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PRACE-3IP

PRACE Third Phase Implementation Project

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D3.1 Dissemination Plan

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References and Applicable Documents

- [1] PRACE RI Website (http://www.prace-ri.eu)
- [2] 1IP Dissemination & Training Plan (http://www.prace-ri.eu/IMG/pdf/d3.1.1_1ip.pdf)
- [3] 2IP Dissemination Plan (http://www.prace-ri.eu/IMG/pdf/d3.1.1_2ip.pdf)
- [4] 1IP Final Report (http://www.prace-ri.eu/IMG/pdf/d3.1.8 1ip.pdf)
- [5] 2IP First Annual Report (http://www.prace-ri.eu/IMG/pdf/D3-1-3_2ip.pdf)

List of Acronyms and Abbreviations

AISBL Association internationale sans but lucratif (legal form of the PRACE RI)

BSC Barcelona Supercomputing Center (Spain)

CEA Commissariat à l'énergie atomique et aux énergies alternatives

CINECA Consorzio Interuniversitario, the largest Italian computing centre (Italy)
CINES Centre Informatique National de l'Enseignement Supérieur (represented

in PRACE by GENCI, France)

CSC Finnish IT Centre for Science (Finland)

CaSToRC Computation-based Science and Technology Research Centre

(Cyprus)

EC European Commission

EPCC Edinburg Parallel Computing Centre (represented in PRACE by

EPSRC, United Kingdom)

FZJ Forschungszentrum Jülich (Germany)

GENCI Grand Equipment National de Calcul Intensif (France)
GRNET Greek Research and Technology Network S.A. (Greece)

HPC High Performance Computing; Computing at a high performance level

at any given time; often used synonym for Supercomputing

ICHEC Irish Centre for High-End Computing (Ireland)

IDRIS Institut du Développement et des Ressources en Informatique

Scientifique (represented in PRACE by GENCI, France)

IPB Institute of Physics Belgrade (Serbia)

ISC International Supercomputing Conference; European equivalent to the

US based SC1x conference. Held annually in Germany.

IUCC Inter University Computation Center (Israel)JKU Johannes Kepler University Linz (Austria)JSC Jülich Supercomputing Centre (FZJ, Germany)

KTH Kungliga Tekniska Högskolan (represented in PRACE by SNIC,

Sweden)

LRZ Leibniz Supercomputing Centre (Garching, Germany)
NCF Netherlands Computing Facilities (Netherlands)

NCSA National Centre for Supercomputing Applications (Bulgaria)
NIIF Nemzeti Információs Infrastruktúra Fejlesztési Intézet (Hungary)

PM Person Month

PRACE Partnership for Advanced Computing in Europe; Project Acronym

PSNC Poznan Supercomputing and Networking Centre (Poland)
SNIC Swedish National Infrastructure for Computing (Sweden)

STFC Science and Technology Facilities Council (represented in PRACE by

EPSRC, United Kingdom)

STRATOS PRACE advisory group for STRAtegic TechnOlogieS

Tier-0 Denotes the apex of a conceptual pyramid of HPC systems. In this

context the Supercomputing Research Infrastructure would host the Tier-0 systems; national or topical HPC centres would constitute Tier-1

UCPH Københavns Universitet (Denmark)

UHeM National Center for High Performance Computing of Turkey

ULFME University of Ljubljana (Slovenia)

VSB-TUO Vysoka Škola Banska – Technicka Univerzita Ostrava (Czech Republic)

WP Work Package WP3 Work Package 3

Executive Summary

This deliverable (Dissemination Plan, D3.1) outlines the planned work of the dissemination team during PRACE-3IP to publish its results and achievements. This plan formalises the activities of the work package, outlines the schedule of tasks and assigns responsible partners. The general objectives of PRACE-3IP dissemination are defined, along with the audiences that will be targeted and the various communication channels that are used.

Communications of PRACE successes rely heavily on the work of the dissemination team. This important work often takes technical work, digests it, and produces content amenable to all target groups including HPC stakeholders, scientific and research communities, industry and the general public. This popularisation of material is needed as to enlighten readers about PRACE deliverables and the positive societal impact resulting from computational methods.

The work of the dissemination team will result in quarterly digital newsletters and one printed magazine. Other printed material including flyers, brochures, and posters will be updated and printed every six months. During the project a PRACE Scientific event will be held in 2014, and booths at two international exhibitions will be arranged. Each of the fore mentioned deliverables complement those of previous projects, PRACE-1IP and PRACE-2IP.

The dissemination activities of PRACE are extended in PRACE-3IP to include a subtask to define the transition of said activities to the AISBL. This will place the dissemination activities of PRACE on a persistent footing. Social media channels will also be extensively trialled during the project to promote the PRACE brand. For example, LinkedIn and Twitter will be used to publish success stories and promote events such as the new outreach programme called the 'Summer of HPC' respectively. Paid advertisement will also be used to promote the work of PRACE in scientific and computing magazines. In addition to this plan, an outreach plan (D3.2) will be produced in month six. The dissemination team will play a key role in promoting the outreach opportunities for students in second and third level education with social media tools playing a vital part in targeting this segment of society.

The dissemination results along with outreach outcomes from WP3 will be outlined in two annual reports, the first at M12 (D3.3) and the second when the project concludes (D3.4).

1 Introduction

PRACE Third Implementation Project Work Package Three (PRACE-3IP-WP3) sets out to complement and extend the work carried out in PRACE-PP, PRACE-1IP, and PRACE-2IP. PRACE-3IP WP3 plays a key role for the PRACE RI. WP3 will present PRACE-3IP results to academic and industrial users, enlighten the general public about the benefits of HPC, and encourage the next generation of users of HPC in Europe. WP3 divided into two tasks, Dissemination (T3.1) and Outreach (T3.2), fulfils the dissemination and outreach mission of PRACE during the 2012 to 2014 period. This document describes the planned dissemination activities of PRACE-3IP while the outreach plan will be presented in D3.2. The purpose of this document is to outline the work to be carried out for the remainder of the project, to describe the similarities and differences to PRACE-2IP as there will be a temporal overlap, and to set out the key areas of extension: use of advertising, social media and focused attempt to publish material in national newspapers. This document is divided into five chapters. Chapter 2 describes the objectives of dissemination, target audiences and dissemination channels. Chapter 3 identifies the corporate design for PRACE. The activities of the PRACE dissemination team are presented in Chapter 4. Chapter 5 lists the important deliverables, milestones and planned dissemination activities.

2 General Objectives, Target Audiences and Dissemination Channels

The principal objectives for dissemination in PRACE remain consistent with those described in the plans for PRACE-1IP [2] and PRACE-2IP [3] whereby the achievements of the Research Infrastructure and the PRACE-3IP project results are published. Scientific results from the RI will be made available by interfacing with the Scientific Steering Committee whereby scientific and technical information will be passed to the dissemination team in a form that can be widely published. The dissemination team will also liaise with scientists using the RI to communicate the use and achievements of the RI. Finally, the dissemination team will broadcast the deliverables and other outputs from the project by working closely with the other work package teams. This will require taking technical documentation and producing material for each of the target groups described below.

The mission of dissemination in Work Package 3 (WP3) will be completed within the following six subtasks:

- Subtask 3.1.1: PRACE AISBL Dissemination Transition;
- Subtask 3.1.2: PRACE Web:
- Subtask 3.1.3: PRACE Press;
- Subtask 3.1.4: PRACE Events;
- Subtask 3.1.5: Liaising with journalists;
- Subtask 3.1.6: PRACE CRM.

While Subtasks 3.1.2, 3.1.3, 3.1.4 and 3.1.6 complement on-going dissemination activities in PRACE-2IP, Subtasks 3.1.1 and 3.1.5 are new initiatives designed to improve and extend on an already solid foundation. The former will put in place the mechanism upon which the dissemination activities can be centrally managed within the AISBL while the latter places an emphasis on publishing PRACE RI and PRACE-3IP project results in national print media where previously partners were just encouraged to do so.

The following actions will be carried out:

• Creation of a plan that would allow for the logical transition of the well-established dissemination activities to the PRACE AISBL.

- Upgrade the PRACE web presence describing the mission and objectives of PRACE-3IP. A new subsection, PRACE-3IP, of the website [1] will be created to reflect the activities of the project including events, seminars, workshops, and project results.
- Creation of a plan to take full advantage of social media including LinkedIn, Twitter, ResearchGate and Facebook.
- All printed material will be upgraded to reflect the activities of PRACE-3IP including brochures, flyers and posters that get heavily used at international events.
- Create a PRACE Digest Magazine (2014 edition) to highlight the results from Tier-0 and Tier-1 projects.
- Organise information booths at international conferences (SC13, ISC14) and arrange BoFs and/or networking sessions to highlight European HPC. Also award the annual PRACE ISC Award to a young European scientist for his/her accomplishments or breakthroughs using HPC in 2014. The awardee will be determined by the PRACE Scientific Steering Committee.

The WP3 team includes 18 partners and the PRACE AISBL.

Table 1 outlines the distribution of PMs for the 16 partners (NCSA and UCPH don't have dissemination effort) and the PRACE AISBL within the dissemination subtasks.

Site	T3.1.1	T3.1.2	T3.1.3	T3.1.4	T3.1.5	T3.1.6
GENCI	0.45	3	0.45	0	0.9	0
EPCC	0	0	1	0	0	0
BSC	0	0	0.7	0.7	0	0
CSC	0	0	5	0.8	0	0
JKU	0	0	0	0	3	0
CINECA	0	0	0	1	0.9	0
PSNC	0	0	2	2	0.7	0
GRNET	0	1.9	0	0	0	0
ICHEC	3	1	2	1	2.3	1
UHEM	0	0	0	0	0.9	0
Cyl-CaSToRC	0	0	0	0	0	2.9
VSB-TUO	0	3	0	0	0.8	0
IPB	0	3	0	4.6	1	0
NIIF	0	0	3	2.6	1	0
IUCC	0	1.5	6	3	1	0
PRACE	2	0.3	0.3	0.3	0	0
ULFME	0	0	3.5	3	1	0

Table 1: WP3 Task 3.1 distribution of PMs

2.1 Target groups

The target groups for PRACE were clearly defined in the dissemination plans for PRACE-1IP [2] and PRACE-2IP [3] and reported in the corresponding annual reports: PRACE-1IP final report [4] and PRACE-2IP first annual report [5]. These include the scientific communities as PRACE users, industry as potential users, collaboration partners and vendors, policy makers and funding agencies, other research infrastructures and projects, and the general public. The latter group will be extensively addressed during PRACE-3IP through success stories published in national newspapers thus raising the public's understanding of European HPC.

2.2 Dissemination channels

Various dissemination channels are used to reach the target groups as outlined in Section 2.1. Throughout the lifetime of the project press releases, newsletters, magazine, brochures, and deliverables will be produced. The following channels will be used to disseminate the material:

- PRACE website
- AlphaGalileo (reaches over 7000 science editors worldwide)
- E-mail posting list (covers HPC magazines)
- RSS feeds
- CRM-database contacts
- Newsletters and magazines
- Newspapers
- Social media (LinkedIn, Twitter, ResearchGate, Google+, Facebook)

These dissemination channels are complemented by the activities of the individual partners as described in Table 2. A similar list was produced during the PRACE-1IP and PRACE-2IP projects and extended with new partners including: JKU, UCPH, IUCC, and ULFME.

Partner	Channel
GENCI	Press releases, articles in GENCI partners' publications, attendance at events, link and information on GENCI website.
EPCC	Press releases, regular EPCC newsletter, website of and mailings to users of UK national supercomputer services, link and information on EPCC website.
BSC	Press releases to Spanish media, articles in specialised Spanish magazines, attendance at events, link and information on BSC website.
CSC	Press releases, articles in CSC publications, attendance at events, link and information on CSC website, information distributed to CSC's users.
JKU	JKU, RISC, RISC Software GmbH, JKU Softwarepark Hagenberg: Website, Newsletter, Social Media (Twitter, Facebook). Press releases to Austrian media, attendance at events (exhibitions, conferences, seminars), partner websites (ACSC). Use of dissemination channels of JKU Softwarepark Hagenberg and company network Hagenberg.
CINECA	Articles in CINECA magazine (twice per year), presentations at events, information on CINECA website, information on the Italian Ministry of University website, presentations at other HPC-related projects meetings, information to ISCRA (Italian Super Computing Resource Allocation) Scientific Committee.
PSNC	Press releases to Polish media, attendance at events (exhibition, conferences, industry seminars etc.), links and information on PSNC website.
GRNET	Press releases, attendance at events, links and information on GRNET website, links and information, subscription-based notification, RSS feeds at HellasHPC website, announcements via established mailing lists aiming at users of the infrastructure in Greece.
ICHEC	Press releases, articles in ICHEC newsletters and annual reviews, information distributed to ICHEC users, attendance at events, links

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Partner	Channel
	and information on ICHEC website, tweet/retweet twitter
	information, link with users/partners on LinkedIn and ResearchGate.
UHeM	Press releases, links, information and announcement pages on UHeM
	website, HPC forum, announcements through UHeM user mailing
	list, UHeM's pages on Facebook and Twitter, training events
	(summer and winter workshops), informative brochures, attendance at
	events.
Cyl-CaSToRC	Press releases and announcements through the LinkSCEEM user
	database of computational scientists and the HiPOP mailing list;
	announcements at LinkSCEEM-2 user meetings, training workshops,
	and LinkSCEEM computational science conference; links and
	information on CaSToRC, LinkSCEEM-2, and HiPOP websites;
	attendance at research and education related meetings and events.
NCSA	Press releases to Bulgarian media; articles in Bulgarian journals and
	magazines; attendance at: exhibitions, conferences, industry seminars,
	etc; links and information on NCSA website.
VSB-TUO	Press releases, articles in publications of VSB-TUO, attendance at
	events, links and information at websites of VSB-TUO and
	IT4Innovation project, communication on the Czech HPC community
IPB	Press releases distributed through mailing lists, attendance at national
	and international events and conferences, links and information on
	IPB website, use of dissemination channels of the Ministry of Science
	and Technology Development.
NIIF	NIIF as the Hungarian NREN has roughly 600 member institutions in
	Hungary. These are mostly universities, polytechnics, research
	institutes, but there are also hospitals and high schools as well.
	Dissemination is handled by NIIF website. NIIF News are published
	twice a year. International research network channels will be used.
UCPH	Press releases and announcements through the UCPH press office
	who contacts the relevant channels. Publications, attendance and links
	through mailing lists. Funding opportunities through a ministerial
	mailing list.
IUCC	Press updates, articles in university publications, guest blog posts,
	links on university websites, opening new channels with industry
	organisations, renewal of IUCC mailing lists.
ULFME	Press releases distributed to Slovenian journals and magazines, HPC
	users mailing lists. Links and information on ULFME website.
	Nation-wide announcements to research communities through
	research office at ULFME. Public relations office at ULFME in
	charge for event organisation and dissemination.

Table 2: Partner dissemination channels

3 Corporate Identity

PRACE-3IP builds upon a strong corporate image, brand and style from the three previous projects, PRACE-PP, PRACE-1IP, and PRACE-2IP. All partners in any printed and electronic material will adhere to the corporate style.

3.1 Logo

The PRACE logo is central to the corporate style and branding. Different formats (eps, png, etc) of the logo will be available to fulfil the graphical needs of different applications including those commonly used such as Microsoft PowerPoint, Word, etc.



Figure 1: The PRACE logo

3.2 Language

The official language of PRACE is English (UK). However, the work of T3.1.5 will attempt to publish PRACE results and achievements in local newspapers. Dissemination material should be widely available in different language versions, wherever possible. Though each partner will meet the cost of translating the material.

4 Dissemination Activities

Dissemination is an important aspect of the PRACE project. It allows PRACE to connect with the scientific community of both Europe and the surrounding geographical regions. This interaction may come in the form of viewing the website, discussing PRACE at conferences and events, reading printed material or direct engagement with members of the community or through simple communication of PRACE-related matters.

4.1 Logical Transition of Dissemination Activities to the AISBL

ICHEC in close association with the AISBL will coordinate the creation of a plan to transition the dissemination activities from the project to the AISBL. This will involve the creation of a working group to:

- Define the key dissemination activities (e.g. hosting website, maintaining CRM,etc.);
- Estimate the cost (personnel, subcontracting, etc.) of each task;
- Align dissemination goals with the AISBL communications strategy document;
- Describe the process to transfer each activity;
- Deliver report of findings and recommendations by month 18.

4.2 Web

In PRACE-3IP, GENCI will coordinate the web team. This team was formed in PRACE-1IP and will continually update the website with content created from the press team and event details from events team. The details of the PRACE-3IP project will be uploaded to the PRACE website by month 3. The main web activities include:

- Design a new template for the website to improve its look-and-feel.
- Upload all new material produced by the press and events teams. Work closely with the AISBL to update the content on the website as needed.

• Organize monthly teleconferences.

4.3 Press

In PRACE-3IP, CSC will coordinate the press team. This team was formed in PRACE-1IP and will continue to direct the creation of press releases and articles. The main press activities include:

- Press releases: Drafting, co-writing, coordinating with the AISBL, approving, and publishing. A team of approvers approves all press releases before publishing. The point of contact is prace-dissemination-approval@fz-juelich.de;
- Design guides: A document describing the design guidelines for graphic designers will be created/updated resulting in all media including printed material and web content having a consistent design irrespective of which designer does the work. The PRACE intranet will be used to share these guides with designers in various countries;
- Newsletters: Planning, writing, design and publishing. Quarterly newsletters will be produced and delivered digitally through the PRACE website and preinstalled on USB key that are given out during conferences and training events;
- Printed Material (flyer, general brochure, posters): All printed material will be updated with the details of the PRACE-3IP project and the results from previous projects by month six. The format of the flyer is a single A4 page printed on both sides containing information regarding the project and PRACE RI. The general brochure (two folded and lowered A4 sheets forming four pages) will describe PRACE-1IP, PRACE-2IP, and PRACE-3IP, their objectives, achievement and benefits for Europe. Three posters will be printed in A0 and A2 formats that will be displayed during public events. All partners will be provided with printed material by month six in addition to being available from the website.
- Magazine: Planning, writing, design, and publishing. A 'PRACE Digest' magazine will be produced during the project highlighting the key results from Tier-0 and Tier-1 projects. The editorial board created in PRACE-1IP will ensure the highest quality is achieved for each magazine. 2000 copies of the magazine will be produced;
- Press conferences: Regular press meetings (monthly) will be held with HPC media to disseminate information regarding new infrastructure, calls, project results, events, EU updates, etc.;
- Local newspapers: Liaise with subtask 3.1.5 to publish material in national newspapers using local language;
- Press events calendar: A calendar on the PRACE intranet will be created and kept up to date to coordinate press events of the project and the AISBL;
- Press releases annual plan: A press release annual plan will be created and kept up to date on the PRACE intranet. Each press release added to the calendar should include a responsible person, deadline and approver. PRACE AISBL press releases should be included to complement with the project team;
- Social media plan, guidelines and analysis: Usage of social media tools including
 Twitter (https://twitter.com), Facebook (http://www.facebook.com), LinkedIn
 (http://www.linkedin.com), YouTube (http://www.researchgate.net) will be assessed. Emphasis is being placed on events,
 community building in HPC, presentation of project results including video material.
 Definition of which tool to use for different activities will be outlined for example

Twitter usage during events with hashtags for ISC/SC/Summer of HPC, YouTube for training videos, Facebook for promoting the Summer of HPC, etc. Guidelines will be defined to roles, work division, frequency of posting/tweeting. Partners will be encouraged to repost/retweet content through their social channels (e.g. Twitter accounts: @ichec, @ITU_UHeM, @BSC_CNS, @EPCCed, etc.). The performance of each tool will be assessed using tools such as Klout that will complement the analysis of the website that is currently carried out using Google Analytics and Meltwater;

- Advertising: Various magazines will be targeted to run PRACE advertisements. Examples of such magazines include Scientific Computing World. Advertisements will be used highlight the presence of PRACE at events, training offerings, the Summer of HPC, and other results/achievements of the project.
- Organise monthly teleconferences jointly held with subtask 3.1.5.

4.4 Events

In PRACE-3IP the events team will be coordinated by IPB and will complement and continue the activities of PRACE-1IP. The main activities include:

- Organise information booths and exhibitions at major conference (e.g. ISC, SC, ICT) and organise BoFs and/or networking sessions to extend the PRACE presence from PRACE-1IP.
- Presentation of the annual PRACE Award at the ISC event given to a young European scientist for his/her accomplishments/breakthroughs using high performance computing.
- Publishing PRACE events online using PRACE events system (based on INDICO software) and integrating it with the main PRACE website and the training portal by coordinating with WP10 who will carry out the technical work.
- Publishing presentations given by PRACE partners on the PRACE website.
- Design and produce give-aways (candy, T-shirts, cups, etc.) for events including ISC and SC.
- Ordering and storing dissemination material and keeping track of available supply and demands.
- Distributing PRACE dissemination material to the PRACE organised events (seasonal schools, PATC's courses, conferences, workshops and industrial seminars).
- Participate in various conferences to establish contacts with other EC-funded projects and reach out to potential PRACE users. Emphasis is on the PRACE RI, access to Tier-0 and Tier-1 systems, peer review, and service to the users with the strong message that European Science will benefit greatly from PRACE.
- Organising monthly teleconferences jointly with booth preparation teleconferences.

4.5 Liaising with Journalists

The primary language of PRACE is English (UK) though many of the general public in Europe read daily newspapers in many other languages including German, French, Italian, Spanish, etc. This subtask coordinated by JKU sets out to fill this need to disseminate the results and achievements of the PRACE project and users in national newspapers across Europe. Scientific results and especially usage of PRACE resources through visually pleasing images will be published in national newspapers in local languages. The main activities of this subtask include:

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• Creation of a list of contact persons for each country. This will outline which newspapers/journalists should be targeted;

- Coordinate with the press team and AISBL to receive a list of projects that are producing novel outcomes that can be disseminated;
- Contact project leaders through the press team/national contact person and work together to publish the successes of the project;
- Collect publications/articles and generate statistical reports.

4.6 PRACE CRM

For the activities of PRACE's dissemination programme it is important to store the details of various contacts. To achieve this purpose, the PRACE Contact Resource Management (CRM) system was deployed in PRACE-1IP where the details of scientific, academic, industrial contacts, potential industrial contacts, university students and even contacts from schools and colleges have since then been stored within the PRACE contacts database.

During PRACE-3IP, CaSToRC will manage the PRACE CRM. The main goals of the work plan include:

- Maintain the current contact details that are present in the CRM;
- Update the database through the addition of new contacts. There are different ways in which this could be achieved. The events team will collect, tag and add the details of various contacts from various events such as HPC scientific conferences (ISC, SC) and PRACE industrial seminars. Through the training work package (WP4) contact details of training event attendees will also be collected and stored. Both forms have been shown to be very successful as at the time of writing this plan a total of 3755 contacts have been added to the CRM;
- The potential merging of the CRM with other lists of contacts (Tier-1 users, newsletter subscribers, etc.) will be investigated. Thus unifying the lists and allow for more convenient dissemination of PRACE information including calls, training events, news, and results;
- The mass-mailing feature of the CRM will be investigated to send newsletters in html format to subsets of the CRM contacts. This capability could inform students of PRACE training events, to invite people to industry seminars based on their past attendances or for other similar purposes.

5 Initial Agenda for Dissemination

Table 3 lists the planned dissemination activities and the key dates for PRACE during the lifetime of the project and describes how the tasks are shared with the PRACE-2IP project to avoid double funding. Events organised by PRACE-2IP are shown in italics.

Month	Activity
3	Dissemination Plan (D3.1)
3	PRACE-3IP website (MS31)
5	SC12 (PRACE-2IP)
6	Outreach Plan (D3.2)
8	Call for Proposals (Tier 0)
9	Face2Face Meeting, Helsinki, March 2013
12	PRACE Integrated Access Programme to HPC for SMEs
	launch (WP5)

Dissemination Plan

Month	Activity
12	PRACE Scientific Conference (PRACE-2IP)
12	ISC13 (PRACE-2IP)
12	Summer of HPC (MS33)
12	First Annual Dissemination and Outreach Report (D3.3)
17	SC13
18	Publish Best Practice Guides for New and Emerging
	Architectures (D7.3.1)
19	Face2Face Meeting
20	Announce United European Applications Benchmark Suite
	(UEABS) Benchmarking Results (D7.3.2)
23	Report on the Exploitation of HPC Tools and Techniques
	(D7.2.2)
24	PRACE Scientific Conference
24	ISC14
24	Second Annual Dissemination and Outreach Report (D3.4)

Table 3: Planned deliverables, milestones and events for 2012-14

Updates to this plan will be reported in the periodic progress and managements reporting, and in the annual dissemination reports (D3.3 and D3.4).