Dissemination Activities
Raising the visibility of BRESAT
Clair Passelle
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Raising the visibility of BRESAT

- BRESAT objectives

- What is our story?

- How can we tell our story?

BRESAT objectives

- Identify conditions of success for Satellite broadband deployment in EU regions

- Develop recommendations and best practice for the deployment framework of satellite broadband solutions and optimise cost benefit for key stakeholders

- Disseminate information widely to EU regions

- Establish an information repository for all EU regions for exploitation during and beyond project life

What is our story? Key Messages

1.   Fast, reliable broadband is crucial for both consumers and businesses and essential for economic growth and job creation

2.   The EC wants all its citizens to have access to broadband and with three million people in rural areas not covered by fixed and mobile broadband networks, satellite broadband can bridge the gap

What is our story? Key Messages

3.   BRESAT, a European Commission funded project is working with local and regional authorities to develop guidelines for satellite broadband schemes and design projects that can deliver 100% broadband to most rural communities

What is our story? Key Messages

4. Implementing broadband in these areas is not always commercially viable for the private sector, so there are a number of different funding sources which can be used

What is our story? Key Messages

5.   BRESAT will work with one or more regions to support implementation of pilot satellite broadband aggregation schemes

How can we tell our story?

- Communications toolkit
- Events programme
- BRESAT web portal

How can we tell our story?

Guide to media relations Cost Benefit Analysis Template

Developing a 'story' for media

CREATING A COMMUNICATIONS PLAN

Building media contacts Media tools and applications

Navigating social media **Tools, tactics and timings**

Managing reputation **Managing and logging media requests**

Sign-off process FINDING A SPOKESPERSON

BENEFITS OF HIGH SPEED BROADBAND VIA SATELLITE

Facts and Figures Sheet Press Releases

Key BRESAT messages for media

BRESAT Consortium Partner Profiles **Q&A**

Project Case Study – for example: Andalucia

How can we tell our story?

Events programme:

- Q4   Toulouse – Jan 2014
- Q1   Naxos – May 2014
- Q1   EuCNC Conference Bologna – June 2014*
- Q3   Spain – Oct 2014
- Q4   TBC - 2014

*BRESAT had a booth together with Projects BATS and CoRaSat.

How can we tell our story?

- BRESAT provides a portal for those looking for funding www.bresat.eu

Who do we want to talk to?

- BRESAT member organisations
- SABER member organisations
- Local, regional and national authorities across Europe who:
  - have implemented satellite broadband aggregation schemes and who are offering their experience
  - are interested in deploying satellite broadband to meet the EC Digital Agenda targets
- Relevant media outlets
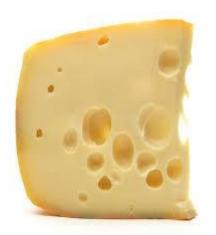- Participants from across the satellite industry
- The European Commission

Next steps

- BRESAT communications champions – who are you?
- Communications toolkit distributed to BRESAT members containing:
    - Swiss cheese press release template
    - Content pipeline of ideas over the next 12-18 months
        - E.g. Cost Analysis Benefit for your region
    - Web and social media updates
    - BRESAT frequently asked questions with answers
    - BRESAT opinion editorial and responses to news topics

Questions?