
Other relevant stakeholders	<ul style="list-style-type: none"> • Gain visibility; • Promote socio-economic and business benefits of the project to the business and business intelligence industries; • Promote the beneficial outputs of RPF-funded initiatives.

Table 3: Audiences and objectives

The marketing strategy for the direct customers will rely on a combination of appropriate techniques. The team will identify social media channels and appropriate associations for reaching direct/potential customers. After communicating the direct benefits of the service to these channels, a discounted price might be a consideration to incentivise first use. Such considerations would be recommended to establish such incentives early on in order to maximise the impact of the relevant communication activities.

A master database of the contact and media channels (including social media) is being established as the main resource for the communication, dissemination and marketing-related activities in this work package. To this end, an Excel spreadsheet has been circulated to all partners who were asked to provide information about their contacts who could be potential customers of the IDEALVis service.

6 Channels, Tools and Activities

The IDEALVis project will make use of several tools, channels and activities to achieve its objectives. This chapter answers the questions “how will we get our messages across?” and “which tools should be used for which audiences?”. The table below provides an overview of how dissemination and communication activities will be used to reach the various target audiences/stakeholders.

	Target Groups						
Communication & Dissemination Activities	Public	Academic Community	Data Visualisation Industry	Potential end-users and supporters	Business Network	Strategic Partners	Other related national and international projects
IDEALVis Logo	*	*	*	*	*	*	*
IDEALVis Website	*	*	*	*	*	*	*
IDEALVis Social Pages (Facebook, Twitter)	*	*	*	*	*	*	*
IDEALVis LinkedIn profile and group		*	*	*	*	*	
Workshops		*	*			*	
Press Release	*	*	*	*	*	*	*
Flyers, Posters	*		*	*			
Information Days/Events		*	*	*	*	*	

Table 4: Specifying target groups for the dissemination/communication activities

The following sections describe each of the main tools (shown on the left-hand side of the table above), after covering the topic of the visual identity, which – whilst not a communication tool in and of itself - provides all the tools with a common aesthetic.

6.1 Visual Identity

A coherent visual identity comprises anything visual that is produced and used to communicate a brand. Visual identity consists of the logo, imagery, typography, colours, creative designs and any other visual elements that work together to form a recognisable brand. For this reason, when designing an enterprise's visual identity system, it is most important that all of its elements are interlinked and consistent.

The significance of creating an appropriate visual identity and the brand's aesthetic for IDEALVis, was a key consideration from the very beginning of the project (WP2). The next sub-sections, describe the visual identity elements that were produced for the IDEALVis project.

Across all outputs of the IDEALVis project, and accompanying the logo, a text concerning the source of the project's funding along with the European Regional Development Fund, Republic of Cyprus, Structural Funds of the European Union in Cyprus and Cyprus Research and Innovation Promotion Foundation logos.



The project is partially funded by the European Regional Development Fund (ERDF), Republic of Cyprus, Structural Funds of the European Union in Cyprus and the Cyprus Research and Innovation Promotion Foundation.

Figure 1: Standard funding source disclosure text and logos

5.1.1 Logo

Reviewing the competitive environment and the visual styling of future competition is an important part of the visual identity design process. Therefore, before designing the IDEALVis logo, a review of future competitors' logos and visual identities was undertaken. After the reviewing process, a design brief was developed in close coordination with the project's coordinator. An iterative design and refinement process led to the creation of two options, of which the final version was selected before the Kick-Off Meeting (KOM). The final version is presented below.



Figure 2: The IDEALVis Logo

The logo is comprised of two components, the icon and the text. The symbolism of the icon is based on two main components, the two middle circles in the middle and the shapes around them that create a maze. The colorful shapes around the middle circles and the maze that is created symbolise unorganised, complex datasets and the difficulty that some users may face visualising them. The middle circles symbolise an eye that helps users explore and visualise datasets in a more personalised and user-friendly manner.

The text "IDEALVis" is not entangled with any other visual element of the logo, which leaves flexibility for a future change of name to adopt the same or a similar layout without compromising any brand recognition achieved throughout the project.

5.1.2 Colour Pallet

For the visual identity of IDEALVis, an analogous colour scheme (two shades of green and orange) was used, together with grey and black which subtly suggest a sleek and modern aesthetic. Green evokes a feeling of abundance and is associated with rest and security while orange is linked to energy, motivation and safety.

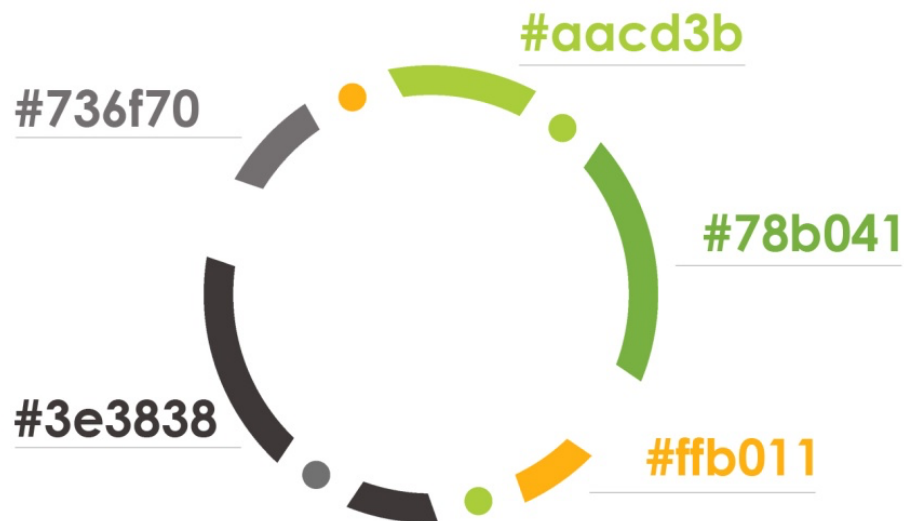


Figure 3: IDEALVis Colour Pallet

5.1.3 Templates

Based on the visual identity established by the logo and the colour pallet, templates were produced for text documents (Microsoft Word) and presentations (Microsoft PowerPoint). Templates were produced for the following types of documents:

- Deliverable documents
- Presentations

Samples of both templates are presented in the figures below.

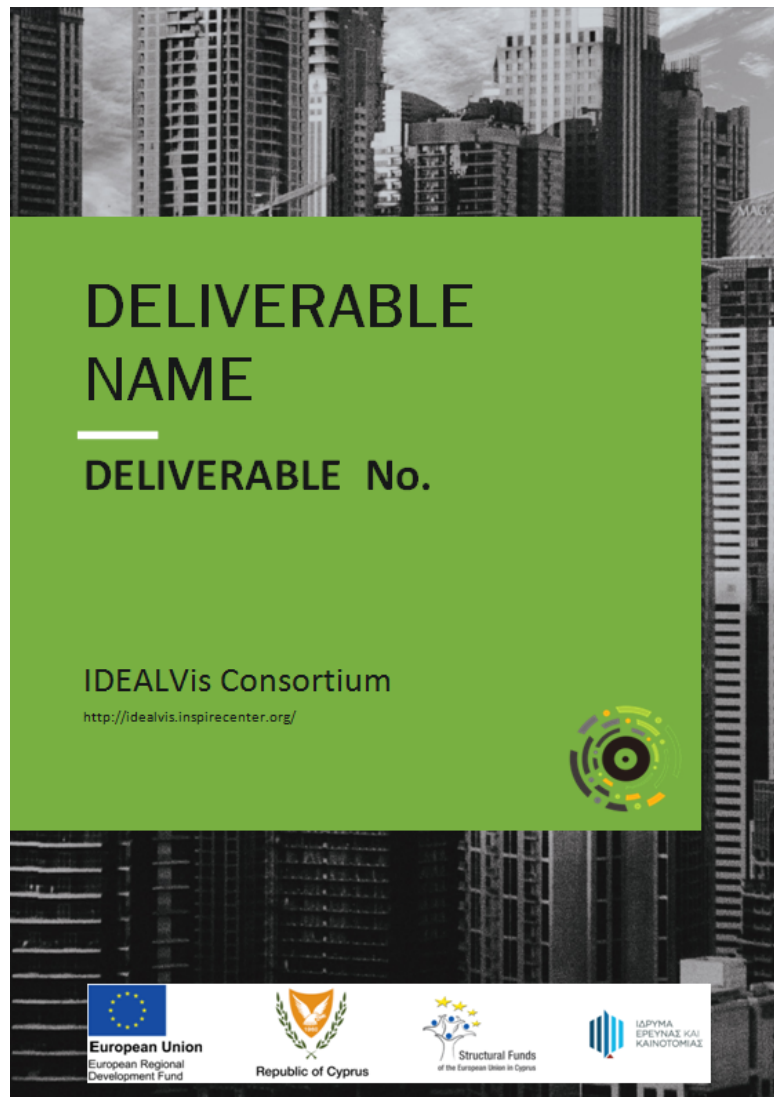


Figure 4: Deliverable document template

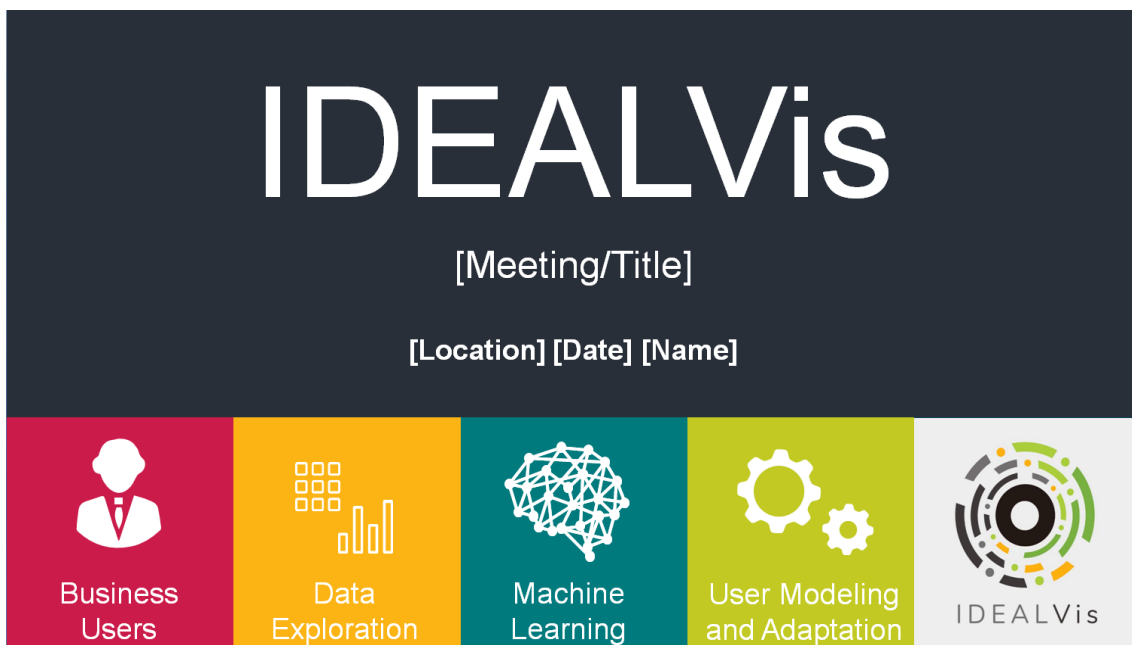


Figure 5: Presentation template

5.2 Website

The IDEALVis website (<http://idealvis.inspirecenter.org/>) was also developed as part of the WP2 and after reviewing future competitors' websites. The final development is a one-page website that follows the flat design approach for easier navigation and a friendlier user experience (UX). This site contains basic information about the project (objectives, concept, team, etc.), as well as news and contact information. At the beginning, the initial focus of the website will be discussing the project and engaging the target audience. After the release of the first working prototype of the IDEALVis service, the website will become more commercial, and its main objective will be to promote the IDEALVis service, rather than discussing/presenting the project.

The current structure of the project-focused website is as follows:

1. **HOME:** A welcome section with a parallax scrolling effect, including an image and text effects with phrases that describe the mission of the IDEALVis service.



Figure 6: IDEALVis Website - Home section

2. **OVERVIEW:** A short synthetic description of the project, its vision and its objectives, along with a text concerning the source of the project's funding and the logos of the funding authorities.

IDEALVis objectives

GO BEYOND THE STATE OF THE ART IN ADAPTIVE DATA VISUALIZATION AND PERSONALIZATION TECHNIQUES

The combined project outcomes will generate new knowledge with regards to the consideration of individual differences in information processing as the core ingredient of the adaptation and personalization process of the related methods, tools and services.

IDENTIFY POTENTIAL CORRELATIONS OF COGNITIVE FACTORS WITH DATA VISUALIZATIONS

Through a number of ecological valid experimental user studies that will be carried out iteratively throughout the life-cycle of the project, the research team will explore potential correlations of cognitive factors referring to high-level information processes as well as elementary cognitive processes with different kinds of data visualizations, in terms of type and complexity (e.g., network diagrams, area and radar graphs, bar and line charts).

CREATE A SET OF PRACTICAL DESIGN GUIDELINES

The project will create a set of innovative practical design guidelines suggesting how visual analytics can be enriched with personalization techniques and adaptive interventions and produce alternative interactive data visual designs that consider user's individual differences as the core filtering parameters.

DEVELOP A NOVEL MULTI-DIMENSIONAL HUMAN-CENTERED USER MODEL

The project will define and develop a comprehensive model that quantifies cognitive factors related to information processing, decision making, problem solving and learning, domain expertise, and experience. The proposed user model will be created using psychometric tools embedded to the framework and real time tests and will be further validated with external devices such as the use of an eye-tracking system.

QUANTIFY THE USER EXPERIENCE AND UNDERSTAND PATTERNS IN THE INTERACTION PROCESS

The objective is to quantify the user experience, analyze it using machine learning techniques and identify effective practices in exploratory data analysis. This in turn will produce a well-informed approach to exploratory data analysis. To inform the guidance process to the desired knowledge, the project will capture navigation patterns, resulting in an assessment and recommendation on the efficiency of the process, such as time for completion, suggested routes and experiences of users that share the same role, characteristics or expertise.

EVALUATE THE IDEALVIS PLATFORM WITH REAL END-USERS

One of the main objectives of the project is to design, organize, and conduct one pilot trial, in order to evaluate and assess the platform's usability and robustness in a real-life business setting using real datasets from at least two business domains provided by the end-user organizations (e.g., retail audit). This includes information on multiple dimensions, such as product, brand, distributor manufacturer and multiple metrics such as sales, sales volume, sales trends, stock levels, promotion efforts, and other associated aspects. The pilot trial will validate the efficiency and effectiveness of the proposed adaptive interventions and rules and will also improve the robustness of the proposed platform.

[HOME](#)
[OVERVIEW](#)
[PARTNERS](#)
[NEWS](#)
[CONTACT](#)

IDEALVis: Intelligent Data Exploration and Adaptive Meaningful Visualizations

The goal of the IDEALVis project is to enable human-centered adaptive data visualizations that will facilitate more efficient and effective data exploration and analysis of complex and multivariate business datasets, in order to enable more effective decision making on critical business tasks.

The project is partially funded by the European Regional Development Fund (ERDF), Republic of Cyprus, Structural Funds of the European Union in Cyprus and the Cyprus Research and Innovation Promotion Foundation.

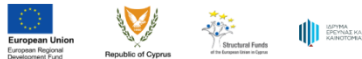


Figure 7: IDEALVis Website - Overview section

- PARTNERS:** A presentation of the project's partners and the team behind each partner with photos and description of roles.

Partners

INSPIRE
HOST ORGANIZATION

KPMG
PARTNER

RAI CONSULTANTS
PARTNER



Figure 8: IDEALVis Website - Partners section

4. **NEWS:** The section dedicated to engaging with audiences, where project news and social media posts appear.

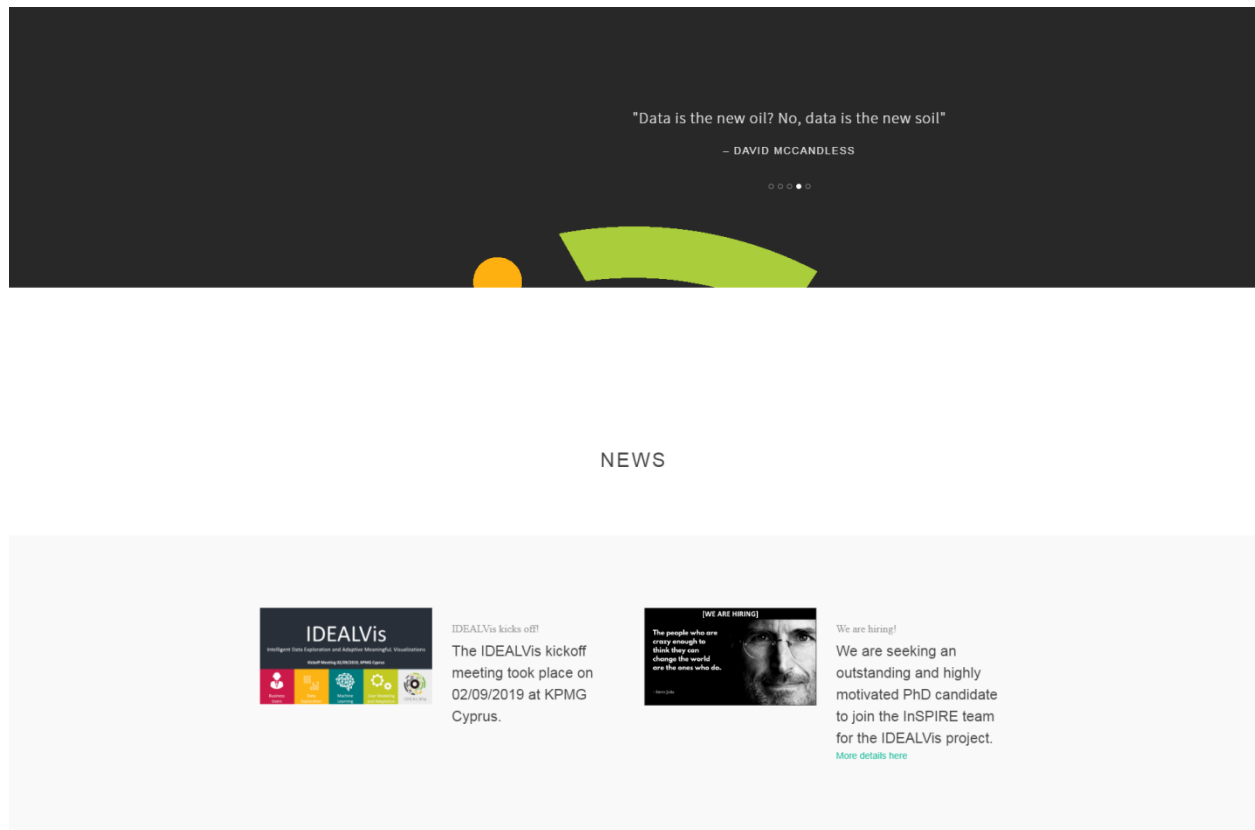


Figure 9: IDEALVis Website - News section

5. CONTACT: A section containing contact information and links to social media pages.

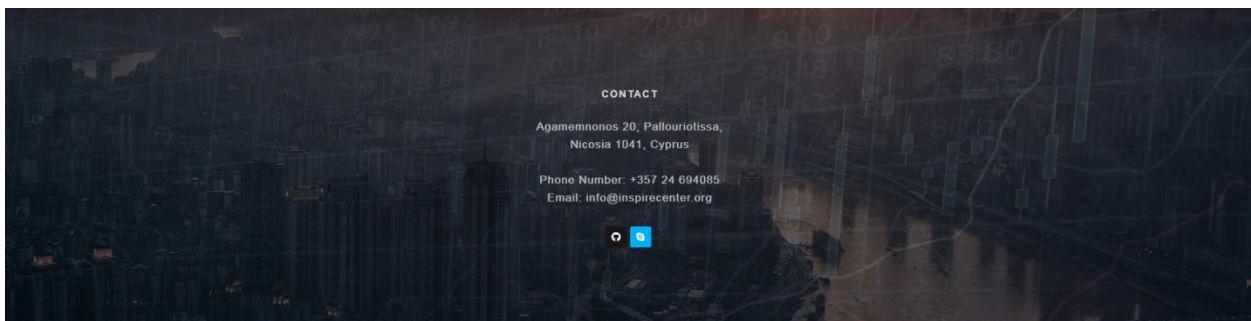


Figure 10: IDEALVis Website - Contact section

5.3 Social Media

The IDEALVis project will establish a social media presence using the following services:

- **Facebook:** Facebook is a large and well-known social network with over 1.5 billion users, which, although designed for personal use by individuals, has become an important platform for B2C communications. IDEALVis established a Facebook page for the purpose of reaching out to groups and networks of end-user (e.g. retail audit organisations) and for engaging in public conversations with other potential IDEALVis users.
- **Twitter:** Twitter is a micro-publishing platform with some 330 million users, widely used for both B2B and B2C communications. IDEALVis established a Twitter profile for amplifying the spread of news, announcements and publications.

- **LinkedIn:** LinkedIn is a well-established social network aimed at professionals. With more than 400 million users, used extensively for recruitment and networking purposes. A LinkedIn presence for IDEALVis (i.e. the creation of a group) will enable its promotion amongst the broader professional community of the data visualisation industry.

The accounts for social media will be created when the first scientific and innovation results of the project are generated.

5.4 Flyers and Posters

During the IDEALVis project a flyer and a poster will also be produced to promote the service. These printed documents will be attracting the attention of target audiences with a small number of key messages, triggering brand awareness and encouraging visitors to the website. They will be distributed at a number of internal and external events, as well as on an ad-hoc basis by the project partners.

5.5 Workshop

In order to promote the project at a national level, a workshop will be organised or co-located with events within the area, inviting key persons from different domains (public, private and academic). During this event project flyers, brochures as well electronic material will be distributed. Such events fully comply with the project's objectives as they aim in strengthening the cooperation between public and private sector as well as establishing channels with future partners.

5.6 Press Release

The IDEALVis project team will develop a press kit for circulation to journalists. The kit will contain press releases, background information, article suggestions and contact points for interviews. A number of specialised media channels will be targeted with press kits, based on the master list of communication contacts.

5.7 Activities

Further to the core activities associated with the creation of tools (website, brochures, flyers) and the use of channels (traditional and social media), a set of additional activities is foreseen in order to amplify and consolidate the communication, marketing and dissemination effort. These activities are described in the sections which follow.

5.7.1 Promotion by project partners

All IDEALVis project partners will be required to promote the project using the means and channels at their disposal. For example, it is envisaged that each partner will create a news item or dedicated page on their own websites to promote the project amongst their network, and will utilise their social media accounts to amplify (by means of “liking”, “sharing” or “re-tweeting”) the material published by the IDEALVis profiles.

5.7.2 Attendance at conferences

A strategic campaign of event and conference attendance is planned for the lifetime of the IDEALVis project. The aim is to maximise the effect of direct interaction with relevant stakeholders, present the IDEALVis platform as part of the programme of speakers and to distribute IDEALVis marketing material to attendees. Dedicated information packages will be produced to facilitate the promotion of IDEALVis in the context of these events.

Attendance at the following events and conferences is foreseen throughout the life of the project but this will depend on availability of budget.

- London Summit
- Microsoft Summit

5.7.3 Publication of scientific results

Academic and research partners in the consortium will publish scientific papers based on the results of the research carried out within IDEALVis, respecting the confidentiality of intellectual property as laid out in the consortium's IP Policy. These papers will be targeted at the following indicative list of journals and conference proceedings:

- IEEE Transactions on Visualization and Computer Graphics (TVCG)
- IEEE Computer Graphics & Applications (CG&A).
- IEEE Visual Analytics Science and Technology (VAST)
- IEEE Information Visualization (InfoVis)
- IEEE Scientific Visualization (SciVis)

At this point, it is important to mention that the project will be fully in-line with the national policy for open-access concept in order to also shift away the possible access costs from the readers.

7 Monitoring and Evaluation

The impact of the IDEALVis communication activities will be monitored on an ongoing basis and reported in the relevant deliverables (Communication, Marketing and Dissemination Reports).

The table below presents the Key Performance Indicators (KPI) which will be used to evaluate the success of the project's communication, marketing and dissemination activities.

Key Performance Indicators	Target Value	Means of verification
Number of unique visits on the project website	3000	Analytics monitoring tool (Google Analytics)
Followers on the social media accounts	500	Facebook, Twitter, LinkedIn page details
Downloads of the dissemination and media material	1000	Analytics monitoring tool (Google Analytics)
Number of scientific publications at the end of the project	5	Monitoring and reporting by WP2 team and project partners
Attendance at the final workshop to be organized in Cyprus	100	

Number of participations in European/International annual events	1	
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Table 5: KPIs and Targets

8 Conclusion

The communication, marketing and dissemination plan of the IDEALVis project is intended to be a comprehensive and living document which outlines the activities, tools and channels to be used throughout the project for the promotion of the service. The plan will be updated as the project develops momentum, and as further insights are acquired into the target audiences and future customers of the operational services.

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