



**Increasing the collective visibility  
of the European LT sector**



BY  
**EUROPE UNLIMITED**  
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THE FORUM FOR EUROPE'S  
**LANGUAGE TECHNOLOGY** INDUSTRY

[#1]

Funded by  
the ICT Programme  
of FP7



## CONTENT

- Europe Unlimited - Who are we?
- Current Activities
  - Online publishing
  - Online promotion and web marketing
  - Promotion of the results of the June AGM
- Buyer Focus Groups

## Design and produce support material

- Designed the awareness and dissemination material including graphical identity (logo, backgrounds, fonts), powerpoint templates, folders, one page flyers explaining the aims of the project, business cards.
- Created and implemented look and feel for the different components of the LT-Innovate platform (Events platform, LT Innovate Portal) and social network channels (Twitter, Blog, Youtube, Linkedin, Facebook, langtech)
- Filmed and produced video clips at the LT-Innovate launch meeting and AGM. The video clips were published on the Youtube channel of the project and on the portal.
- Posters, Rollups and printed documentation for the LT-Innovate Summit

## Online Publishing

Several social network channels

A blog: [ltinnovate.blogspot.com](http://ltinnovate.blogspot.com) – WE INVITE YOU TO BLOG!  
124 posts, 10709 page views



The screenshot shows a Firefox browser window displaying the blog post. The page features the 'Spezialwelt' logo and 'LT-INNOVATE.EU' branding. The main content is a post titled 'Feedback needed for the Strategic Research Agenda for Multilingual Europe 2020' dated Monday, September 10, 2012. The post includes a red box with the text 'META-NET STRATEGIC RESEARCH AGENDA FOR MULTILINGUAL EUROPE 2020'. The text of the post discusses the Strategic Research Agenda for Multilingual Europe 2020 (SRA) and invites feedback. A sidebar on the right contains a 'Visit our website' section with the logo, a 'Become a member!' section with a green 'Sign Up' button, and a 'Followers' section with a 'Join this site' button. The left sidebar features the 'THE FORUM FOR EUROPE'S LANGUAGE TECHNOLOGY INDUSTRY' logo and mentions funding by the ICT Programme of FP7.

Monday, September 10, 2012

### Feedback needed for the Strategic Research Agenda for Multilingual Europe 2020

**META-NET**  
STRATEGIC RESEARCH AGENDA FOR MULTILINGUAL EUROPE 2020

The Strategic Research Agenda for Multilingual Europe 2020 (SRA) is the result of discussions between hundreds of experts from research and industry. Its main purpose is to raise awareness for the field of Language Technology in Europe and attract the attention of and inform politicians and policy makers on the regional, national and international level in their decisions, especially with regard to the upcoming European funding opportunities "Horizon 2020" and "Connecting Europe Facility".

You only have a week left to provide your comments and statements on the SRA draft (deadline: September 15, 2012). Please send your feedback to [georg.rehm@meta-net.eu](mailto:georg.rehm@meta-net.eu) (with the subject "META-NET SRA: feedback"). They are especially looking for:

- Your opinion on the SRA draft and if it meets the needs outlined above.
- Quotes from research and especially industry representatives.
- Interesting data, convincing figures or numbers for certain market areas that might be a good fit for the SRA.
- Your opinion on the idea of setting up a European service platform for Language Technologies

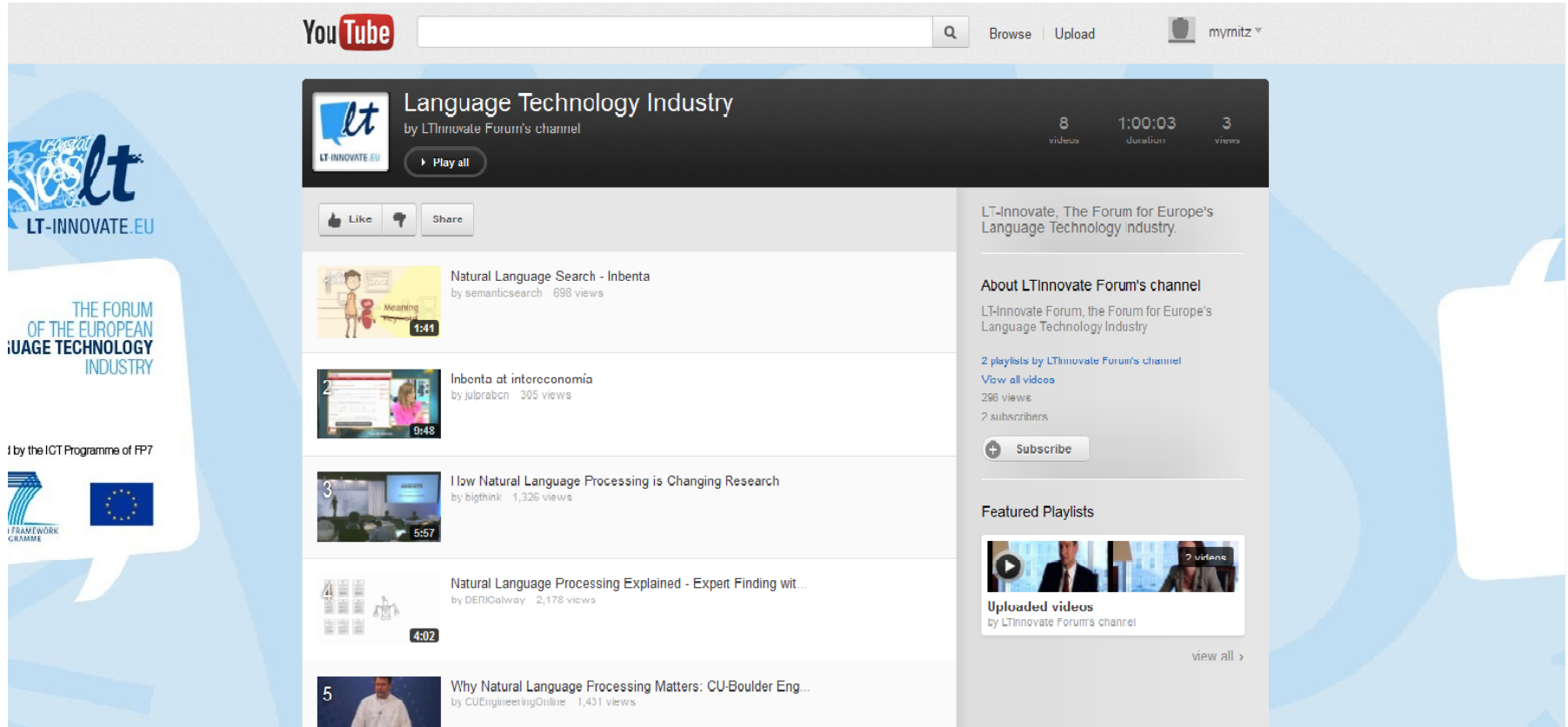
Visit our website  
**Spezialwelt**  
LT-INNOVATE.EU

Become a member!  
**Sign Up**

Followers  
Join this site  
with Google Friend Connect

THE FORUM FOR EUROPE'S LANGUAGE TECHNOLOGY INDUSTRY  
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A Youtube channel: [youtube.com/ltinnovate](https://youtube.com/ltinnovate)  
20 videos posted, 269 views



The screenshot shows the YouTube channel page for 'Language Technology Industry'. The channel is owned by 'LT-Innovate Forum's channel' and has 8 videos, a total duration of 1:00:03, and 3 views. The channel description is 'LT-Innovate, The Forum for Europe's Language Technology Industry'. The channel features a 'Subscribe' button and a 'View all videos' link. The video list includes:

- 1. Natural Language Search - Inbenta by semanticsearch (698 views, 1:41)
- 2. Inbenta at intereconomia by julorabon (305 views, 0:48)
- 3. How Natural Language Processing is Changing Research by bigthink (1,326 views, 5:57)
- 4. Natural Language Processing Explained - Expert Finding wit... by DERIGateway (2,178 views, 4:02)
- 5. Why Natural Language Processing Matters: CU-Boulder Eng... by CUEngineeringOnline (1,431 views)

On the left side of the page, there is a logo for 'LT-INNOVATE.EU' and a speech bubble containing the text 'THE FORUM OF THE EUROPEAN LANGUAGE TECHNOLOGY INDUSTRY' and 'Funded by the ICT Programme of FP7' with the European Union flag logo.

## A Twitter channel: [twitter.com/ltinnovate](https://twitter.com/ltinnovate) 670 Tweets, 217 Followers, 258 Retweets



The screenshot shows the Twitter profile for @LTInnovate. The profile header includes the name "LT-Innovate", the handle "@LTInnovate", and a bio: "LT-Innovate is the Forum for Europe's Language Technology Industry. For LT market news, check out @langtechnews". The website "http://www.lt-innovate.eu/" is also listed. The profile statistics show 615 tweets, 280 following, and 191 followers. A "Follow" button is visible.

On the left side of the profile, there is a "Follow LT-Innovate" section with a sign-up form for full name, email, and password, and a "Sign up" button. Below this are links for "Tweets", "Following", "Followers", "Favorites", "Lists", and "Recent images".

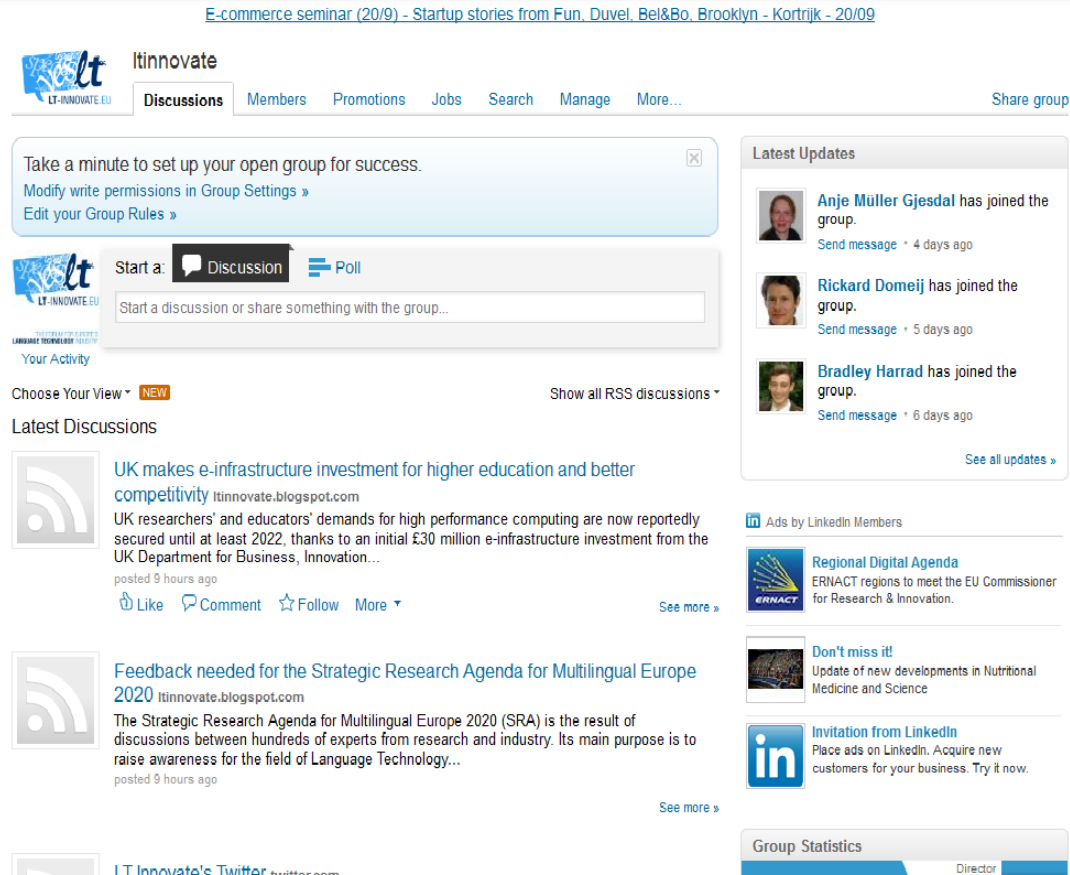
The "Tweets" section displays several tweets from @LTInnovate, including:

- A tweet about Semantic Technology's role in Big Data Solutions, dated 10 Sep.
- A tweet about USA vs EU projects, dated 10 Sep.
- A tweet about UK e-infrastructure investment, dated 10 Sep.
- A tweet about feedback needed for the Strategic Research Agenda for Multilingual Europe 2020, dated 10 Sep.
- A tweet about Semantic Tech commercialization in the USA and Europe, dated 6 Sep.
- A tweet about Semafora, dated 6 Sep.

At the bottom of the profile, there is a footer with copyright information: "© 2012 Twitter About Help Terms Privacy Blog Status Apps Resources Jobs Advertisers Businesses Media Developers".

## A LinkedIn group: [www.linkedin.com/groups/ltinnovate](http://www.linkedin.com/groups/ltinnovate) - YOU ARE INVITED TO JOIN

E-commerce seminar (20/9) - Startup stories from Fun, Duvel, Bel&Bo, Brooklyn - Kortrijk - 20/09



ltinnovate

Discussions Members Promotions Jobs Search Manage More...

Share group

Take a minute to set up your open group for success.  
Modify write permissions in Group Settings »  
Edit your Group Rules »


Start a Discussion Poll


Start a discussion or share something with the group...

Your Activity

Choose Your View **NEW** Show all RSS discussions


Latest Discussions


 **UK makes e-infrastructure investment for higher education and better competitiveness** [ltinnovate.blogspot.com](http://ltinnovate.blogspot.com)  
UK researchers' and educators' demands for high performance computing are now reportedly secured until at least 2022, thanks to an initial £30 million e-infrastructure investment from the UK Department for Business, Innovation...  
posted 9 hours ago  
Like Comment Follow More » See more »


 **Feedback needed for the Strategic Research Agenda for Multilingual Europe 2020** [ltinnovate.blogspot.com](http://ltinnovate.blogspot.com)  
The Strategic Research Agenda for Multilingual Europe 2020 (SRA) is the result of discussions between hundreds of experts from research and industry. Its main purpose is to raise awareness for the field of Language Technology...  
posted 9 hours ago  
See more »

IT Innovate's Twitter [twitter.com](https://twitter.com/ltinnovate)

Latest Updates


 **Anje Müller Gjesdal** has joined the group.  
Send message • 4 days ago


 **Rickard Domeij** has joined the group.  
Send message • 5 days ago


 **Bradley Harrad** has joined the group.  
Send message • 6 days ago

See all updates »

Ads by LinkedIn Members

 **Regional Digital Agenda**  
ERNACT regions to meet the EU Commissioner for Research & Innovation.

 **Don't miss it!**  
Update of new developments in Nutritional Medicine and Science

 **Invitation from LinkedIn**  
Place ads on LinkedIn. Acquire new customers for your business. Try it now.

Group Statistics

Director

## Online promotion and web marketing

- Made SEO tests on the LT-Innovate portal and made recommendations about the usage of keywords, links and back links in order to improve the portal ranking in search engines
- Registered the portal in online directories to have additional backlinks and to appear higher on the search engine ranking
- After implementing some of the recommendations, the theoretical page rank for [www.lt-innovate.eu](http://www.lt-innovate.eu) increased from 0/10 to 5/10

**Klout Score of 43 (out of 100)**  
**Google PageRank 5/10**

- Vocus PRWEB service contracted to allow better online promotion (Press releases about the project and stakeholders, Journalists database)

## Implement online promotion and web marketing

### According to Webstatsdomain.com:

Lt-innovate.eu is ranked [1,134,009](#) in the world (among the 30 million domains). This site is relatively popular among users in Belgium.

It gets *36.7%* from *Belgium*. This site is estimated worth *\$2,441USD*.

This site has a good [Pagerank\(5/10\)](#). It has **34** backlinks. It's good for SEO website. Lt-innovate.eu has *16%* SEO score.

## Press Releases

Additionally to Social networks, press releases are published on free available PR websites. For instance

- To announce the launch of LT-innovate platform ([www.prlog.org](http://www.prlog.org) , direct mail to a selection of journalists)
- To announce the LT-Innovate Summit ([www.prlog.org](http://www.prlog.org) , [www.pr-inside.com](http://www.pr-inside.com) , direct mail to a selection of journalists)
- To announce and promote the LT-Innovate award winners ([www.prlog.org](http://www.prlog.org) , [www.pr-inside.com](http://www.pr-inside.com))

## PR visibility available for you!

- Your press releases can be published on free PR websites (prlog.org, pr-inside.com)
- Can also publish your press release under LT-Innovate account on prweb.com (up to 1 press release per day)-*indexed by Google, yahoo, Bing – distributed to high number of subscribers, websites, bloggers & journalists*
- [Shall we set up an email pr@lt-innovate.eu where users can submit their requests for publication and their blogs?](mailto:pr@lt-innovate.eu)

# Promotion of the results of the June AGM

www.lingleonline.com/linglet/linglet/mainPageRedirect

Search My Lessons My Bookmarks Support Login Sign Up

# Lingle

Keywords... All Grammar Search

## WINNER LT-Innovate AWARD 2012

**Find News**

What is LingleOnline?  
Create Lesson Plans, Exercises and Class Materials from today's real news.  
[Find](#) articles you or your students like using keywords, level and grammar search.  
LingleOnline will take care of the analysis for you. See vocabulary

**Auto Analyze**

Why LingleOnline?  
Keep your lessons current, use the latest news with **1,000** articles added **daily!**  
Make it interesting, with close to **200,000** articles we've got something for everyone.  
Think Global, choose from various publications around the world

**Create Lessons**

Recent News Articles  
[Dish Network won't back down on Hopper commercial skipper](#)  
Date: 11 September, 2012 Level: Pre-Intermediate  
ENGLEWOOD, Colo. - The Dish Network satellite service got the big four television networks in a dither earlier this year by introducing new

# Promotion of the results of the June AGM

The summary, power point presentations, list of award winners and pictures of the summit have been published on the LT-Innovate Portal

[Home](#)

## Language Technology for Europe 2020 : The Missing Piece in the Puzzle?



On 19 June 2012, Brussels was the meeting point for LT-Innovate members and other Language Technology stakeholders to network, discuss needs, strategies, innovation opportunities and business trends. The Summit brought together all major players involved in Language Technology (LT) such as vendors and buyers, experts and investors, researchers and policy makers, enhancing the visibility of the fragmented European LT landscape and establishing LT as a key enabling technology for Europe.

► [Programme, presentations, attendance, pictures](#)

[Summary](#)

[Programme and presentations](#)

[List of attendance](#)

[Pictures](#)

[Tweets](#)

► [LT-Innovate Awards 2012](#)

Amelia Andersdotter, Katarina Neveďalová and Séan Kelly, Members of the European Parliament handed out the trophies to the **12 Winners** of the LT-Innovate Award 2012 during the Award Ceremony. The MEPs highlighted the importance of Languages and Language Technologies in the multicultural environment of Europe.

[Winners of the LT-Innovate Award 2012](#)

[More information about the applicant companies](#)

[More information about the Jury](#)

► [More](#)

Press releases: [Summit - LT-Innovate Award](#)

More information about the LTI Summit 2012 is available on the dedicated [event website](#).

Attachments:

 [Report - LT2012 tweets.pdf](#)

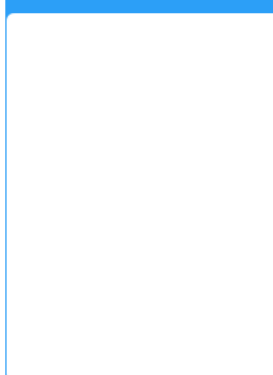
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LT-INNOVATE SUMMIT FEED

#LT2012

LT-Innovate Summit



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- [Feedback needed for the Strategic Research Agenda for Multilingual Europe 2020](#)
- [UK makes e-infrastructure investment for higher education and better competitiveness](#)
- [Where Will Semantic Tech Be Better Commercialized - USA or Europe?](#)
- [Call for paper: where are our weak points and what do we need?](#)
- [Semantic Technology's Role in Big Data Solutions?](#)

# Promotion of the results of the June AGM













...and the detailed profiles of the winners at the event webpage



## THE FORUM FOR EUROPE'S LANGUAGE TECHNOLOGY INDUSTRY

### Award Winners

-  **3DS Exalead** - Paris [FR]  
Founded in 2000 by search engine pioneers, 3DS EXALEAD is a global provider of information access software for the enterprise and the Web of information access software for the enterprise and the Web.
-  **Bitext Innovations SL** - Las Rozas - Madrid [ES]  
Bitext provides multilingual semantic technology (sentiment analysis, entity & concept extraction, text categorisation) that supports applications such as voice of the customer analytics, forensic eDiscovery and enterprise search
-  **Call Trunk Holdings Ltd** - London [GB]  
A network and device independent call recording and management platform.
-  **Interverbum Technology AB** - Linköping [SE]  
TermWeb - the most powerful terminology management system on the market.
-  **Kwaga** - Vanves [FR]  
You deserve an email personal assistant.
-  **LingleOnline Ltd** - Dublin [IE]  
English Language Learning Materials from Current News: Automatically
-  **Mutilizer** - Espoo [FI]  
Mutilizer develops tools for localization and translation, especially related to effective use of machine translation.
-  **NICE Systems** - Ra'anana [IL]  
NICE Systems (NASDAQ: NICE), is the worldwide leader of intent-based solutions that capture and analyze interactions and transactions, realize intent, and extract and leverage insights to deliver impact in real time.
-  **TEMIS** - Paris Cedex [FR]  
Software company focussing on the analysis of text data for industry clients
-  **Textkernel** - Amsterdam [NL]  
Semantic technology for recruiters

Overview

About LT-Innovate

Company Showcase & Awards

Who should attend

Programme

Moderators & Speakers

Expert Jury

Presenting Companies

All Participants

Venue & Accommodation

Contact Us

Registration

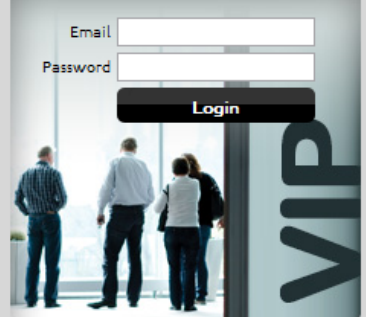
**Awards Winners**



Login

Email

Password

Login





## Report on LT-Innovate Summit 2012 Tweets (More than 150)










# The LT-Innovate Summit

presents

# All #LTi2012 tweets



	<b>EMF = e-Excellence</b> @EMF Excellence RT @LTInnovate: LT-Innovate Summit 2012: 55 presentations now available! <a href="http://bit.ly/LQrFJP">#LTi2012</a>	28 Jun
	<b>EMF = e-Excellence</b> @EMF Excellence RT @LTInnovate: LT-Innovate Award 2012 - 12 Winners from Language Technology community: <a href="http://bit.ly/LQrQ8t">#LTi2012</a>	28 Jun
	<b>LT-Innovate</b> @LTInnovate LT-Innovate Summit 2012: 55 presentations now available! <a href="http://bit.ly/LQrFJP">#LTi2012</a>	28 Jun
	<b>LT-Innovate</b> @LTInnovate LT-Innovate Award 2012 - 12 Winners from Language Technology community: <a href="http://bit.ly/LQrQ8t">#LTi2012</a>	28 Jun
	<b>EXALEAD</b> @3DSExalead Gregory Grefenstette (@ggref) receiving the LT-Innovate Award 2012 <a href="http://pinterest.com/pin/1308865513...">#LTi2012</a>	25 Jun
	<b>LingleOnline</b> @LingleOnline @BC_LETeens thx for following @LingleOnline, recent winners or #LTi2012 language tech. awards. Lessons from real news <a href="http://lingleonline.com">lingleonline.com</a>	22 Jun
	<b>Calltrunk</b> @CallTrunk Calltrunk wins LT-Innovate Award 2012 at #LTi2012 Innovate Summit. Most excited to be recognized with this award! <a href="http://bit.ly/LmkoVO">bit.ly/LmkoVO</a>	21 Jun

# Sectoral Innovation Buyer Focus Groups



## Innovation/Buyer Partnering Focus Groups

- Innovation Partnering - LT for Pharma / Healthcare
- Innovation Partnering - LT for Mobile, etc.
- and other sectors

## How to reach & impact them? Sequence ?

- Dedicated Events
- Third Party Events \*
- Webinars \*
- Annual Summit

# Sectoral Innovation Buyer Focus Groups

## Third party events – how?



- Choose in a list of potential events (see below) to select the ones we want to be present at for dissemination activities
- Negotiate our participation to these events
- Ensure participation and execute workshop programme
- Plan logistics & details for participation in each conference and produce content to be presented
  - speaking slot(s)
  - stand
  - logo visibility
  - one2one meetings
  - workshop ...

# Sectoral Innovation Buyer Focus Groups

## Third party events – which ones?



Date	Events	City	Link
16/10/2012	TAUS User Conference	Seattle	
23/10/2012	<b>TC World and tekom Trade Fair</b>	Wiesbaden	<a href="http://conferences.tekom.de/tcworld-conference-2012/home/">http://conferences.tekom.de/tcworld-conference-2012/home/</a>
5/11/2012	Gartner Symposium / ITXpo	Barcelona	<a href="http://www.gartner.com/technology/symposium/barcelona/">http://www.gartner.com/technology/symposium/barcelona/</a>
21/11/2012	<b>Tech Tour Cloud &amp; Big Data Summit</b>	Lausanne	<a href="http://www.techtour.com/Cloud-BigData-Summit-2012/Overview.htm">http://www.techtour.com/Cloud-BigData-Summit-2012/Overview.htm</a>
21/11/2012	The 9 <sup>th</sup> Languages & The Media	Berlin	<a href="http://www.languages-media.com/">http://www.languages-media.com/</a>
29/11/2012	Search Solutions 2012: Innovations in Web & Enterprise search	London	<a href="http://irsg.bcs.org/SearchSolutions/2012/sse2012.php">http://irsg.bcs.org/SearchSolutions/2012/sse2012.php</a>
8/12/2012	The 24th International Conference on Computational Linguistics	Mumbai	<a href="http://www.clocate.com/conference/17th-International-Conference-of-the-European-Association-for-Machine-Translation-FAMT-2013/27527/">http://www.clocate.com/conference/17th-International-Conference-of-the-European-Association-for-Machine-Translation-FAMT-2013/27527/</a>
17/01/2013	Tralogy	Paris (CNRS)	<a href="http://www.tralogy.eu/">http://www.tralogy.eu/</a>
18/01/2013	The 23rd Meeting of Computational Linguistics in the Netherlands (CLIN 2013)	Enschede	<a href="http://hmi.ewi.utwente.nl/clin2013/">http://hmi.ewi.utwente.nl/clin2013/</a>
24/02/2013	DigitalWorld 2013	Nice	<a href="http://www.iaria.org/conferences2013/DigitalWorld13.html">http://www.iaria.org/conferences2013/DigitalWorld13.html</a>
25/02/2013	<b>Mobile World Congress 2013</b>	Barcelona	
5/03/2013	CeBIT 2013	Hannover	
17/03/2013	GALA 2013	Miami	<a href="http://www.gala-global.org/conference/">http://www.gala-global.org/conference/</a>
24/03/2013	European Conference on Information Retrieval (ECIR 2013)	Moscow	<a href="http://ecir2013.org/">http://ecir2013.org/</a>
2/04/2013	LATA 2013	Bilbao	<a href="http://grammars.grlmc.com/LATA2013/">http://grammars.grlmc.com/LATA2013/</a>
26/05/2013	10th ESWC 2013, Semantics and Big Data	Montpellier	<a href="http://2013.eswc-conferences.org/">http://2013.eswc-conferences.org/</a>
12/06/2013	<b>Localization World</b>	London	
4/08/2013	51st Annual meeting of Association of Computational Linguistics	Sofia	<a href="http://events.nesteduniverse.net/ACL2013">http://events.nesteduniverse.net/ACL2013</a>
23/09/2013	ATC Conference	London, SOAS	
25/09/2013	International Conference of the German Society for Computational Linguistics and Language Technology (GSCL 2013)	Darmstadt	<a href="http://gscl2013.ukp.informatik.tu-darmstadt.de/">http://gscl2013.ukp.informatik.tu-darmstadt.de/</a>
tbcc/05/2013	European Association for Machine Translation 2013		<a href="http://www.clocate.com/conference/17th-International-Conference-of-the-European-Association-for-Machine-Translation-FAMT-2013/27527/">http://www.clocate.com/conference/17th-International-Conference-of-the-European-Association-for-Machine-Translation-FAMT-2013/27527/</a>
tbcc/05/2013	SpeechTEK Europe 2013?		

# Sectoral Innovation Buyer Focus Groups Webinars – why?



## Advantages of Webinars

- easier to organise & bring participants in
- promotes the portal & PR
- can be recorded & webcast
- can be repeated/scaled if successful
- ...

## Disadvantages of Webinars

- not very interactive
- short(er) attention span
- not so engaging / no personal chemistry
- ...

# Sectoral Innovation Buyer Focus Groups

## Webinars – why?

### Programme

- 15 mins – introduction & goals
- 30 mins – 3 LT showcases present their offer (8mins) + 2 min Q&A
- 20 mins - round table intros of buyers & their needs
- 10 mins – wrap-up & next steps

### Participants Webinars

Nominated through, promoted by the SIGs, Showcases, LT-Innovate partners

- Potential industry/institutional buyers
- Potential corporate partners

Complete a profile upon registration

Participant profiles communicated to LT-Innovate Members

Showcases presentations can be webcast/promoted later on



**THANK YOU  
FOR YOUR  
ATTENTION**