

Best practices guide

From the “Do’s and don'ts industry workshops”

EuroCC2 & CASTIEL2

Summer 2024

With NCCs Sweden, Spain, Greece and Croatia

"National/ Supercomputing days/ Dynamization sessions/ equivalent"

Inputs extracted from the presentations
made by the NCCs Sweden, Spain,
Greece and Croatia

On March 11th 2024



NCC Croatia



NCC Spain

DO's

"National/
Supercomputing
days/
Dynamization
sessions/
equivalent"

Relevant Case Studies

- **Showcase successful implementations** of supercomputing in similar industries

Personalized Guidance

- Offer **tailored advice for companies interested** in adopting supercomputing solutions

Group Work sessions

- Foster collaborative discussions on **applying supercomputing to real business challenges**

Industry leader's Insights

- **Invite experts** to share experiences and best practices

Impulsando la tecnología

Jornada de promoción de la supercomputación para empresas

¡Inspírate con casos de uso de HPC para la innovación empresarial y descubre lo que podría hacer para tu negocio!

12 Septiembre, 2023
10:00 am - 16:30 pm
Barcelona Supercomputing Center (Hybrid)

<https://www.res.es/es/jornadaHPC>

PHOTOPADO VIRTUAL
INTELIGENCIA ARTIFICIAL
REALIDAD AUMENTADA
ROBÓTICA INDUSTRIAL
BIG DATA
INTERNET DE LAS COSAS

EuroCC SPAIN | DIH CAT | X4HPC | RES ACCIO | Generalitat de Catalunya

DO'S

**"National/
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Start preparing early

- Rely on the EuroCC2 national partners and NCCs network, gather various ideas, and encourage discussions - but be prepared to make executive decisions when necessary!
- **Involve EuroHPC JU/EuroCC2/CASTIEL guest speakers**, to enrich the event with insights and broad expertise (NCC Croatia invited Klara Meštrović , a Croatian native speaker)
- Interactive panels: **incorporate panel discussions as they foster engagement and dialogue** among participants, as well as other project partners, which is beneficial for collaboration (e.g.EDIHs)

Audience

- Ensure participation from a **variety of public institutions, academic communities, businesses, and other relevant stakeholders**
- **Mix different participants**, and try to invite them from different parts of the country, not just the capital
- **Encourage the participation of both national and international speakers** to stimulate media interest in topics related to HPC
- Create networking opportunities to encourage meaningful connections and collaborations among attendees – **lunch is always great**

Format & communication

- Try to have **only physical events**, despite requests to make it hybrid – this is much better for networking (and photos!)
- **Keep to the schedule, and leave enough time for discussion**
- Rely on email communication as a means of inviting people (in our case, more than 50% stated that they got the information through email, followed by 12% social networks!)
- Effective media coverage: **continuous briefing of selected specialized journalists**
- Utilize social media: **encourage guest speakers to create engaging video content for social media** platforms, promoting open calls
- **Create post-event media packages** containing key insights, highlights, and quotes from notable speakers, facilitating media coverage and amplifying the event's impact beyond its conclusion

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Know your audience

- **Speak "their language"**
 - Event titles, presentation content, promotional channels should reflect that
- Focus on aspects that interest them
 - E.g. for SMEs: Workflow integration, HR needs, financial benefits
- Make sure to provide sufficient background knowledge if needed
- **Interact beforehand to gauge the tone and their needs**

Go for interaction

- Be mindful of short attention spans
- If a presentation/session is lengthy, **include interaction**
 - Use Slido, QR codes, Q&A sections
- **Engaging the audience gives you useful feedback**
- Be prepared to present in various tones or depths and adjust to audience

Aim for a polished look

- Well-rehearsed event/talk/speaker introductions
- Suitable/uniform zoom backgrounds
 - Support branding / NCC identity
- **Think of the post-production**
 - Exploit channels such as Youtube to present your existing material
- Recordings can act as your calling card

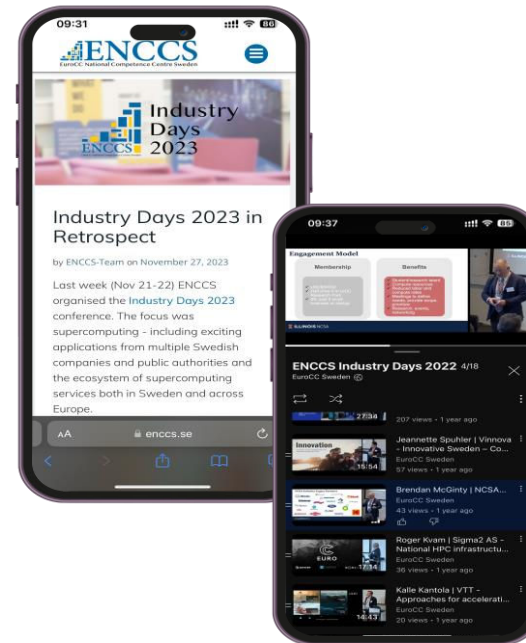
DO's

About organization

- Close contact with industry **well in advance**
- **Personal invitations**
 - Clear requests (presentation topics)
 - Make sure the presentations are not (too) academic
 - Highlight Success stories
- Create an environment where people can interact
 - **Appropriate premises** (audiovisual capabilities)
 - Schedule panel discussions with specific topics
 - **Many long coffee breaks** lunch, dinner



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Dissemination

- Ensure to have a complete Event website with:
 - **Agenda**
 - **Useful information (maps, restaurants, contact info)**
 - Presentation slides
 - Participants list
- **Take care of your Branding with:**
 - Giveaway
 - Booklets, flyers, posters, stickers
- **Leverage sociale media: tag companies and participants on your LinkedIn posts**
- Ensure to have photos & presentations recordings (when possible)

Don'ts

Ignore specific concerns

- Address practical and financial considerations alongside technical aspects

Cut the interaction

- **Ensure participants can engage with experts directly**

Discontinue support

- Offer **clear pathways for continued assistance post-event**

Forget actual applications examples

- Invite experts to share experiences and best practices

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Don'ts

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Rely on assumptions

- **What is interesting to the expert might not be interesting to the intended audience**
- Sometimes, the focus on the technology aspect fails to communicate the business benefit
- The tone attracts the audience

Confuse the scope

- Deeply scientific presentations are best suited for conferences
- **Audience composition may be heavily mixed in terms of background**
- Does the content match the title?

Neglect the format

- "Corporate" vs. Scientific
- Don't forget that there may be recordings of events for posterity
- **Presenting "raw" data may not make the enterprise/business benefit evident**

Don'ts

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Format & speakers

- Avoid key speakers participating online. **Ensure that key speakers participate in person** to enhance the event's impact and credibility.
- **Avoid having a hybrid event** if you want to attract as many people as possible in person

Interactions

- **Try to be concise** - avoid using overly scientific language when presenting showcases, and keep the duration to max 15 minutes each
- **Encourage questions from the audience**, but keep to the schedule
- If you have a panel session, do not leave the moderator unprepared, and avoid improvisation

Fun fact 😊

- Avoid taking group pictures in front of the projector 😊



NO!!!



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