Selling our Services
Spreading the word

Leonie Hellmers
Sarah Nesbit
Patricia McMillan
Joe Thurbon
Glenys Kranz
Running order

• **Introduction/ welcome:** Brief background, introductions, outline the session.

• **Panel and convenor Q & A:** Speakers address the issues as they see them, sharing their experiences and theories.

• **Group discussion:** Engage the audience to contribute observations, speculations and ideas.

• **Wrap-up:** The call to action. Where to from here?
What do we talk about?

What is the message?
What channels do we use?
What language do we use?
Communication: send AND receive
Engagement strategies
Governance
Embedding comms

Are there ways to embed communications into the project lifecycle?

Eg a checklist

What successful models are there?

- Communities of practice
- Problem statement
- Elevator pitch
How do we identify the user/client base?
The people we are talking to about eResearch are those who have already realised it’s usefulness.

How do we reach the people we know we don't know?

What channels work for what audiences?
Impact

We sell eResearch by selling the impact on research. That’s an easy sell to those whose research is amenable to computation. To others data management, security and back up are seen as needless overhead. What is the best way to interact with non-core eResearch disciplines?
Change

eResearch demands a different skill set to research. How do we take people through that change?
Are CIOs ready for change?
Funding

eResearch is expensive.
While we have good institutional support today, our future depends on broadening and deepening our client base.
How do smaller research groups fund eResearch?
Resourcing

We aim to share information on existing resources to maximise ‘bang for buck’. Participants are invited to join the AeRO Communications mail list.