

# Asi@Connect Visibility and PR Activities for 2018

**Eunjin HU, Communications officer, TEIN\*CC**  
**The 4<sup>th</sup> Asi@Connect Project Meeting (6.Aug.2018)**  
**Auckland, New Zealand**



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# Asi@Connect Visibility & PR objective?



## Dissemination

Disseminate Asi@Connect objective, activities, achievement



## Raise Awareness

Raise awareness of continuation of TEIN initiative through Asi@Connect



## Collaboration

Promoting research and collaboration activities



# Where Asi@Connect is on now?



- ❖ Beginning : focusing on launch of Asi@Connect (project and local level) and Branding
  - To raise awareness new project and continuation of TEIN initiative
  - To promote project targeting to stake holders, funding bodies, academia and users
- ❖ For activities: Call for proposals
  - To provide more opportunities to NRENs and their community including users
  - Year 1 and Year2 : two times call for proposals
    - 1<sup>st</sup> Call: 12 activities (2017)
    - 2<sup>nd</sup> Call: 17 activities (2018)

Now, it is the time  
to produce activity  
outcomes!!



# Overview of Visibility/PR activities (March-August)



March : New website opened



April : Asi@Connect Newsletter (ver.3)



May : Internet2



June : TNC18 Global PR



July : Call activities Profiling & Case study

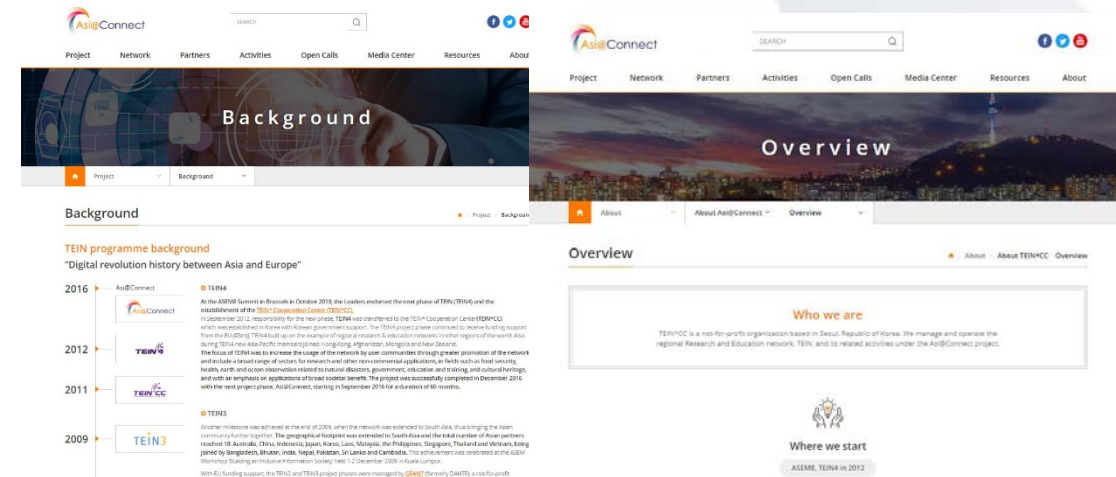
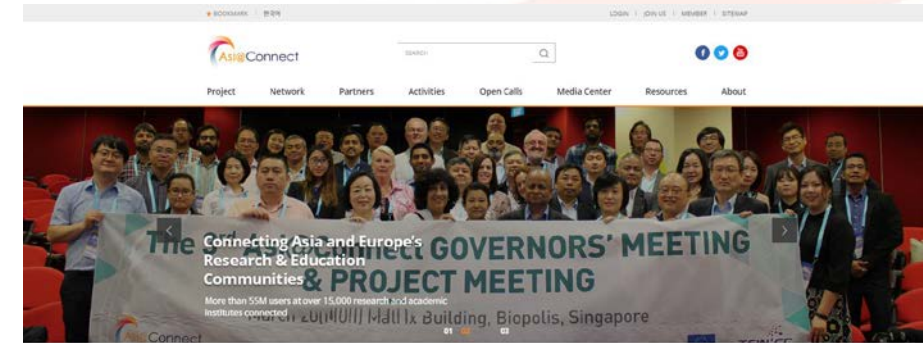


August : 4<sup>th</sup> Asi@Connect meeting and APAN46



# Main platform : Website (www.tein.asia)

- Branding and Blending
  - One website for project, network and organization : Asi@Connect project, TEIN network & community, TEIN\*CC
  - Link to SNS pages (Facebook, Twitter and Youtube channel)
- Flexible to make structure and contents
- Show windows (Main)
  - Flash banners for main theme and announcement
  - direct access to news, events and open calls (call for proposals)
- Document archive (Resources and intranet)
  - Meeting documents for members only(closed)
  - Presentation files and visibility resources (open)
- Link to global external partners

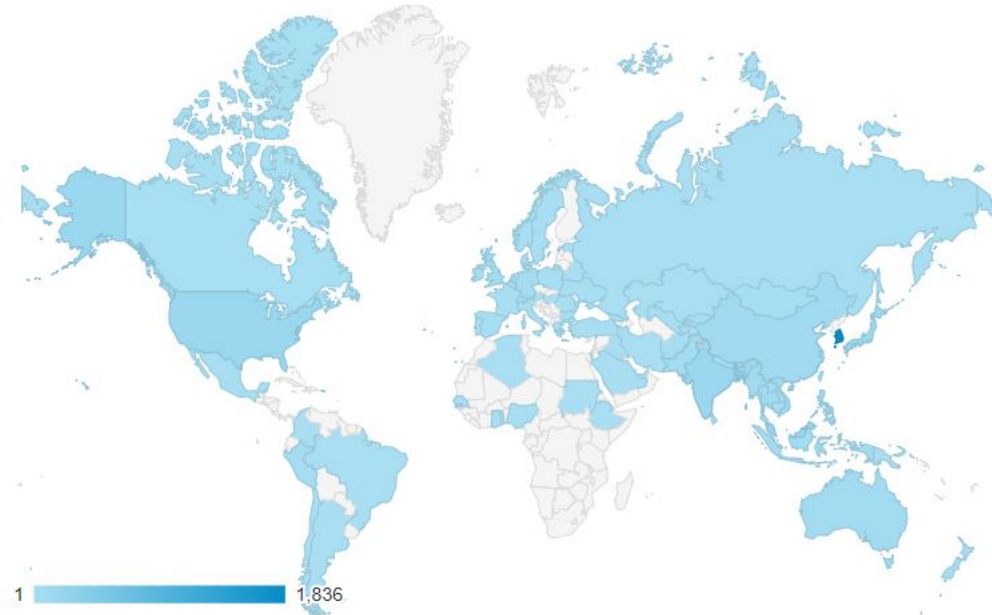


# Main platform : Website ([www.tein.asia](http://www.tein.asia))

- Google Analytics

[ 1 March to 29 July 2018 ]

- Page views = 19,247
- Unique User = 2,279
- Countries = 78



# SNSs (Facebook, Twitter)

- Facebook and Twitter pages are real-time communication channels with NRENs, users and global R&E communities
- Young-generations in Asia-Pacific region actively react on announcement and project relevant contents through SNS pages like as event/meeting photos, video and live streaming



## Facebook Insight Data (March-July 2018)

- Page Liked = 203
- Posts = 33
- Total react on posts = 5,379



@AsiaConnectProject





# Asi@Connect project impact

## ❖ Why we need to emphasize 'Asi@Connect Impact'?

- Impact is important to show project objective and achievement
- Stake holders wish to know how project funds are used and benefit to their society in concern
- EU visibility manual (General Principles)

In any event, communication activities should focus on achievements and the impact of the action, not on administrative and procedural milestones  
– Communication & Visibility Manual for European Union External Actions (2010)

## ❖ We have 29 selected activities through the Call for Proposals

- Capacity building workshops, application research activities
- Draw stories from the activities, the Programs leaders and users

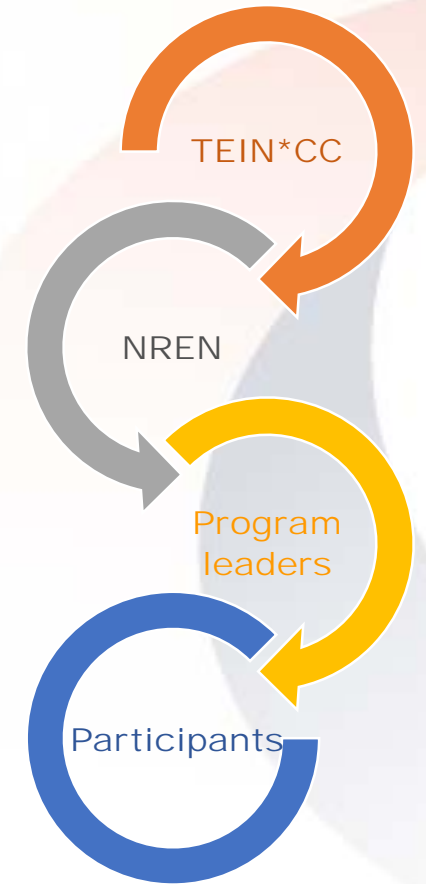
## ❖ Challenges to show the project impact

- The activity completion report does not contain enough information
- Lack of perspective of the PR and marketing in program organizer

## ❖ Solution

- Contacted NRENs and requested coordination with program leaders to get Interview from participants
- Program leaders were requested to update the impact of the program

 We could have vivid stories from the fields and community !!



# How to draw project impact(Afghanistan)

Capacity Building Workshop for AfgREN (July 2017)

## Focusing impact (Participant's comment)

"My motivation to participate in this workshop was to acquire new skills to optimize our contributions to the Institute and, therefore, to increase its reputation. Interacting with other engineer colleagues and meeting experts face-to-face is a great learning experience. "I have already started to put by new knowledge around routing and switching into practice back home."

- IT Manager at Ghor Institute of Higher Education-



# How to draw project impact(Bhutan)

“ Participants interview ”

Network and Information Security Workshop in Bhutan (August 2017)

## Focusing impact (Profiling)

“ As most of the tools introduced during the workshop were **free tools**, the participants were able to **immediately use them without any financial implications**. To some extent, part of knowledge and skills gained during the workshop were **imparted to colleagues and students back in the universities.**”

“ We could implement the best practices in some of the existing systems. Example would be the structured network we implemented in few areas and the planning we are doing. We intend to include in the future plans as well as the policies we are working on.”  
– ICT Officer in the ICT Unit  
(College of Science and Technology)



“ It definitely helped in imparting the current practices of network security to students besides. And I did talk to colleagues on its importance and to attend similar kind of PD programmes as it was directly related to the programme delivery in the College.”  
– Lecturer of the Computer System and Network  
(Jigme Namgyel Engineering College)



# Challenges

## ❖ Website

- Lack of information from the partners news
- Promoting outreach to the global R&E Community

## ❖ How to hear the real stories from the fields

- Activity completion reports mainly describe administrative perspective (logistics, meals and event managements)
- Program leaders need capacity building in marketing insight, strategies and writing
- Lack of information of the on-site story and participants backgrounds, opinions, etc...

Please fill the Asi@Connect website's event and news sessions with your stories!!



# Plan for Sep – Dec 2018

- ❖ Newsletter (ver.4), September
  - News Summary (Mar to Aug), Focus on NREN, Special interviews, Network update, and upcoming event, etc
  - Distribution via email and website
- ❖ National Launch Event
  - Bhutan (DrukREN), October
  - Submit your Proposal, Asi@Connect will support your national launch event
- ❖ Asia-Europe Summit 12 (ASEM12)
  - 18-19 October in Brussel
- ❖ PR & Marketing contents and materials update
  - Continuous update on the Call activity profiles including fields testimonials
  - Brochure, Topology Map, Poster and Case Study etc



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