



Project Acronym: EAwareness
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Project Title: Europeana Awareness

D1.1: Online Activity Planner with initial awareness activities completed by each WP

Revision	Final Version
Date of submission	23 March 2012
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Dissemination Level	Public

REVISION HISTORY AND STATEMENT OF ORIGINALITY

Revision History

Revision No.	Date	Author	Organisation	Description
Draft 1	13 March 2012	Lizzy Komen	Europeana Foundation	Scope and link to online activity planner
Draft 1	14 March 2012	Lizzy Komen	Europeana Foundation	Draft circulated to PR Campaigns Group. No revisions requested
Final	23 March 2012	Jonathan Purday	British Library	Final sign off

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

Scope

The Online Activity Planner is a result of Task 1.1 of WP1: Public Media Campaigns of the Europeana Awareness project. WP1 organises the PR plans in collaboration with the national PR coordinators and the PR companies that are selected. It will take into consideration as well public events such as meetings and conferences that are being organised. All other work packages (WP2-5) feed the public media campaigns with their outputs, deliverables and stories. PR Campaigns, to raise awareness about Europeana, will be held in each country.

Online Activity Planner

The Online Activity Planner (Image 1) is an online overview of planned events and awareness activities for the Europeana Awareness project, with input from all workpackages. The overview sheet is held in publicly accessible space and is updated regularly by WP1.

In addition to the input from the workpackages, the Europeana Awareness consortium has provided WP1 with a list of events and activities that are planned in their country for the next three years. These events are e.g. anniversaries, conferences, cultural capital, sports events. The suggestions were made by the partners during an exercise at the project kick-off meeting (January 2012). The suggestions have been included in the overview sheet and could also feed into the targeted country PR Campaigns.

Link to the Online Activity Planner:

<https://www.smartsheet.com/b/publish?EQBCT=f1764e8e5e694c4e97c33b450b62b903>

The tool that is used for the Online Activity Planner is Smartsheet (www.smartsheet.com).



The screenshot shows the Smartsheet interface for the 'Awareness Event Plan'. The table contains the following data:

Status	WP	Start Date	End Date	Description	Country	City	Category	Type	Annual?
Suggestion	1	01-02-12	01-02-12	Interactive training courses "Discover Europeana" - Inviting public library users	Lithuania		Event		no
Suggestion	2	01-02-12	26-02-12	Annual family fair whodoyouthinkyouarelive.co.uk	UK		Event		yes
Suggestion	1	01-02-12	31-12-14	Throne change / Abdication of Queen Beatrix of the Netherlands	Netherlands		Event		no
confirmed	2	07-02-12	08-02-12	Community Collection Training Day Oxford	UK	Oxford	Event	Collection Day	no
confirmed	1	27-02-12	27-02-12	PR activity	Luxembourg	Luxembourg	Event	Press Conference	no
confirmed	1	01-03-12	01-03-12	PR activity	UK	Preston	Event	Press Conference	no
Suggestion	1	01-03-12	04-03-12	Hunexpo: Travel Fair	Hungary		Event	Fair	yes
Suggestion	1	01-03-12	31-03-12	Social Media Twitter, Youtube, iTunes, Facebook, LinkedIn: experience in this area			Technology		?
Suggestion	1	01-03-12	31-03-12	Future Library Social Network	Greece		Technology		?
Suggestion	1	01-03-12	31-03-12	Week of the Slovak Libraries	Slovakia		Event	Institutions	?
Suggestion	4	01-03-12	31-03-12	Trip "Tourism Research Group"	Sweden		Partners Pick		?
Suggestion	1	01-03-12	30-06-12	Digitisation Strategy Danish Ministry of Culture	Denmark		Report		no
Suggestion	2	02-03-12	03-03-12	"50+ Show" (and others locally for lifelong learners)	UK	Manchester	Event		yes
confirmed	2	05-03-12	07-03-12	WWI Collection Day @ National Library of Luxembourg	Luxembourg	Luxembourg	Event	Collection Day	no
confirmed	2	09-03-12	09-03-12	Digital Story Platform meeting - first mock up presented	Netherlands	Hilversum	Event	Meeting	no
confirmed	2	09-03-12	11-03-12	WWI Collection Day Preston @ Museum of Lancashire	UK	Preston	Event	Collection Day	no

Image 1: Online Activity Planner