



Meaningful Integration of Data, Analytics and Services

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D7.8 Brochure, Poster and e-Newsletters 1

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Abstract

This deliverable outlines the design of a generic MIDAS poster / pop-up stand and brochure / folder along with the procedure in place for newsletter subscription and dissemination.

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- Ulster – University of Ulster (Project Coordinator) (UK)
- DCU – Dublin City University (Ireland)
- KU Leuven – Katholieke Universiteit Leuven (Belgium)
- VICOM – Fundación Centro De Tecnologías De Interacción Visual y Comunicaciones Vicomtech (Spain)
- UOULU – Oulun Yliopisto (University of Oulu) (Finland)
- ANALYTICS ENG – Analytics Engines Limited (UK)
- QUIN – Quintelligence D.O.O. (Slovenia)
- BSO – Regional Business Services Organisation (UK)
- DH – Department of Health (Public Health England) (UK)
- BIOEF – Fundación Vasca De Innovación E Investigación Sanitarias (Spain)
- VTT – Teknologian Tutkimuskeskus VTT Oy (Technical Research Centre of Finland Ltd.) (Finland)
- THL – Terveystieteiden tutkimuskeskus (National Institute for Health and Welfare) (Finland)
- SET – South Eastern Health & Social Care Trust (UK)
- IBM Ireland Ltd – IBM Ireland Limited (Ireland)
- ASU ABOR – Arizona State University (USA)

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Document History

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0.1	01/03/2017	Draft for review	
0.2	03/03/2017	Draft	Minor edits based on reviewer comments.
0.3	08/03/2017	Draft	Additional minor edits due to further comments received.
Release 1.0	08/03/2017	Final	Final edits complete.

Statement of Originality:

This deliverable contains original unpublished work except where clearly indicated otherwise.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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Executive Summary

This deliverable report outlines the design of a generic MIDAS poster / pop-up stand and brochure / folder along with the procedures in place for newsletter subscription and dissemination.

Work Package:	WP 7
Work Package leader:	Jonathan Wallace
Task:	D7.8 MIDAS Brochure, Poster and e-Newsletters
Task leader:	UU - University of Ulster

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1 MIDAS Brochure

The purpose of any brochure or flyer is to promote and disseminate the project. In order to provide as much flexibility to partners as to what specific content they might want to promote relating to MIDAS, rather than having a brochure to look to try to fit all audiences, which would be expensive to produce and would need to have at least three versions produced during the project as we progress through the three iterations of the MIDAS platform development and testing, we have agreed to produce a MIDAS folder within which partners can place info sheets / inserts on whichever aspects they are looking to promote e.g. the technical platform, data analytics, data visualisation, or ethics and governance of big data, etc.



Figure 1: Artwork of MIDAS folder template for professional printing and self-assembly

As there is a limited consumable budget available for the coordinating partner as is the case with the promotional poster / pop-up stand below we are sharing the high resolution artwork with all partners and as agreed they will be able to produce the folders to meet their needs from their own budgets.

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2 Poster

In order to maximise professional visibility of the MIDAS project and events including workshops, conferences, public engagements we created the artwork for and have produced two pop-up stands.

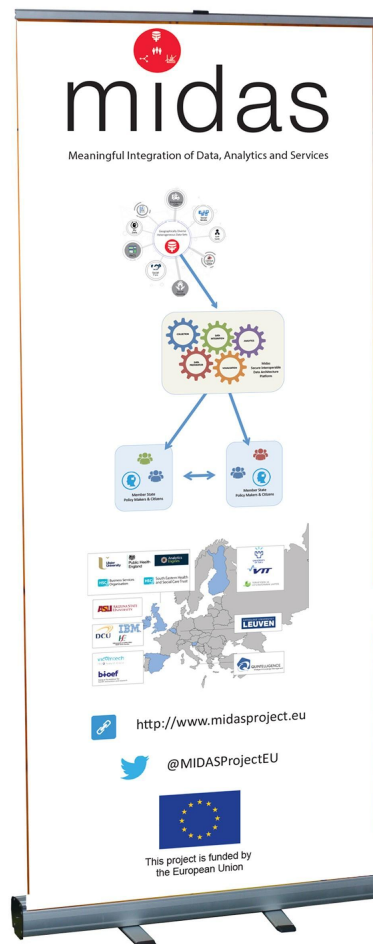


Figure 2: MIDAS Pop-up Stand

As with the poster / folder above as there is a limited consumable budget available for the coordinating partner we are sharing the high resolution artwork with all partners and as agreed they will be able to produce the pop-up stand to meet their promotional / dissemination needs from their own budgets.

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3 e-Newsletters

A mailchimp account has been set-up and a wordpress plugin has been installed to allow users to subscribe to our newsletter from the MIDAS website.

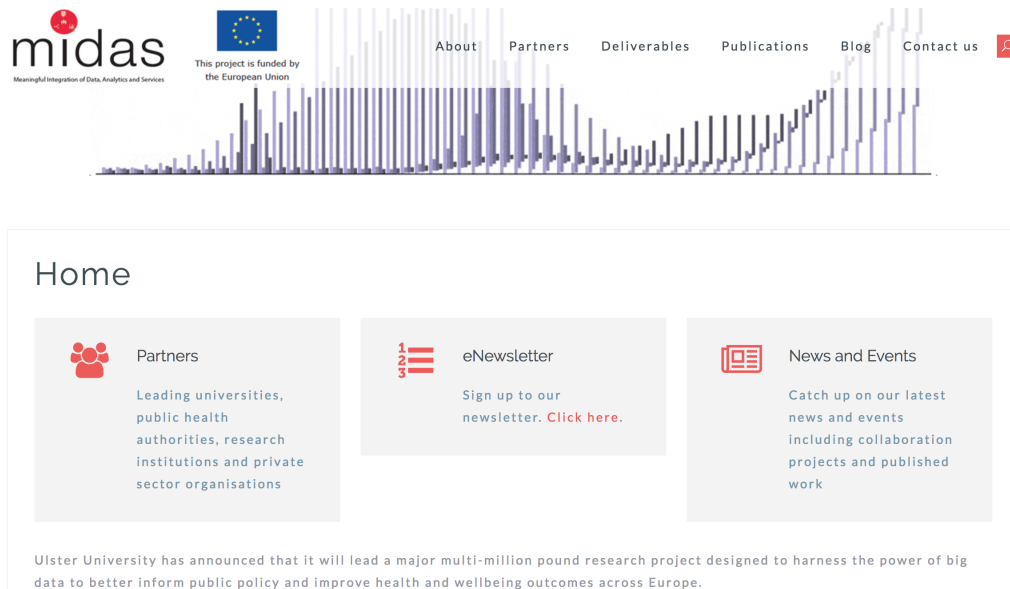


Figure 3: Screenshot of MIDAS Homepage with link to Newsletter

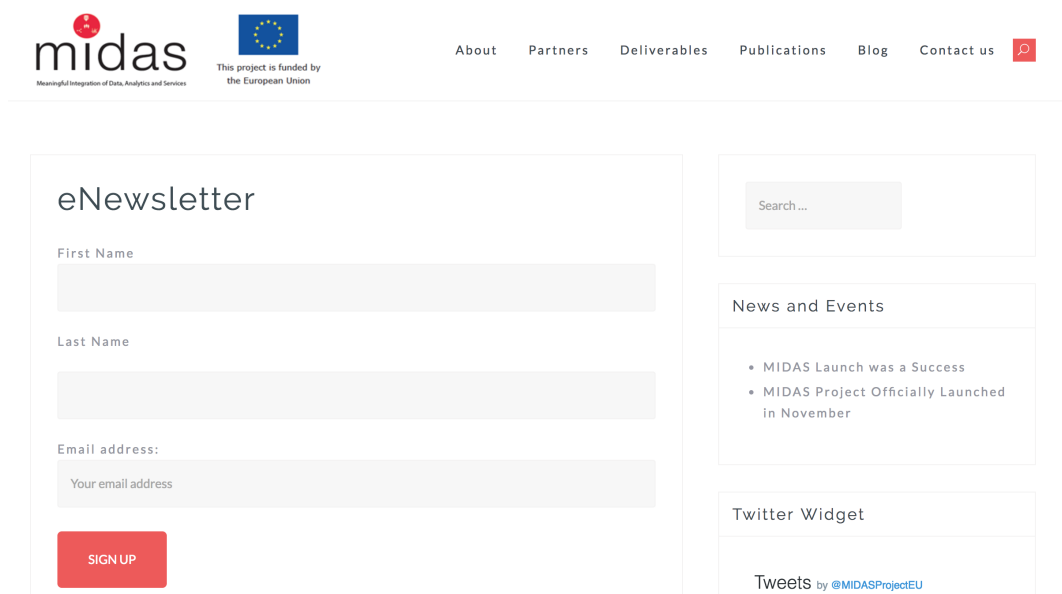
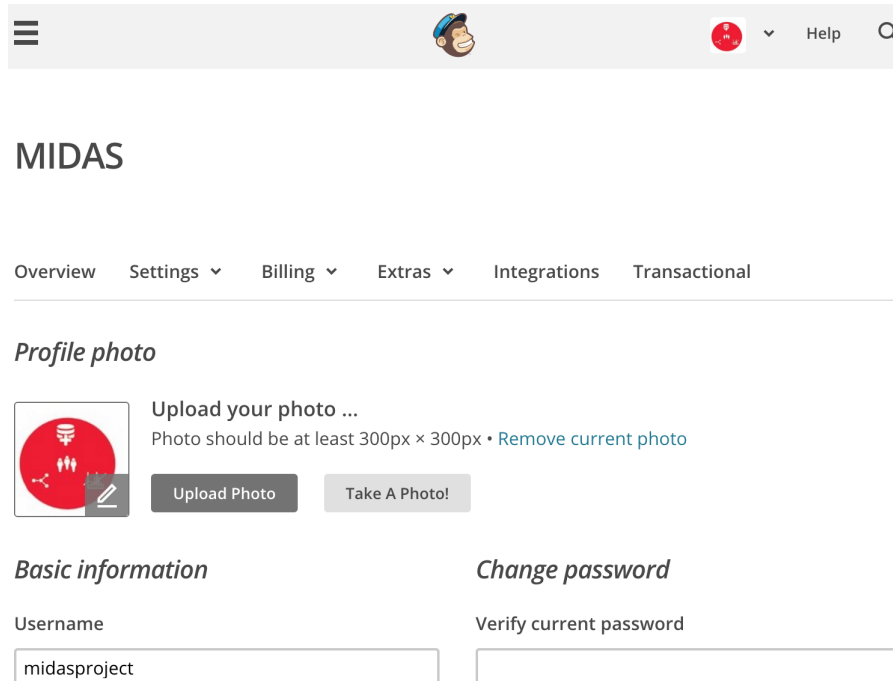


Figure 4: Screenshot of the subscription form to the MIDAS Newsletter

<http://www.midasproject.eu/enewsletter/>

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Screenshot of MailChimp account:



Mid

MIDAS

Overview Settings ▾ Billing ▾ Extras ▾ Integrations Transactional

Profile photo

Upload your photo ...
Photo should be at least 300px × 300px • [Remove current photo](#)

Upload Photo Take A Photo!

Basic information

Username
midasproject

Change password

Verify current password

Figure 5: Screenshot of the MailChimp account

The process, roles, responsibilities/actions and timings for the MIDAS Newsletter are described in Figure 6 below.

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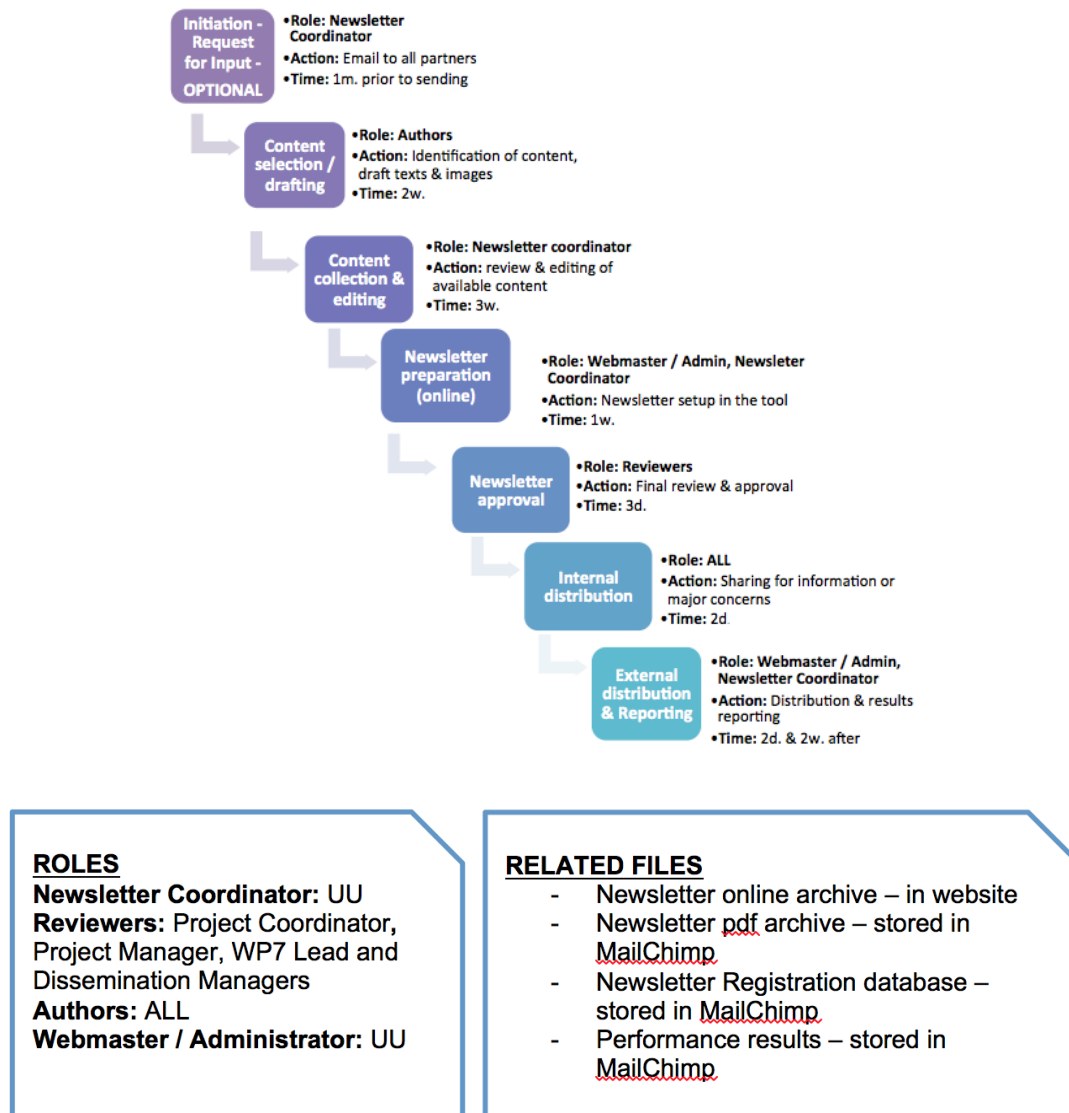


Figure 6: Process, roles, responsibilities/actions and timings for the MIDAS Newsletter