

## D9.1 Dissemination Strategy

### **Public Executive Summary**

This deliverable is the initial version of the plan for disseminating the activities and the generated knowledge and products of the 2020 3D Media project. This plan will be completed along the life of the project and will not become final until the end of it.

The plan is designed not only as a vehicle to communicate the activities of the project and for the general awareness of 3D media opportunities but also as a “knowledge sharing” initiative, as a platform to favour the establishment of new links with industry and academic stakeholders. The main guidelines of the dissemination plan will be:

- Development of activities devoted to the awareness, transfer and publicity to industrial, research and standardisation communities, as well as to the general public
- Establishment of close collaboration with related projects
- Publication of results in relevant international scientific and artistic journals
- Organization of presentations and workshops as standalone activities of the project or within relevant conferences in the area
- Design and production of publishing materials in both printed and electronic form
- Development and maintenance of a web site dedicated to the project

This document also covers in detail questions like “What do we want to disseminate?” or audience identification, and the list of the dissemination activities, including: project brand development; development and publishing of a web site; promotion of the publication of scientific communications and presentations in conferences; design and publishing of printed materials; generation of briefings and reports; publishing of a newsletter; courses and other teaching and demonstration activities; establishment of relations with other research projects; one-to-one relationships and promotion of the active participation in conferences and fairs.

At the end, the initial schedule of activities and the introduction to the assessment plan are included.

For more information about this documents, please contact: [info@20203dmedia.eu](mailto:info@20203dmedia.eu)