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Disclaimer

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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Abbreviations

WP: Work package

M: Month

UNIPI: Università di Pisa

UoY ADS: University of York, Archaeology Data Service

UB: Universitat de Barcelona

UCO: Universitaet zu Koeln

TAU: Tel Aviv University

CNR: Centro Nazionale delle Ricerche

INERA: Inera srl

BARAKA: Baraka Arqueologos S.L.

Elements: Elements centro de gestio i difusio de patrimoni cultural

Executive Summary

This deliverable presents the plan for implementation of Task 10.4: *Dissemination and promotion*. The plan presents a dissemination strategy for the professional and academic archaeological community, and it is closely related to Deliverable 9.1 *Communication Plan*. The Deliverable 10.1 *Dissemination Plan* is differentiated from Deliverable 9.1 *Communication Plan* in that it provides a more specific focus and allows deeper emphasis to be placed on dissemination of the results of the project, rather than communicating the general progress of the project. The primary aim of the Dissemination Plan is to outline the strategy for raising awareness about the ArchAIDE project amongst researchers and students in archaeological disciplines, professional and academic field archaeologists and the wider scientific community, activate their desire to use technologies developed by the project, and facilitate the potential to change working practice within the domain.

This deliverable defines the key audience, including internal stakeholders, researcher institutions, scholars, researchers and students within archaeology, and related research project. It identifies the various skills and experiences available within the project partnership to carry out the strategy, including defining the responsibilities within the partnership itself. It sets out the means to inform the key audience, in partnership with the plan set out in Deliverable 9.1 *Communication Plan*, including the internal partner intranet, e-mail contacts and face-to-face meetings, as well as project workshops, training and testing opportunities and dissemination through presentations, publications, and other activities geared specifically for this audience.

It establishes a timeline for dissemination activities, and sets out a preliminary list of potential external events that may be used as dissemination venues, and journals that may be appropriate for scholarly publications. It also provides qualitative and quantitative indicators for evaluating the success of this plan, in order to help in planning subsequent phases of the dissemination strategy, in developing future activities and to revisions of this plan, so to ensure the strategy is effectively reaching the key audiences and they are taking action on the messages they receive.

1 Introduction

This deliverable presents the plan for implementation of **Task 10.4: *Dissemination and promotion***. The plan presents a dissemination strategy for the professional and academic archaeological community for ArchAIDE, particularly correlated with the intermediate results of the project (M18) and the final prototype (M32). ArchAIDE is funded by the European Commission's Horizon 2020 Programme. The project began on 1 June 2016, and will run for three years. It brings together nine partners from Italy, Israel, UK, Spain, and Germany with the relevant expertise, combining excellence in archaeology, computer science, visualisation and data management, as well as experience in research and international collaboration.

The overall aims of ArchAIDE are to build scalable and easy-to-use technologies to:

- document finds from archaeological excavations while in the field;
- support archaeologists during the subsequent interpretation phase;
- archive the comparative data created by the project within a remote repository;
- provide easy access to this data for the professional and non-professional archaeology community.

This deliverable is part of **WP10: *Archiving and Dissemination***. The aim of WP10 is to archive, disseminate and promote the results of the project, to follow best practice with regard to data re-use, and to make the project collaborative and transparent to researchers within the archaeological domain and beyond. This will be done through demonstrating the technologies developed through the project to the research community, archiving of the comparative data by the University of York, Archaeology Data Service (UoY ADS) according to the ISO standard Open Archival Information System (OAIS) model, and freely disseminating the data online.

The tasks within WP10 are:

- Task 10.1 Data Management
- Task 10.2 Data Archiving
- Task 10.3 Demonstration to the Research Community
- **Task 10.4 Dissemination and Promotion**
- Task 10.5 Demonstration Activity Oriented to the Market
- Task 10.6 Exploitation

Task 10.4 is closely related to Tasks 10.3, 10.5 and 10.6. It is also closely related to all of **WP9 *Communication/Public Engagement/Innovation***, and particularly **Task 9.1 *Communication Management***, which is reported in **Deliverable 9.1 *Communication Plan***.

Task 10.4 is differentiated from WP9 in that it provides a more specific focus and allows deeper emphasis to be placed on dissemination of the **results** of the project, rather than communicating the general **progress** of the project. As such, Task 10.1 is meant to cater specifically to the **key target audience for ArchAIDE: the professional and academic archaeological community who are most likely to use the technologies under development**. Task 10.1 will do this through:

- dissemination initiatives focused on the extensive communication channels across the international archaeology community in use by ADS and the other project partners;
- creation of more in-depth promotional content about the project at key points (particularly M18 and M32). This may include the writing of content for press-releases, newsletters, scripts and other copy for communication materials such as posters, the ArchAIDE website, social media, etc.

- scientific dissemination through key journals and at key conferences.

The primary aim of the dissemination strategy is to raise awareness about the ArchAIDE project amongst researchers and students in archaeological disciplines, professional and academic field archaeologists and the wider scientific community, activate their desire to use technologies developed by the project, and facilitate the potential to change working practice within the domain.

This initial dissemination strategy for the project aims to:

- define appropriate **messages** for the key target audience;
- define appropriate **materials** for the ArchAIDE key target audience;
- establish a **timeline** for dissemination activities;
- identify **resources** to be devoted to dissemination activities;
- define partner responsibilities for **tasks**;
- define the information **workflow**;
- establish stakeholder **contacts**;
- provide qualitative and quantitative **indicators**.

To meet these aims, the following objectives have been described, together with corresponding activities:

| Objective | Description | Activity |
|--------------------|--|---|
| Objective 1 | Define the key target audience | Identify the groups of key target audience with specific attention to dissemination Establish list of contacts Cooperate with existing communities such as EAA (European Association of Archaeologists) and CAA (Computer Applications in Archaeology) and others Maximise contacts through partner networks |
| Objective 2 | Inform the key target audience about news, events, project activities | Create content for dissemination using the project's social networks as defined in D9.1 Contribute content to the project newsletter as defined in D9.1 Use contacts derived in Objective 1 to drive traffic to the project website and social media outlets |
| Objective 3 | Inform the key target audience about opportunities to interact with the project and technologies | Provide dissemination support and organise the M18 multiplier event to be held in York Organise a dissemination campaign for the key target audience around the intermediate results of the project at M18 |

| | | |
|--------------------|--|---|
| | | <p>Provide dissemination support for the multiplier event to be held in Spain in M30.</p> <p>Organise a dissemination campaign for the key target audience around the release of the final prototype at M32</p> <p>Provide dissemination content to be used for promoting the five training open days to be carried out in conjunction with conferences or other events</p> <p>Provide dissemination content for the final project conference to be held in M36 of the project</p> |
| Objective 4 | Create content for dissemination materials designed for the key target audience | <p>Content may be published as datasheets, posters, videos, or presentations, as appropriate</p> <p>Content will be made available for inclusion within the project media channels set out in D9.1</p> |
| Objective 5 | Disseminate information to the key target audience via relevant conferences and journals | <p>Track partner publication interests and conference plans to ensure good coverage</p> <p>Potential journals for dissemination include: ACM Journal on Computing and Cultural Heritage (JOCCH), Elsevier Journal of Cultural Heritage, Journal of Archaeology Method and Theory, Journal of Archaeology Open Data, Journal of Archaeological Science, Archaeometry</p> <p>Potential conferences for dissemination: Digital Heritage International Congress, Computer Applications and Quantitative Methods in Archaeology (CAA), Eurographics Workshop on Graphics and Cultural Heritage (GCH), Eurographics, SIGGRAPH, International Conference on Cultural Heritage (EUROMED), Computer Graphics International (CGI), Kultur und Informatik, European Association of Archaeologists (EAA), Symposium on Mediterranean Archaeology (SOMA)</p> |

Table 1: Dissemination objectives and activities

2 Defining the key audience

While Task 10.2 is focussed specifically on the key target audience for ArchAIDE: the professional and academic archaeological community most likely to use the technologies under development, this community is not uniform and it is important to understand and define their differing interests. By developing an understanding of the needs and interests of this group, ArchAIDE aims to make its dissemination activities more relevant to the people and organisations that the ArchAIDE project is meant to serve. Awareness of the needs of this community will help identify the best channels for connecting with the community (whether email lists, social media, conferences, etc.) and in designing and planning dissemination materials and activities, and work toward building a partnership between the community and the project.

The ArchAIDE stakeholder community includes:

- internal stakeholders in the partner institutions who have an interest or involvement in archaeological research or management responsibilities relating to project activities;
- research institutions active in the field as represented by managers and senior researchers with management duties such as deans, directors etc.;
- scholars, researchers and students in archaeological disciplines, field archaeologists and the wider scientific community;
- international networks and research infrastructures in related disciplines.
- Cultural and ICT companies and ICT developers who may or may not be connected to Cultural Heritage

2.1 Internal stakeholders

Internal stakeholders are one of the target audiences for the ARCHAIDE project as it will be important to disseminate the results of the project to managers and decision makers within the partner organisations, as well as researchers, scholars and students, so as to raise awareness of the project's activities and opportunities to using the tools developed by the project, and to provide relevant input at particular intervals. This will be important for both the members of the partner organisations, but will also allow dissemination about ARCHAIDE to their contacts and networks.

Staff within the partner institutions may be interested in information about:

- milestones and results from the other partners;
- innovation and the development of tools and methodologies;
- best practice and training opportunities;
- opportunities to test the tools under development;
- conferences and other events;
- publication opportunities.

The aim of this dissemination activity is to make colleagues within the partner organisations aware of ARCHAIDE and its activities, to support and promote the development of the project, and to facilitate communication to partner's individual networks. Internal stakeholders can be reached during internal meetings, through presentations of the project activities, by distributing dissemination materials and by engaging with information through the media outlets set out in D9.1.

2.2 Research institutions

Amongst archaeological research institutions the emphasis will be on disseminating the potential for advancement in research quality, effectiveness of work and improvements in working practice. The message should underline the advantages for individual institutions and researchers in using the tools under development and providing feedback for improvement.

Managers and senior researchers within these institutions may be interested in:

- the development of ArchAIDE resources and tools;
- the development of new and innovative technologies;
- opportunities for collaboration within the project;
- forthcoming conferences and training events;
- new publications.

The primary means of communication with this group will be via dedicated web pages and social media groups as set out in D9.1, via regional or thematic events, and through publications.

Research institutions include universities, archaeological museums, specialist institutes, archaeology schools (such as foreign archaeology missions) and research projects.

2.3 Scholars, researchers and students in archaeological disciplines

This is the most critical stakeholder community for ArchAIDE, as it represents the primary users for the project. It consists of researchers, students and field workers active in archaeology. While this community includes pottery specialists, one of the main purposes of ArchAIDE is to facilitate pottery identification and recording at sites where specialists are not available, therefore it includes all archaeologists associated with archaeological projects where pottery is present. This group can be reached through conferences, events academic forums, publications and increasingly through social media. The message should underline the opportunities for using the ARCH AIDE resources and tools, and how their use may change their working practice.

Researchers will likely to be interested in:

- the comparative resources created by the project;
- the new tools and technologies created by the project;
- forthcoming events and training opportunities;
- opportunities to give feedback for improvement;
- scholarly publications.

The primary means of communication with this group will be via scientific conferences and journals, publications and printed materials, regional and thematic events; training materials, etc.

2.4 Related research projects

These are other projects active in archaeology or disciplines related to archaeology working in image recognition or related research that may be interested in the work of ARCHAIDE. This group is not a direct stakeholder of ARCHAIDE but has a general interest in project developments and there may be opportunities for networking, collaboration and sharing and exchanging news about activities and solutions under development.

This group is likely to be interested in:

- the development of project, tools and services;
- opportunities for collaboration and networking, such as international events;
- planning and strategy development.

The primary means of communication with this group will be via briefing papers, scientific conferences and journals, publications and printed materials and collaborative events.

2.5 ICT companies

At the same time, ArchAIDE is also a system of ICT tools applied to archaeology. The ICT size is another potential market and economic sector; it isn't new, but is still underdeveloped with many stakeholders still needing to discover in which way it is possible to link and develop cultural heritage needs with ICT potential.

This group is likely to be interested in:

- the development of ICT technologies related image recognition and deep learning;
- the opportunity to exploit Cultural Heritage domain;
- opportunities for collaboration and networking, such as international events.

We plan to present the project results (both first prototypes and, in year three, the full working system) to interested parties at commercially oriented exhibitions and trade shows. The main exhibitions of technical material for archaeology are either organized in the framework of international conferences or in the context of national/international fairs dedicated to Cultural Heritage. ICT-oriented fairs are also possible dissemination vehicles, but according to our experience the impact will be lower than the one of CH-related events.

3 Identifying resources

This section identifies the skills and experiences available within the project partnership, and their connections with projects, networks and associations.

3.1 Responsibilities within the partnership

The ArchAIDE project consists of nine partners in five countries including Italy, Israel, UK, Spain and Germany. All project partners are responsible for contributing to dissemination activities, including the identification of events, contributing to the development of dissemination materials, participation in dissemination events and publication opportunities (as appropriate). Most partners have an existing network or contacts, and/or public relations departments within their research institutions, or access to external resources, which will aid in disseminating results about ARCHAIDE.

Responsibilities for dissemination activities:

- UoY ADS leads both WP10: *Archiving and Dissemination* and Task 10.4 *Dissemination and Promotion* and therefore has strategic responsibility for coordinating dissemination activities by all partners;
- Task 10.4 is closely related to Task 10.3 *Demonstration to the Research Community*, led by UNIFI, Task 10.5: *Demonstration Activity Oriented to the Market*, led by INERA, and Task 10.6 *Exploitation*, led by CNR, so UoY ADS will be working with these partners to promote all demonstration and exploitation activities;
- Task 10.4 is closely related to WP9 *Communication/Public Engagement/Innovation*, and in particular, Task 9.1 *Communication Management*, both led by UNIFI and reported in Deliverable 9.1 *Communication Plan*. UoY ADS will work closely with UNIFI to ensure smooth integration between dissemination and communication initiatives;
- UoY ADS will provide dissemination content as appropriate for use by UNIFI in the communication avenues set out in D9.1 *Communication Plan*;
- All partners are responsible for providing UoY ADS with information about the results of their work, especially around the two dissemination events in M18 and M32;
- All partners are responsible for participating in dissemination events, as appropriate, and providing UoY ADS with information about their participation for dissemination purposes, allowing promotion of the event, and for tracking the impact of the event;
- All partners are responsible for contributing to publications describing the results of their research as appropriate, and UoY ADS is responsible for coordinating these publications;
- All partners are responsible for circulating dissemination materials and information within their own countries and networks, including translation of dissemination materials into their national language(s) as appropriate.

3.2 Related initiatives

ArchAIDE has identified a number of current or recent projects, which are active within related areas. These projects represent external groups with resources in place to disseminate news and information with their stakeholders. ArchAIDE will seek to exchange news about project activities and opportunities for collaboration.

The initiatives which been identified include:

- 3DCOFORM¹ (stakeholder community: researchers in 3D digitisation of art collections)
- V-MusT² (stakeholder community: museums)
- ARIADNE³ (stakeholder community: researchers in new technologies for interoperability and dissemination in archaeology)
- DARIAH⁴ (stakeholder community: researchers in the arts and humanities)
- DADAISM⁵ (stakeholder community: researchers in image recognition for cultural heritage)
- NEARCH⁶ (stakeholder community: researchers in public outreach and innovation in archaeology)

UoY ADS will follow these international projects, initiatives and research infrastructures identified as being of interest via their websites, Twitter feeds and other social network channels to identify dissemination and collaboration opportunities during the course of the project.

Partner responsibilities:

- As a partner in both 3DCOFORM and V-MusT, CNR will be the primary conduit for connecting with the former 3DCOFORM partners.
- UoY ADS and CNR are both partners in ARIADNE, with UoY ADS as deputy coordinators for the project. This will allow specific connection with ARCHAIDE partners interested in visualisation via CNR, and across the project via UoY ADS.
- CNR will coordinate liaising with DARIAH.
- UoY ADS will coordinate liaising with DADAISM.
- UoY ADS will coordinate liaising with NEARCH.

3.3 Groups and associations

Several ArchAIDE partners are members of groups and associations active within the field. These groups and association represent external networks with resources in place to disseminate news and information with their stakeholders. ArchAIDE will explore opportunities to disseminate news and information about project activities with these groups.

The groups and associations that have been identified include:

- European Association of Archaeologists (EAA)
- Computer Applications in Archaeology (CAA)

¹ <http://www.v-must.net/>

² <http://www.3d-coform.eu/>

³ <http://www.ariadne-infrastructure.eu/>

⁴ <http://www.dariah.eu/>

⁵ <http://dadaism-did.org/>

⁶ <http://nearch.eu/>

4 Informing the key audience

The key dissemination audience for ArchAIDE will need to be informed about news, events, project activities, and particularly the development of tools and resources. This will be done through the creation of content tailored to this audience via the different communication channels set out in D9.1, as well as project workshops, training and testing opportunities and dissemination through presentations, publications, and other activities geared specifically for this audience.

The communication channels set out in D9.1 (Section 3.1) which also correspond with the key audience for dissemination are:

| Target Group | Channel |
|---|--|
| Partners | Intranet E-mail contacts Meetings |
| Professional archaeologists Archaeological companies | Social networks Website Mailing-list Events: multiplier events, conferences Promotional material Meetings |
| Scholars Researchers | Social networks Website Mailing-list Events: multiplier events, conferences Scientific journals |
| Higher education students | Social networks Website Mailing-list Events: multiplier events, conferences Scientific journals |
| Public/private Cultural Institutions Museums Cultural Heritage companies Archaeological Associations | Social networks Website Mailing-list Conferences Meetings |

Table 2: Key dissemination audience target groups and their associated communication channels, as set out in D9.1.

4.1 Partner Intranet, E-mail contacts and meetings

The online intranet communication platform has already been set up by INERA and is in use by the partners. This will be the primary dissemination avenue for the results of the work by the different partners during the course of the project. As the number of partners is of a reasonable size, it is not envisioned that more formal internal communication will be necessary. Information about results will be disseminated at meetings during the course of the project. In some instances, these will take the form of formal progress reports and in others informal discussion. In both instances, partners will disseminate results of particular interest to colleagues within their own email contact list when appropriate.

4.2 Social networks

ArchAIDE will establish a social media presence using the networks set out in the table below. These networks will be used for dissemination communication, and partners will be encouraged to raise awareness amongst the key dissemination audience about these platforms. UoY ADS and partners involved in Task 10.1 will provide dissemination content for use by the communication partners on these platforms. See Section 5.5 of D9.1 for further detail.

| Social Media Platform | Type of Contents |
|-----------------------|--|
| Facebook | Images Videos Short posts Slides Web Links |
| Twitter | Images Videos Short posts Slides Web Links |
| Instagram | Images Videos Short posts Slides Web Links |
| Youtube | Videos |
| Vimeo | Videos |
| Slideshare | Slides |
| Linkedin | Short posts Papers |

Table 3: Key dissemination audience social media platforms, and their associated content types, as set out in D9.1.

4.3 Website

The project will have a single website (<http://www.archaide.eu>) as a stable reference for all target audiences, but the dissemination partners will be responsible for creating content within the website geared toward the key audience. This will accelerate during the second and final phases of content production for the website, which will be focussed on results, final products and exploitation. Section 5.2 of D9.1 sets out the full details

about the design of the website. The list below shows the dissemination contributions to each section within the website.

- *Homepage*
The homepage will emphasize the objectives and the results of the projects and summarize the information about activities, events and project achievements. The dissemination partners will provide content about activities and events of interest to the key audience, and information geared towards the key audience about results and achievements.
- *The project*
Brief description of the project objectives and the strategy adopted to achieve them. Task 10.1 partners will ensure the information about the project relevant to the key dissemination audience is included in this section.
- *Blog*
The blog will present regularly produced articles on various activities, technological issues and results. UoY ADS will coordinate the writing and coordination of blog posts relevant for the key dissemination audience.
- *Media*
The “Media” section is the repository of multimedia content produced in the project including images, video and slide presentations. It will also include a press section with a press kit, press releases and press reviews. UoY ADS will contribute to and coordinate the creation of content for use within the media section for the key dissemination audience.
- *Events*
Calendar of the events linked to ArchAIDE. UoY ADS will ensure events of interest to the key audience are listed.
- *Publications*
Deliverables, reports and research papers published within the project. UoY ADS will ensure publications of interest to the key audience are listed.
- *Contacts*

4.4 Mailing-lists

The members of the project team are each registered on various mailing lists for professional reasons. These lists cover different aspects of archaeological research including specialist subject areas. Although many people subscribe to more than one mailing list, the full membership of each list differs. The strategy is to post notices about ArchAIDE to the lists (for example to announce a new blog post or a forthcoming event with a link to the project website). Such notices are a good way of driving traffic to the website and other outlets and allow contacts the opportunity following in the progress using the outlet of their choice. The work of sending notices will be done periodically according to the project activities and developments.

4.5 Events: multiplier events, conferences

Multiplier events are intended as one-day seminars addressed to the national and international community of project stakeholders, in order to set up connections with academic and professional networks active in the area of archaeology and digital archaeology, higher education institutions, archaeological companies, professional associations, administrative authorities, and policy makers. As such, they are geared specifically towards the key dissemination audience and mark points where in-depth feedback can be given to help guide the direction of the project. The project will organise two Multiplier Events, led by UNIPi and other partners. The first will be held at UoY ADS in autumn of 2017 (around M18) in the United Kingdom, following shortly

after MS4 (M14) *First release of the populated database ready to be used in the development of WP7 and 8* and MS5 (M16) *First software release for pairwise similarity between ceramics*. The key dissemination audience will be those who are most likely to use the system and are willing to give feedback to inform development. All dissemination stakeholders will be invited and encouraged to attend, but given the importance of this event, potential participants may also be contacted individually to ensure strong expertise and to build interest and commitment to the project.

The second will be held at the University of Barcelona, Spain in collaboration with the archaeological SMEs of the Consortium, and is scheduled for autumn 2018 (around M30). This event will coincide with MS7 (M30) *First assessment of the overall system*, and will be the most important opportunity for the partners to receive reviews of the products of the project and make any last minute adjustments before the completion of the project. The multiplier events will be organised as either as stand-alone events or co-located with an existing major international event (e.g. a major conference or fair on the project theme), to facilitate participation.

Dissemination at conferences such as the Computer Applications in Archaeology Conference (CAA) and EAA (European Association of Archaeology) will also be important for reaching the key audience (see Section 5).

4.6 Promotional material

A variety of promotional materials such as flyers will be created for the ArchAIDE project by the communication team as part of WP9. For the promotional material geared towards the key dissemination audience, content will be created within Task 10.4. The first will be distributed at the beginning of the project and will contain general information and aims, and introduce the partners and UoY ADS and the dissemination partners will make sure they are appropriate for all stakeholders. A second version will be made available in the final months of the project (M32) to promote the results of the project to the key audience during the period of review (D10.3 – Dissemination kit). The communication team plan to created both printed and in PDF versions (downloadable from the website). The products will be available to all project partners and distributed at meetings, workshops, fairs, and to help create interest in the multiplier events, etc.

4.7 Meetings

Face-to-face meetings will be a critical part of the dissemination strategy to build loyalty with the key audience. These include the two Multiplier Events discussed above, and the six Training Open Days. The Multiplier Events may be used as an opportunity for individual meetings between partners and stakeholders who may be involved in specific testing or are best placed to give feedback about the results of the project. The Training Open Days will be an important way of meeting and having face-to-face communication with the key dissemination audience in the final months of the project and after the feedback from the Multiplier events has been taken on board.

4.8 Scientific Journals

UoY ADS, with the participation of partners (as appropriate) will coordinate dissemination activities in scholarly and scientific journals, which will reach the key audience and establish to academic integrity of the project. UoY-ADS, with the support of the Task 10.1 partners, will establish an editorial committee for project publications, which will be published in Open Access journals whenever possible. Standard academic good practice concerning citation of authors is anticipated with the proviso that authors should:

- mention EU support for the work;
- notify UoY ADS and the partners of the publication;
- provide a digital copy to all partners via the project intranet in the event it is not available online.

5 Dissemination activities

UoY ADS will manage the logistics of dissemination activities in partnership with UNIPi and the communication plan set out in D9.1. While partners will participate in a wide range of both large and small events, depending on their area of interest, with regard to dissemination venue considered fundamental to reaching the key audience, UoY ADS will ensure a project presence, either through organising activities and/or liaising with other partners (as appropriate).

The preliminary list of international conferences that ArchAIDE may attend and organise its own event includes:

- the yearly European Archaeologists Association (EAA) conference with an audience of around 1,000 archaeological delegates;
- the yearly Computer Applications in Archaeology (CAA) conference with an audience of around 400 delegates focused on IT in archaeology;
- the yearly VAST conference, on IT applications in archaeology, with a more technical audience of around 100 attendees;
- the EVA conference series regularly organized in various locations (Florence, London, Jerusalem, Berlin, etc.) and an audience of cultural heritage practitioners and researchers.
- other venues as suggested by partners during the course of the project.

The project's presence at such events may include workshops, sessions, individual presentations, posters etc. The aim will be to disseminate the project's activities and promote the opportunities offered by the research infrastructure to the key audience. Materials prepared by the communication team will be distributed at these events.

5.1 Potential events

| Conference | Description | Location | Dates |
|---|---|-------------------|----------------------|
| Computer Applications in Archaeology (CAA) 2017 www.caaconference.org | Possible official project launch venue | Atlanta, USA | 14-16 March 2017 |
| Computer Applications in Archaeology (CAA) 2018 www.caaconference.org | Major event for key audience | Tübingen, Germany | March/April 2018 |
| Computer Applications in Archaeology (CAA) 2019 www.caaconference.org | Major event for key audience | Poland (TBC) | March/April 2019 |
| ARIADNE final conference | Closing conference for the ARIADNE project, TBD | Florence, Italy | 15-16 December, 2016 |

| Conference | Description | Location | Dates |
|--|---|---|---|
| Electronic Visualisation and the Arts (EVA) http://www.eva-conferences.com/ | EVA Florence 2017 EVA London 2017 EVA Jerusalem EVA Berlin | Florence, Italy London, UK Jerusalem, Israel Berlin, Germany | May 2017 11-13 July 2017 November 2017 November 2017 |
| European Association of Archaeology (EAA) 2017 http://www.e-a-a.org | Major event for key audience | Maastricht, Netherlands | 29 August – 3 September 2017 |
| European Association of Archaeology (EAA) 2018 http://www.e-a-a.org | Major event for key audience | Barcelona, Spain | 5-9 September 2018 |
| EMAC 2017 http://gmpca.fr/manifestation-scientifiques/491-ematic2017-european-meeting-on-ancient-ceramics | 14th European Meeting on Ancient Ceramics | Bordeaux, France | 6-9 September 2017 |
| CHNT2017 | Technical cultural heritage conference | Vienna, Austria | November 2017 |
| Euromed2017 | Technical cultural heritage conference | Cyprus | November 2017 |
| DCH2017 International Conference http://dch2017.net/ | Technical cultural heritage conference | Berlin, Germany | August 30-September 01, 2017 |
| ICDH 2018: 20th International Conference on Digital Heritage https://www.waset.org/conference/2018/11/london/ICDH | Technical cultural heritage conference | London, UK | London, November 27 - 28, 2018 |

Table 4: Potential venues for dissemination events.

5.2 Potential journals

Potential journals for publication of articles by project partners have been identified below.

| Journal | Description | Deadline |
|--|--|-----------------|
| Journal on Computing and Cultural Heritage | ACM Journal on Computing and Cultural Heritage (JOCCH) publishes papers of significant and lasting value in all areas relating to the innovative use of information and communication technologies (ICT) in support of Cultural Heritage. Encourages the submission of manuscripts that demonstrate innovative use of technology for the discovery, analysis, interpretation and presentation of findings as well as manuscripts that illustrate applications in the Cultural Heritage sector that challenge the computational technologies and suggest new research opportunities in computer science. http://jocch.acm.org/ | No deadline |
| Archeomatica | A multidisciplinary journal, printed in Italy, devoted to the presentation and the dissemination of advanced Methodologies, techniques and emerging technologies for the knowledge, documentation, exploitation and conservation of cultural heritage. http://www.archeomatica.it/ | Quarterly |
| Journal of Cultural Heritage | A Multidisciplinary Journal of Science and Technology for Conservation and Awareness. The Journal of Cultural Heritage is devoted to: - Safeguard, Conservation and exploitation of cultural heritage - Analyses and preservation of biodiversity - Sociological and economical analyses - Computer sciences in Cultural heritage http://www.elsevier.com/wps/find/journaldescription.cws_home/620738/description#description | 4 issues a year |
| International Journal of Heritage in Digital Era | The International Journal of Heritage in the Digital Era (IJHDE) is a quarterly high quality peer reviewed journal in the area of Digital Cultural Heritage and Digital Libraries. http://www.multi-science.co.uk/ijhde.htm | Quarterly |
| Internet Archaeology | Internet Archaeology is the premier e-journal for archaeology. It is an open access, independent, not-for-profit journal. It publishes quality academic content and explores the potential of electronic publication through the inclusion of video, audio, searchable data sets, full-colour images, visualisations, animations and interactive mapping. Internet Archaeology is international in scope, a journal without borders, and all content is peer-reviewed. http://intarch.ac.uk/ | No Deadline |

| | | |
|---------------------------|--|-------------|
| Digitalia | Digitalia: rivista del digitale nei beni culturali Digital and printes Journal on digital cultural heritage, containing articles, projects, events, reviews, edited by ICCU. http://digitalia.sbn.it/ | No Deadline |
| Archeologia e Calcolatori | Since 1990 Archeologia e Calcolatori has been an international observatory of theoretical and methodological aspects of computing and information technology applied to archaeology. http://soi.cnr.it/archcalc/ edited by CNR In Italian | Annual |

Table 5: Potential journals for dissemination publications.

6 Monitoring and evaluation

The dissemination programme will be monitored and evaluated to review:

- what information is going out and who is seeing them;
- whether those messages are reaching the key audience;
- whether the messages are influencing opinions, attitudes and behaviours.

This information will help in planning subsequent phases of the dissemination strategy, in developing future activities and to revisions of this plan. It will ensure the strategy is effectively reaching the key audiences and they are taking action on the messages they receive.

Success indicators:

- User involvement
- Users participating in multiplier events
- Users participating in training open days
- Presentations at relevant conferences and events
- Publications

While the targets can only be approximate goals, it is important to set out expectations in order to broadly monitor whether they are being met.

| Description | Type of Indicator | Month 18 Target | Month 36 Target |
|--|---------------------|-----------------|-----------------|
| Potential users identified | No of users | 30 | 60 |
| Potential users participating in multiplier events | No of participants | 20 | 40 |
| Users participating in training open days | No of participants | N/A | 80 |
| Presentations at relevant conferences and events | No of presentations | 10 | 25 |
| Publications | No of publications | N/A | 6 |

7 Conclusion

This deliverable presented the plan for implementation of **Task 10.4: *Dissemination and promotion***. The plan presented a dissemination strategy for the professional and academic archaeological community for ArchAIDE, particularly correlated with the intermediate results of the project (M18) and the final prototype (M32). Task 10.4 is closely related to Tasks 10.3, 10.5 and 10.6. It is also closely related to all of **WP9 *Communication/Public Engagement/Innovation***, and particularly **Task 9.1 *Communication Management***, which is reported in **Deliverable 9.1 *Communication Plan***.

Task 10.4 is differentiated from WP9 in that it provides a more specific focus and allows deeper emphasis to be placed on dissemination of the **results** of the project, rather than communicating the general **progress** of the project. As such, Task 10.1 is meant to cater specifically to the **key target audience for ArchAIDE: the professional and academic archaeological community who are most likely to use the technologies under development**. Task 10.1 will do this through: **The primary aim of the dissemination strategy** is to raise awareness about the ArchAIDE project amongst researchers and students in archaeological disciplines, professional and academic field archaeologists and the wider scientific community, activate their desire to use technologies developed by the project, and facilitate the potential to change working practice within the domain.

This deliverable has defined the key audience, including internal stakeholders, researcher institutions, scholars, researchers and students within archaeology, related research project, and Cultural and ICT companies and ICT developers. It has identified the various resources necessary to carry out the strategy, including defining the responsibilities within the partnership, the related initiatives currently underway, and the groups and associations that may be of use. It has set out the means to inform the key audience, in partnership with the plan set out in D9.1, including the internal partner intranet, e-mail contacts and face-to-face meetings. It will make use of the project's social networks and website, the relevant mailing-lists, the different types of planned events, make use of the promotional material created for the project, project meetings and publication in scientific journals. It has set out a preliminary list of potential external events that may be used as dissemination venues, and journals that may be appropriate for scholarly publications. It has also set out so approximate targets for evaluating the success of this plan.