



The European Coordination Hub for Open Robotics Development

Experiments Call II Kick-Off Public relations core consortium

Sebastian Weisenburger, TUM

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ECHORD++ website

www.echord.eu

www.echord.eu/experiments



Social Media

Twitter: @echordplusplus

LinkedIn: ECHORD++ group



Promotional material

Brochures, leaflets, pens, usb-sticks, etc.



Conferences, fairs, events

Workpackage led by the Universitat Politècnica de Catalunya



Press releases, newsletter

Press releases: on news regarding the whole project

Newsletter: project updates, sent to a database of more than 4,000 contacts



Best picture / best video award

Win a beam+ telepresence robot!



PR handbook and PR references

Tailor-made lists of target audiences, media, events, journals for your experiment



Tracking of PR activities

Part of the monitoring process

We will agree on PR-concepts for your experiments based on:

- The dissemination plans of your proposals
- The PR references provided by the core consortium
- The results of today's workshops



Need support? Contact us!

The PR team at TUM



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N.N.

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(hiring process ongoing)



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