

D 6.2

Updated version of flyer

Action acronym	ConnectedFactories 2
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¹ PU: Public, CO: Confidential, only for members of the consortium (including the Commission Services)

² RE: Report, OT: Other; ORDP: Open Research Data Pilot



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1 Introduction

Dissemination aims to communicate the future and past events organised by ConnectedFactories2. It is particularly important to identify the target group, location and time for the communication and to determine which channels or media can be used for a better result.

A variety of communication media are available, however, the covid19 crises eliminated the value of producing printed communication material, as for now we are not able to do physical events. Thus, we are providing an interactive infographic to be shared mainly on social media but also before and after online events or by email marketing. This will allow us to distribute it to a broad audience and at a lower cost.

2 Infographic concept

The concept is to keep the infographic updated, including all the past and future events of ConnectedFactories2.

The structure is simple, messages have been placed prominently so that they immediately catch the eye. It is including the events' banners and hyperlinks to the publicly available recordings and presentations. The main point here is to limit the message to the essential core statements to raise interest in the project's events, but at the same time, as it is clickable, it is possible to have a full insight on each event.

Please find the infographic - [here](#).

2.1 Dissemination channels

The main dissemination channels are:

- Social media
- Email marketing (mainly before and after an event)
- Websites (ConnectedFactories, EFFRA and other partners' websites)

Please note, that we will use EFFRA channels as amplifiers to reach a wider audience.

3 Conclusions

It is intended to keep the content of the infographic always updated and available.



EVENTS

11 March 2020

Digitalisation and Digital Platforms for manufacturing

- 236 Registrants
- [Presentations](#)
- [Recording](#)

20 January 2021

Cybersecurity Workshop

- 118 Registrants
- [Presentations](#)
- [Recording](#)

20 October 2020

Standards for Digital Manufacturing

- 236 Registrants
- [Presentations](#)
- [Recordings](#)

22 April 2021

Digitalisation of manufacturing: pathways, key enablers and skills

[Info](#)

Project Objectives

- Creating a common understanding and awareness of key enablers and cross-cutting factors for the development and deployment of digital technologies and digital platforms for manufacturing
- Deepening pathways by taking into account legacy systems, industrial requirements and challenges
- Situating inspiring research and industrial state-of-the-art cases
- Matching of skills
- Engaging with the research and industrial actors (European & local)
- Stimulating visibility and impact of Digital Platform projects

<https://www.connectedfactories.eu/>

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