D7.4

Final Outreach & Dissemination Report

Editor: István Koren
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<td>Conclusion</td>
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Final Outreach & Dissemination Report

WP 7 | D7.4

Editors:
István Koren (RWTH)

Authors:
István Koren, Ralf Klamma (RWTH)
Mikhail Fominykh (EP)
Bibeg Limbu (OUNL)

Reviewers:

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Executive Summary

WP7 builds and manages the WEKIT stakeholder community that actively participates in the process of design, integration, validation and update of the WEKIT technological platform; builds a ground for successful exploitation of the project results; builds and maintains the community Web portal to serve as a gateway for community members; and creates awareness about WEKIT among the general public through the community portal, on social media and among potentially interested stakeholders attracting them into the community. The deliverable 7.4 “Final Outreach and Dissemination Report” reports on the dissemination activities of the WEKIT project. It is the third and last version of a series of dissemination reports of year 1 (D7.2) and year 2 (D7.3), preceded by the initial dissemination plan (D7.1). The third year was marked by an intensification of dissemination. It culminated in the organization of the third community event as outstanding appearance of WEKIT at one of the mixed reality industry's biggest trade fairs, the Augmented World Expo Europe 2018. The document presents stakeholder community events and activities, further development and usage of WEKIT portal, as well as dissemination outcomes in the period of the third year of the project. With the advancement of the WEKIT.one technological platform, the dissemination activities gained momentum by the available materials such as pictures, videos and further media that could be distributed on the WEKIT community webpage as well as the social media outlets of WEKIT.
1. Introduction

This document is the last deliverable in WP7 Outreach, Community and Capacity Building. The main objectives of WP7 are:

- to build and manage the WEKIT stakeholder community that will participate in the processes of design, integration, validation and uptake of the WEKIT technological platform
- to build a strong foundation for successful exploitation of the project results by organizing 3 community events and other outreach activities, to ensure active participation of stakeholders in the process of requirements gathering, design, integration, validation and update of the WEKIT technological platform, standardization effort, and roadmapping
- to build and maintain a community web portal as a gateway for the community members and to raise awareness among the general public
- to create awareness about WEKIT among the general public through community portal, on social media, and among potentially interested stakeholders attracting them into the community

It is the third version of the WEKIT dissemination report. It follows the first and second versions of the report that reported about the dissemination activities up until M12 respectively M24 of the project. As the previous two reports D7.2 and D7.3, this report mainly follows the structure of the WEKIT Dissemination Plan (D7.1). We relate project achievements to the milestones and key performance indicators formulated in D7.1.

In this section, we introduce the scope and objectives of our dissemination. We then present the general principles it is based on, and we also list the target audiences.

1.1. Scope and Objectives

In the WEKIT project outreach, community building and dissemination are essential, in order to inform our developments and share our outcomes.

The aims of our dissemination are the following:

1. to involve target groups and stakeholders in the development of the WEKIT framework and tools
2. to arrange for a range of stakeholders to test the WEKIT tools
3. utilisation of partner networks, locally, nationally and across the EU to publicise the WEKIT results.
4. optimisation of the opportunities for WEKIT's good practices to have an impact on policy-making at the European level
5. support to mainstream and sustain the work and results of the project

1.2. General Principles

During all dissemination activities, the consortium adhered to the fundamental principles set in D7.1 in order to ensure effective implementation:

- *Shared responsibility*: all partners were involved in communication and dissemination.
- *Continuity*: communication activities ran uninterruptedly with some peaks coinciding with important WEKIT developments and events.
Adaptability: all communication objectives and messages were continuously revised and adapted to specific interests of the identified stakeholders.

Diversity: a broad range of cross-media channels and materials were used to reach the target audience.

Structuredness: stakeholder groups were dealt with hierarchically, with various target audiences having primary, secondary or tertiary importance from the viewpoint of the communication action.

1.3. Target Audiences

The means of external communication can be divided into two groups by the audience they target: (a) Relevant stakeholders and the WEKIT Community and (b) General public. All outreach and dissemination activities discussed in this document addressed the different stakeholder groups identified earlier in D7.1.

In year 1, the consortium mainly targeted the Technology Enhanced Learning community (at face-to-face events, academic and non-academic publicity, and via social media). In year 2, we reached stakeholder groups beyond this group (through all channels, with a major increase of achieved views of WEKIT videos on the project’s channel on YouTube and on the project’s Facebook page.

In the final year 3 of the project, we again widened the scope of outreach activities by participating in and organizing various talks, events and other appearances, reaching several new stakeholder groups with societal impact, such as trade union representatives. In following the description of actions (DoA) of WP7, the third and final WEKIT community event took place at one of the mixed reality industry’s biggest trade fairs, the Augmented World Expo Europe 2018.
2. WEKIT Communication Strategy

The project involved representatives of all types of stakeholders (education professionals, policymakers, students, researchers, NGO, experts) throughout the project lifespan through the stakeholder groups and the dissemination activities. In order to ensure the effectiveness of the project’s dissemination activities, a stakeholder analysis was carefully identified at the start of the first project year. The list of relevant stakeholders was first assembled from the personal contacts of the WEKIT consortium and includes representatives of all six stakeholder groups that the project targets. The list was used for sending out survey and interviews (WP1) to identify industry needs as well as to invite stakeholders to the WEKIT Community and to WEKIT community events.

2.1. WEKIT Community Development

As stated in D7.1, we want to use our experiences in dissemination from previous projects. In particular, we have identified the following approaches that we apply in WEKIT:

**Leading by Example.** The WEKIT WP leaders contribute regularly with relevant news to the WEKIT community portal and social media channels. In the first two project years, we released 20 news entries ([https://wekit-community.org/blog-posts/](https://wekit-community.org/blog-posts/)) on the WEKIT community page. The news items mainly covered events we organized and took part in, as well as calls for papers for workshops and tracks we organized at conferences.

**Gamification.** WEKIT partners compete by given symbolic recognition for community activity. The activity is hereby measured automatically based on the activity on the WEKIT community portal. Community members are awarded points for the creation of new events and news items.

**Scheduled Dissemination Activities.** We provide a plan of dissemination activities in our internal file sharing solution including the responsibilities of individual partners.

2.2. Stakeholder Outreach

Throughout the three project years, the WEKIT project addressed various groups of stakeholders identified in the DoA. In year 1, the first community event was organized at the EC-TEL conference in Lyon, France, within the industry track. In the second year, we were able to extend the outreach to research groups with the organization of a special track at the iLRN 2017 conference in Coimbra, Portugal.

The main stakeholder activity of year 3 was the third Community Event organized at AWE EU 2018. At AWE, we were able to connect to all stakeholder groups to a special extent.

**Table 1.** WEKIT Stakeholder register and example entries

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Stakeholder’s main interest</th>
<th>Exploitable results to share</th>
<th>Expected contribution/value for WEKIT</th>
<th>Collaboration schedule and timeline</th>
<th>WEKIT contact person (partner)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Varjo</td>
<td>SG2</td>
<td>Hardware</td>
<td>Testbed</td>
<td>ICWE 2018</td>
<td>Ralf Klamma</td>
</tr>
</tbody>
</table>

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2.3. General Public Outreach & Awareness Creation

The plan for the general public outreach and awareness creation activities had been outlined in D7.1. This section briefly reports on the status of these activities.

Dissemination activities of the project that target general public often blended with other community activities towards the of the project and are listed in Section 3 of this report (such as the TED talk – section 3.3.1 and event in the European Parliament – section 3.4.6).

In addition, we can report on large success of the artist in residence program that collaborates with WEKIT. The mixed reality experience ATLAS developed by Yann Deval and Marie-G. Lhosseau has been demonstrated and attracted attention at several events:

- MCCS Molenbeek – Brussels / Belgium
- EU@SXSW – Austin / Texas
- Ircam / Centre Pompidou – Paris / France
- Ars Electronica – Linz / Austria
3. WEKIT Communication Actions & Tools

The WEKIT project has several means of external communication, including actions and tools. Actions include: WEKIT community events, hackathons, workshops, conferences, and fairs. Tools include: the WEKIT community portal, the project website, WEKIT social media channels, and the WEKIT.one technology platform. All means of external communication aimed to attract the attention of relevant stakeholders and potential users to the WEKIT objectives, developments, and solutions.

3.1. WEKIT Community Web Portal

The community portal available under https://wekit-community.org since M2 (cf. M7.2) represents the main pillar of the project’s community activities. The technical backend of the community website is the open source WordPress system. It is one of the prime content management systems in the world and has a high reputation in the open source world for its extensibility. Its easy-to-use admin backend allows the consortium to collaborate on the creation and publication of new content in a few steps.

![Top Locations of WEKIT Community Portal Visitors (Dec 2017 – Nov 2018)](image)

3.2. WEKIT Project Website

The WEKIT website, available at wekit.eu has been designed and organized in order to get the user interested about the Project even through a more appealing website.
The main menu allows the access to:

- About WEKIT: general information about the project
- Pilots: a brief description of the three pilots
- News&Events: project news (e.g. announcements, key achievements), events and industry/research news relevant to the project
- Results: main outcomes of the project
- Contact Us: main contact to the project

Moreover, the slider of the Home Page allows directly the access to:

- Pilot Page
- WEKIT.CLUB: link to the WEKIT Community Portal
- News&Events

Following several requests from stakeholders, a new page has been designed on the wekit.eu website to provide an overview of all public deliverables in the project. The page is available at: http://wekit.eu/public-deliverables-overview/

The performance of the website will be evaluated through the AWStats (https://awstats.sourceforge.io/) Usage Analytic tool.
AWStats is a free, open source Web Analytics reporting tool, suitable for analyse data from Internet services. It goes deeper into the referring sites’ information than most analytics packages. Data is visually presented within reports by tables and bar graphs. Static reports can be created through a command line interface, and on-demand reporting is supported through a Web browser CGI program. AWStats can be deployed on almost any operating system. AWStats support resources include documentation and user community forums.

During the third year of the project lifecycle, the site has collected more than 170,000 hits and more than 40,000 visits from more than 30,000 unique visitors (cf. Figure 2). Visits reached peaks of almost 4000/month from Oct to Nov 2018 (cf. Figure 3). The highest number of visits originated from United States, Germany, Great Britain and Italy (cf. Figure 4). The resources which raised most attention by visitors were some deliverables of different work packages (cf. Figure 5).

<table>
<thead>
<tr>
<th>Reported period</th>
<th>Number of visits</th>
<th>Pages</th>
<th>Hits</th>
<th>Bandwidth</th>
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<tr>
<td>Year 2018</td>
<td>42,812</td>
<td>87,595</td>
<td>170,378</td>
<td>11.43 GB</td>
</tr>
<tr>
<td>01 Jan 2018 - 00:02</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>07 Nov 2018 - 13:02</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Unique visitors</th>
<th>Number of visits</th>
<th>Pages</th>
<th>Hits</th>
<th>Bandwidth</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;= 31,619</td>
<td>1.35 visits/visitor</td>
<td>2.04 Pages/Visit</td>
<td>4.18 Hits/Visit</td>
<td>279.89 KB/Visit</td>
</tr>
</tbody>
</table>

* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

**Figure 2 – WEKIT Website Traffic – Summary**

**Figure 3 – WEKIT Website Traffic – Monthly History**
The main part of the visits comes from a bookmark, a link in an email or the direct address (75.6%) while the 1.4% comes from links from an external page (other web sites except search engines), mainly Facebook, and the 22.8% comes from links from an Internet Search Engine (mainly from Google). The meaningful Search keywords most used to reach the WEKIT website were: wekit and wekit.eu.

3.3. WEKIT.one Product Website

The wekit.one website has been designed as a ‘product’ website to provide information about the WEKIT.one platform to the general audience, but primarily to the interested stakeholders. The website has been designed as a joint effort between dissemination and business planning activities in the project.

The content for the website has been fully designed in three forms: document with text and pictures, slideshow presentation, and a one-page website, where several sections can be reached by scrolling down. The sections presented on the website include:
- Home: introductory screen with a slider presenting the platform and its major concepts
- Why WEKIT.one: motivation for a new technology-enhanced industrial training platform
- WEKIT.one platform: three steps for creating training scenarios
- Capturing experience: explaining the WEKIT recorder functionality
- Re-enacting experience: explaining the WEKIT player functionality
- Review and analysis of experience: presenting interface for reviewing captured data
- ARLEM: stating WEKIT compatibility with the developed IEEE ARLEM standard
- WEKIT software: presenting major trainer, trainee and analysis features
- Wearable design: presenting the WEKIT wearable design solution
- Wearable sensors and AR: presenting six major components of the WEKIT hardware
- Training Methodology: presenting a step-by-step tutorial for using the WEKIT methodology
- Use cases: presenting results of each industrial trial (incomplete)
- For developers: presenting Sensor Fusion API and Experience Capturing API (incomplete)

### 3.4. WEKIT Community Actions

In Y3 of the project, the consortium managed to disseminate WEKIT in the context of several community actions listed in Table 2. These include the originally planned actions presented in Table 1 of our dissemination plan (D7.1) plus several other appearances at unanticipated events such as conferences, technology shows, and festivals. In the following subsections, we highlight key community activities listed in Table 2 until November 2018.

<table>
<thead>
<tr>
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<th>Event</th>
<th>Location</th>
<th># of attendees</th>
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<td>12.12.2017</td>
<td>RWTH</td>
<td>Digital Inclusion 4.0</td>
<td>Aachen, Germany</td>
<td>20</td>
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<tr>
<td>29.01.2018</td>
<td>RWTH</td>
<td>Symposium: Shaping Future Workplaces</td>
<td>Berlin, Germany</td>
<td>100</td>
</tr>
<tr>
<td>05.04.2018</td>
<td>OBU</td>
<td>Future Tech Now</td>
<td>London, UK</td>
<td>4000</td>
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<tr>
<td>14.04.2018</td>
<td>ALTEC</td>
<td>Annual convention of the Italian Space</td>
<td>Lecco, Italy</td>
<td>50</td>
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<tr>
<td></td>
<td></td>
<td>and Astronautics Association</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10.09.2018</td>
<td>RWTH</td>
<td>2. Workshop VR/AR-Learning</td>
<td>Frankfurt am Main,</td>
<td>35</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Germany</td>
<td></td>
</tr>
<tr>
<td>26.09.2018</td>
<td>RWTH</td>
<td>Digility</td>
<td>Cologne, Germany</td>
<td>1400</td>
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<td>19.-21.09.2018</td>
<td>EP</td>
<td>Simposio Internacional de Informática</td>
<td>Jerez, Spain</td>
<td>52</td>
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<td></td>
<td></td>
<td>Educativa (SIIE)</td>
<td></td>
<td></td>
</tr>
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<td>11.10.2018</td>
<td>RWTH</td>
<td>RWTH Industry 4.0 Event</td>
<td>Aachen, Germany</td>
<td>30</td>
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<td>18.-19.10.2018</td>
<td>RWTH, all</td>
<td>Augmented World Expo Europe 2018</td>
<td>Munich, Germany</td>
<td>2000</td>
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<td>20.10.2018</td>
<td>RWTH</td>
<td>IEEE ISMAR 2018 Workshop on Creativity in</td>
<td>Munich, Germany</td>
<td>35</td>
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<tr>
<td></td>
<td></td>
<td>Design with &amp; for Mixed Reality</td>
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</table>
3.4.1. TEDx Talk on Reality as a Medium

Dr. Fridolin Wild from Oxford Brookes University gave a TEDx talk on ‘reality as a medium’, speaking about truth, reality, and perception, and how we can hack into perception to actually ‘make’ reality. On the talk on 27th of October 2017 he showed many examples from the WEKIT project’s first trial.

3.4.2. EATEL Summer School on Technology Enhanced Learning 2018

Bibeg Limbu and Roland Klemke from the OUNL team delivered a workshop “Augmentation of practice with expert performance data: Presenting a calligraphy use case” to the community of young researchers in Technology Enhanced Learning. The workshop combined a presentation and a hands-on session. The calligraphy use case was based on the WEKIT framework, using its main principles of capturing an expert performance and using that data to provide guidance and feedback.

3.4.3. Digility 2018

Digility is a premier German exhibition for new products in AR, VR and XR. In 2018, it took place on September 26 and 27 in Cologne, Germany. Besides opening keynotes from Microsoft and the European Space Agency, it featured several talks from industry and research. A developer track hosted talks by companies such as Unity. The expo area was crowded by startups and large companies employing MR technologies.
An area of focus was the use of immersive technologies in employee training. In this context, the first German society for Virtual Reality invited the WEKIT community manager Ralf Klamma to give a presentation on learning with AR and learning AR. The presentation was detailing case studies from our application partners in the project but also talking about current needs of companies when hiring AR specialists.

Together with István Koren from RWTH, we visited the expo before and after the talk to get an overview of the state of affairs in mixed reality training, to promote WEKIT results and feed back possible WEKIT stakeholders.

3.4.4. WEKIT keynote at the International Symposium on Computers in Education (SIIE)

The focus of the SIIE event is on the latest research in the area of computers in education. The event attracts over 50 participants (mostly researchers), mostly from Spanish and Portuguese speaking countries. Mikhail Fominykh (EP) has been invited as a keynote to this even, specifically to present the innovative industrial training methodology developed in the WEKIT project (http://siie2018.uca.es/index.php/en/keynotes-en/).
3.4.5. Quellpunkt Industry 4.0

Many people in Germany are concerned about the future of work. For this reason, the German government has devoted the Science Year 2018 to "Working Life of the Future". The RWTH Aachen University and the Catholic church have organized an interdisciplinary series of events (in German) to discuss different perspectives of the topic with people from inside and outside the university.

WEKIT was invited to present the project and its impact on the future of work. On October 11, 2018, Ralf Klamma from RWTH Aachen University as the community manager of the WEKIT project gave a short presentation on the general goals of WEKIT and the success factors. Together with Roger Häußling, sociologist also at RWTH Aachen University, he discussed with the audience. In the auditorium, representatives of various societal groups were present, including trade unions and delegates of the Catholic church.
3.4.6. Augmented World Expo Europe 2018

The third and final community event as specified in the DoA took place at one of the mixed reality industry’s largest trade fairs, the Augmented World Expo 2018 EU (AWE EU). Themed “Design Competition”, the event aimed at “innovating new use cases beyond the original ideas of the project, addressing on the first place those stakeholders who want to use the outcomes of the project in applied sense” (DoA).

We carefully selected this venue based on previous, positive experiences with talks at AWE 2017 in Berlin by our science and technology coordinator Fridolin Wild respectively at AWE 2018 in Santa Clara, California, USA. The decision on AWE EU was taken jointly within the project, after carefully discussing other possible outlets.

Planning took place in a collaborative way with a central, shared document collecting artifacts and numerous weekly online meetings with reports of project partners on their tasks. In the following, we discuss the main ideas behind WEKIT’s AWE EU appearance.

Goals: What do we want to achieve with our booth?

As a lot of resources flow into the planning and construction of a trade fair stand, a cost/benefit analysis must be performed. The main purpose defined in the DoA was to collect new use cases for the WEKIT technologies. However, we have also defined further goals. First, our goal was to advertise the WEKIT brand and make it a synonym for experience capturing for high-tech industrial training. For this reason, we created a large banner with the logo spanning the back of our booth (cf. Section 3.6 on the visual materials).

Collecting input like new and updated requirements for the project & the ARLEM standard was considered as important, to support the feed the further development beyond the project lifetime. In this respect, sustainability of the results in terms of research, development and experiences made is another crucial point.
Beyond, we aimed for finding more trial partners and other possible collaborations with booth visitors. Among others, we aimed at training providers who already have AR training content available, but lack a framework.

**Target Audience: Who do we want to attract to our booth and why?**

In the DoA, we agreed on the main target of the third community event to be SG2, SG3, SG4, and SG5. At the AWE EU 2018 event, all these stakeholder groups were represented, plus the remaining two.

Besides, we saw an added value in targeting information gatekeepers, i.e. reporters and blog authors, whose summaries of AWE stands can reach future WEKIT stakeholders like potential early customers who could not attend AWE, also people who can help us to drive up the usage of our web portal and social media.

Besides the mentioned stakeholders, we welcomed any person of the general public, to convey the message that training in mixed reality is fun.

**Take-Away Messages: What is the message we want to convey?**

Based on the identified stakeholder groups, we discussed various messages that we wanted to convey through our booth and the talk. The main message we agreed on was:

*Through WEKIT, as our partners and/or our early customers or sponsors, you can see, shape and exploit the near future of wearables, AR and performance augmentation.*

In terms of dissemination material, we created a flyer and a general business card with enough room to write personal notes on. More on these promotional items can be found in Section 3.6.

**Invitations: Who do we want to invite?**

As the main measure to connect with WEKIT stakeholders, we e-mailed an invitation to our booth and talk to all our stakeholders before the event. We used a personalized serial letter and added a 25% discount code on AWE tickets, that we previously negotiated with the main organizers. Additionally, the event was mentioned in numerous personal encounters at conferences and other trade fairs, once the stand was fixed.

Moreover, we issued several posts on social media to attract people to the event, including the discount code.

**Public Relations & Social Media: What is our social media strategy?**

Our social media strategy was to generously share our AWE EU 2018 participation on all our channels, which we did together with the 25% discount code.

**Booth Design: How to design our booth?**

In terms of booth designed, again a careful cost/benefit analysis was performed. Based on experiences from former visits to AWE EU and AWE USA, our consortium agreed on the minimum equipment for the stand to look professional. The stand featured a large PVC banner on the back. Two roll-up posters of two meters height were designed, one about WEKIT, and the other about the ARLEM standard. A table with two chairs was included in the booth. We covered the former with an elegant black table cloth (Fig. 5).
Overall, from the officially reported over 2000 visitors, we counted around 300 people who have spent at least time watching the video running on the TV set, and/or have read the posters. Around 60 stand visitors asked us for a detailed demo of WEKIT.one with one of the HoloLenses available.

WEKIT was well represented in this industry gathering, and performed well. The majority of exhibiting companies was dealing with training in mixed reality, however WEKIT was without competition in the area of experience capturing, and more specifically the recording of experts within the augmented reality environment. With the co-location of the IEEE International Symposium on Mixed and Augmented Reality (ISMAR), also leading researchers and institutes could be made aware of the WEKIT project.

3.4.6 European Parliament Briefing on WEKIT

The Policy Hub of the Employment Committee of the European Parliament received a briefing from WEKIT on the employment policy implications and workplace applications of WEKIT’s pioneering combination of AR, Wearables and AR standards (ARLEM). The WEKIT team in Brussels was led by Stephan Pascall (EP), who introduced and explained the project’s core enabling technologies and innovations. Insights from the industry trials were presented by Liliana Ravagnolo of ALTEC (e.g. insights from Norway, for Lufttransport; and from Italy, for ALTEC’s astronaut training for the International Space Station, and for EBIT’s medical imaging training). Points about best-practice innovations were presented by Paul Lefrere (CCA). Conducting this event, we are reaching the important stakeholder group, identified in the project plan – policy makers at the European level.
3.5. WEKIT Social Media Channels

The WEKIT Community social media channels primarily target the general public, but are also linked to the WEKIT Community website to target the relevant stakeholders. The primary objectives are (a) to create public awareness about the project and the community, and (b) to attract new members to the WEKIT community, especially from the outside of the professional networks of the partners.

During the first months of the project, five social media channels were created, out of which three are considered the core: Facebook, Twitter, and LinkedIn. Additionally, a Google+ community and a YouTube channel was created, the latter to facilitate video sharing across social media platforms.

In the following, we report on the figures of three social media channels.

3.5.1. WEKIT Facebook Page

The WEKIT Community Facebook page is available at:

https://www.facebook.com/WEKIT.Community

From the three core social media outlets mentioned in the DoA, the Facebook page was the most successful one in terms of post reach. At the end of the reporting period, it gathered 187 page likes in total.

![Figure 6. WEKIT Community Facebook Page Post Reach (Dec 2017 – Nov 2018)](image)

3.5.2. WEKIT Twitter Channel

The @WEKIT_Community Twitter account produced 17 tweets in the third year. The total number of tweets is at 203. The account started to follow 58 new users and gained 53 new followers during the third year. The account follows 192 users, and 204 users are following WEKIT.

The #WEKIT Twitter hashtag was used in 51 tweets.
Table 3. Impressions and engagements of WEKIT tweets

<table>
<thead>
<tr>
<th>Period</th>
<th>No. of impressions</th>
<th>No. of Tweets</th>
<th>No. of engagements</th>
</tr>
</thead>
<tbody>
<tr>
<td>December 2017</td>
<td>0.7k</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>January 2018</td>
<td>0.8k</td>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td>February 2018</td>
<td>2.0k</td>
<td>2</td>
<td>58</td>
</tr>
<tr>
<td>March 2018</td>
<td>1.7k</td>
<td>1</td>
<td>27</td>
</tr>
<tr>
<td>April 2018</td>
<td>2.7k</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>May 2018</td>
<td>1.2k</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>June 2018</td>
<td>3.1k</td>
<td>1</td>
<td>104</td>
</tr>
<tr>
<td>July 2018</td>
<td>2.7k</td>
<td>2</td>
<td>23</td>
</tr>
<tr>
<td>August 2018</td>
<td>2.0k</td>
<td>1</td>
<td>26</td>
</tr>
<tr>
<td>September 2018</td>
<td>2.7k</td>
<td>1</td>
<td>22</td>
</tr>
<tr>
<td>October 2018</td>
<td>7.3k</td>
<td>7</td>
<td>216</td>
</tr>
<tr>
<td>November 2018</td>
<td>3.9K</td>
<td>1</td>
<td>14</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>30.8k</strong></td>
<td><strong>17</strong></td>
<td><strong>498</strong></td>
</tr>
</tbody>
</table>

3.5.3. WEKIT YouTube Channel

The WEKIT YouTube channel contains all the public videos we produce within the project:

https://www.youtube.com/channel/UCSCXuZ-PhOBPsdir-911ug

The videos uploaded on YouTube are shared on WEKIT’s Twitter presence and on Facebook. Over the last three years, the videos were watched 2,270 times. The channel reached 30 subscribers.

3.6. WEKIT Visuals & Promotional Materials

Several visual and promotional materials have been created over the course of the project to facilitate the dissemination and communication activities of the project. Visually appealing and eye-catching materials generally have higher chances of attracting the audience. The WEKIT media promotional materials aim at facilitating dissemination activities by visually enhancing the news items and all other public updates.

A poster has been designed to present the WEKIT project at the Stationers award ceremony in London, where the project was named a runner-up (Fig. 7)
A new set of materials has been created for the Augmented World Expo Europe event. The new materials included: WEKIT flyer, WEKIT business card, WEKIT banner, ARLEM rollup and WEKIT use cases rollup. We gave away almost 200 flyers and 200 business cards at the expo (Fig. 8).
Figure 8. WEKIT flyers and business cards at the AWE EU 2018 booth

The promotional printed materials are presented on the figures below:

- WEKIT business card: one-sided, size: 85 x 55 mm (Fig. 9)
- WEKIT leaflet: two-sided, size 297 x 210 mm (Fig. 10)
- WEKIT banner: one-sided, size 1 x 3 m (Fig. 11)
- ARLEM rollup and WEKIT use cases rollup: one-sided, size 850 x 2000 mm (Fig. 12)

Figure 9. WEKIT business card master version (left) and reverse (right)
Figure 10. WEKIT flyer cover side (left) and inside (right)

Figure 11. WEKIT banner

Figure 12. ARLEM rollup (left) and WEKIT use cases rollup (right)
The figure below shows the configuration of the WEKIT booth at the Augmented World Expo Europe. It includes a horizontal banner on the back wall, two rollups along the side wall, a TV with the video from trials playing in a loop, and a table with charging Hololenses, business cards and flyers (Fig. 13). The wearable garments and a harness were also available for the visitors.

![WEKIT Booth Design](image)

**Figure 13.** WEKIT booth design at the Augmented World Expo Europe

### 4. Conclusion

This report D7.4 presented the third and final iteration of the WEKIT outreach and dissemination report. It highlighted the dissemination and stakeholder outreach activities of the third project year. The document generally adhered to the structure and outline of the previous two reports D7.2 and D7.3, which also followed the structure of the original dissemination plan.

We showed that through constant activities both on- and offline, in social media channels as well as at trade fairs and conferences, we were able to position WEKIT as a project targeting innovative and highly demanded mixed reality training scenarios. The stakeholder register, initially containing around 200 handpicked contacts by all WEKIT partners, was carefully extended, and stakeholders welcomed our messages like the invitation to the Augmented World Expo Europe 2018.

Several multimedia, newsletter and print media articles were published, and numerous public presentations at venues relevant for the project were held, well visited by policy makers and innovators. Several images and videos were produced at the trials in the domains of aeronautics, medicine and space.
4.1. Highlights

We would like to present some of the highlights of the WEKIT project dissemination over the runtime of the project. In year 1, the hackathon organized at RWTH Aachen University kick-offed the public awareness of WEKIT technology in the developer community. In the second year, a special track of wearable-enhanced learning was held at the iLRN conference in Coimbra, Portugal. Finally, in year 3, we organized a highly successful and professional appearance at one of the mixed reality industry's major events worldwide, the Augmented World Expo Europe 2018 in Munich, Germany.

4.2. Sustainability

The WEKIT Community was designed and implemented with sustainability in mind, to keep project resources online for a long period of time. In this sense, we are planning to leave the community website and the social media channels open after the project funding runs out. The outlets will remain open and continue to attract stakeholders, to establish WEKIT as an innovation engine in the field of experience capturing.
Wearable Experience for Knowledge Intensive Training

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