

Major Progress Meeting Fall 2008

Management and Communications Session

François Flückiger
openlab Manager



- **Short Management update** *F. Flückiger*
- **Communications session** *M. Le Jeune*



CERN
openlab

www.cern.ch/openlab

PARTNERS

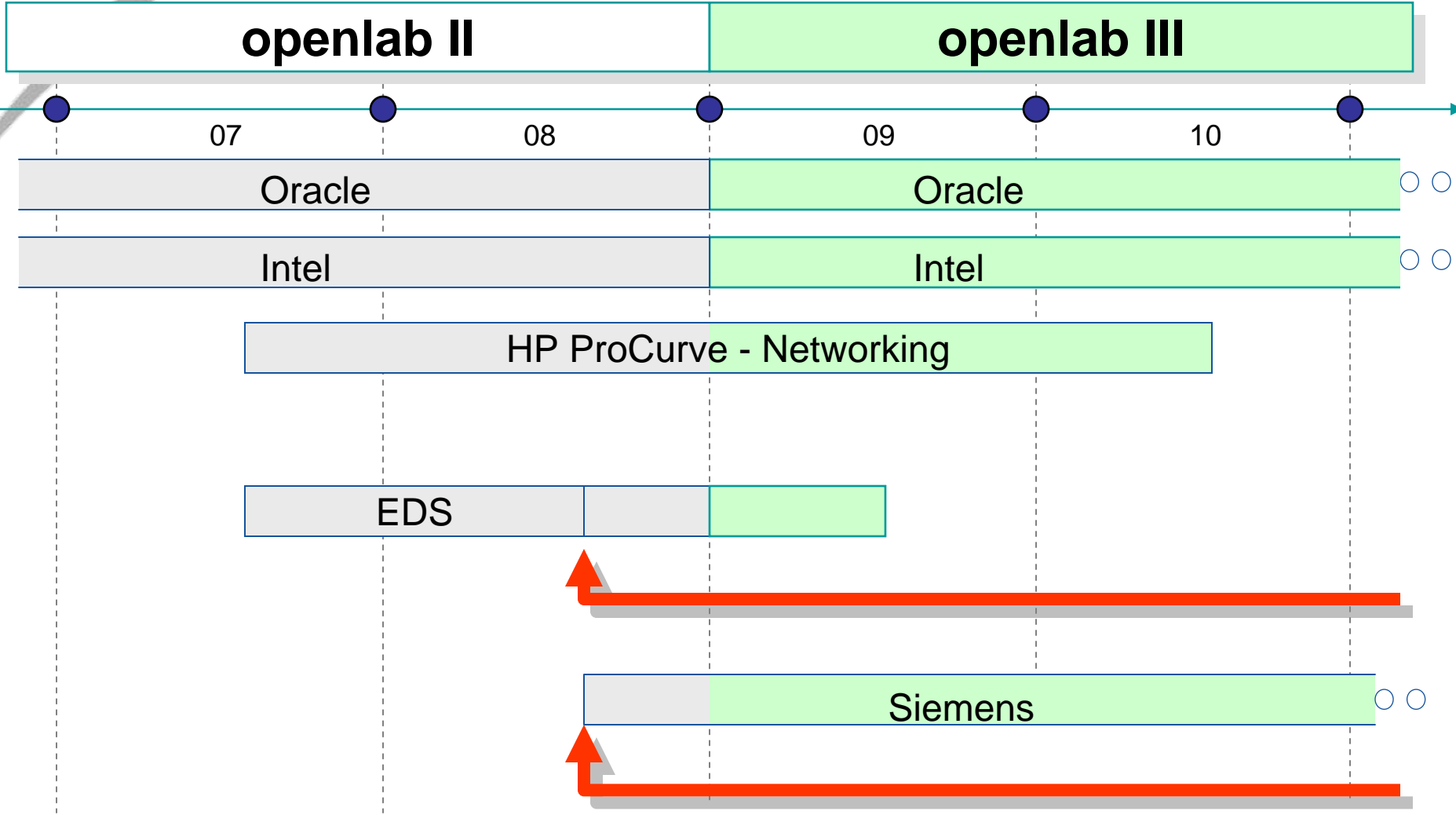


ORACLE

CONTRIBUTORS



Partn.	HP HP ProCurve	Grid Interoperability Platform Competence Networking
	Intel	Platform Competence Networking
	Oracle	Database Competence
Contr.	EDS	Grid Interoperability



Successful 2008 edition

- **13** students
- **1/3** of funding from **Intel** and **Oracle**



- From **10** different countries



openlab Student Programme



Columbia

Croatia

France

Netherlands

Pakistan

Romania

Russia (2)

South Africa

Spain (2)

USA (2)

- **First 2009 Major Review Meeting**
 - **29 January** 2009

- **Annual Board of Sponsors Meeting**
 - **2 and 3 April** 2009

- Joined us 1st July 2008
 - Under **openlab Manager** direct **supervision**
- **Funded**
 - partly by CERN
 - partly by openlab partners
- Assignment formed of **two parts**, based on the two funding sources

Funded by **CERN**

- **General communications activities not-specific to a particular partner**
 - design and production of the annual report,
 - production of general communication material,
 - production of general openlab articles,
 - harmonisation of technical documentation,
 - organization of non-partner-specific events,
 - web site design / maintenance
 - liaison with CERN press office, liaison with press,
 - ... and more generally “openlab corporate image”

Funded by **Partners**

- **Communications activities specific to partners**
 - liaison with partner marketing and communications staff,
 - openlab-related press releases,
 - partner specific communication events on site (press events, partner client visits, corporate VIP visits),
 - participation of CERN senior members in partner external events,
 - production of partner-specific communication material, flyers, ...

A CommOff dedicated to the openlab is something new

- Objectives of session:
 1. Propose / discuss **work method/process** to take maximum advantage of CommOff
 2. Present what has been done so far, what is in the pipeline

- Good communication: a compromise between
 - Good planning
 - Reactivity, flexibility
- Planning ++
 - Communication plan matching strategies
 - Better scheduling of events
 - More time for better event preparation
- Flexibility ++
 - Respond whenever possible to impromptu requests