Decision Support and Information Management System for Breast Cancer

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WP8 DISSEMINATE – Dissemination and Exploitation

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Legal Disclaimer

Abbreviations and Acronyms

Acronym	Definition
KPI	Key Performance Indicator
DoA	Description of Action
PAB	Project Advisory Board
MIT	Medical Innovation and Technology Single Member P.C.
UOU	University of Ulster
VIC	Vicomtech
WP	Work Package

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1. Executive Summary

The Project Dissemination and Communication Plan is a plan for the DESIREE project about the appropriate communication strategy for increased awareness of project results in the end-user communities, the industry and the scientific community. The plan will also include the specification of dissemination materials (printed project materials, brochures, information package and other dissemination materials).

The aim of this document is to define the DESIREE dissemination plan. The plan provides specific actions to be taken by the consortium and links these actions with activities and project partners. It also defines the means for evaluation and reporting.

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2. Objectives and strategy

The overarching objective of the dissemination activities of the DESIREE project is to communicate the key results of the project to a wide range of target audiences, from national and regional authorities and business stakeholders to the European SMEs and large industries in the Life science, Health and Pharma sectors. In this way, it is hoped to stimulate the early adoption of DESIREE technology by the end users community, to promote the results of the project across the scientific community and ultimately to support the uptake of the technology for future commercial or industrial exploitation.

To this end, a comprehensive dissemination plan was put in place in the DoA, which detailed:

The dissemination and awareness rising proposed in this project comprises a number of building blocks that will enable a strong proactive and reactive communications effort. The main elements include maintaining a strategic calendar to prepare for important events, working with a network of communication contacts developed in the course of the project and finally strengthening our messaging both in terms of content and in the way it is communicated. Active promotion and communication activities, including online and non-electronic communication methods and tools, special events as well as publications are core activities of this project.

Table 1 Three logical phases regarding the dissemination plan.

Phase	Objective	Activities
Phase 1: Initial awareness phase	Agree upon dissemination strategy and future activities. Create an initial awareness in the markets related with DESIREE project objectives and scope	Dissemination activities: DESIREE logo validation Project web-site Event, literature, research source identification Press release Project leaflet Mailing campaign Social media (Twitter)
Phase 2: Targeted awareness market phase	Create a more "targeted awareness" regarding DESIREE technologies with key players and potential users Inform about the technological benefits to the target market of DESIREE	Dissemination activities: Refine web-site Publish brochure, press release Distribute marketing material Attend events Social media (other platforms & blogs) Multimedia material (e.g. videos)

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Phase 3: Strategic phase	Maximize target market and industry awareness regarding the DESIREE system	Dissemination activities: Refine web-site Publish brochure, press release Distribute marketing material Attend events Issue final press release Social media dissemination

Only through a comprehensive Dissemination Plan will the project be able to ensure appropriate outreach to relevant stakeholders. Moreover, international visibility is a key element to promote the results of the project to breast cancer communities, to provide a platform for exploitation and to stimulate related work in the academic research community.

Thus, DESIREE will implement the Dissemination Plan described hereafter, with special focus on the following aspects:

- Create a wide array of dissemination and support materials to implement a comprehensive and effective Dissemination Plan.

- Determine precisely who the main dissemination targets will be, how these targets will be reached, when they will be reached and what the nature of the information conveyed will be.

- Periodically revise and improve this Dissemination Plan.

Phase 1: Initial awareness phase (M01-M08)

The aim of the plan for dissemination and support in the first eight months of the project is to announce the start of the project and raise awareness of its aims, objectives and scope and to encourage interested parties – particularly those involved in related projects and initiatives – to find out more about the daily work of the project.

This effort will first rely on strong internal dissemination of the information, so that all DESIREE partners have a clear vision of the project as a whole and of the respective tasks and missions. It will also be the opportunity to organize plenary meetings to initiate practical collaboration between European teams. This will provide the necessary conditions for the different teams to cooperate and launch their technical activities.

The dissemination and outreach effort started with the design of a DESIREE logo for enhanced visibility and with the immediate implementation of a website. The website (www.desiree-project.eu) was lunched on week 6 and will be regularly improved in design and content to match professional standards. The website is composed of open pages for public access and will disseminate information on the project and on the conferences to be organized.

During this initial phase, the project will also develop a presence on a range of social networking platforms (LinkedIn, Twitter) and prepare several dissemination support materials such as posters and brochures, to be approved and validated by all DESIREE partners.

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At this stage, external dissemination will be initiated mostly in Europe. Dissemination elements will be widely advertised through mailing lists in partners' countries. In particular, dissemination material will be provided to national contacts points and organizations, and will be invited to relay this information through their respective spheres of influence including the general media.

Phase 2: Targeted awareness market phase (M09-M24)

In this phase, external dissemination effort will intensify to promote the overall project activities. At this stage, DESIREE will be participating in related conferences in the field, using flyers, posters, videos and newsletters for enhanced visibility. The careful selection of these events will have to be done in collaboration with the Steering Committee to ensure the cohesion of the different projects in the domain.

New promotional material will be produced specifically to advertise the achievements of the project as they are delivered, in particular for prototypes, in a later stage of the project.

Cooperation with related projects will be more active, with strategic links being forged to achieve the following objectives:

- Avoid work redundancy with similar projects (exchange of information, lists of contacts, country profile information already gathered, etc.)
- Increase DESIREE visibility and exposure across both academia and industry, and
- Increase the use of DESIREE technologies across other projects.

This cooperation will be first initiated with exchange of Website links and pointers before considering invitations to DESIREE events.

This period will also witness the organisation of the first DESIREE special session (or co-located workshop). As such, the project will have to disseminate actively to reach a broad audience. Links on the Websites of European projects will be posted; the DESIREE website will also post for download the presentations given as well as the highlights of the event. In addition, the project will send representatives to participate to relevant conferences, publish scientific papers, journals and a wide range of activities to ensure a broad dissemination.

Meanwhile, the work initiated in the first phase will be expanded and continued. The main focus on the dissemination and outreach in this period will have an increased focus on targeting specific communities, in particular end users. Particular attention will be paid at this stage to establish links with our target audiences and to help us achieve our outreach objectives. Medical partners will play a vital role in identifying key stakeholders within the breast units and the oncological community overall, acting as liaison to pass over information and raise interest.

DESIREE shall conduct monitoring and evaluation methods throughout the project. The data gathered will be particularly important to decide upon promotional materials (particularly during the final period of the project) and the perspective for conference papers, articles and email announcements. Having this in mind, DESIREE will use a web trends statistics tool to allow us monitor patterns of usage of the Website. As well as giving us insights into the kinds of users attracted to the site over time, the statistics also provide useful indication of 'gaps' that might be filled by further promotional activity.

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Phase 3: Strategic phase (M24-M36)

The last period of dissemination activities will focus on supporting the exploitation effort and on promoting the DESIREE technology to the end users community. To support the adoption and uptake of DESIREE technology, the dissemination effort will rely on a "push and pull" strategy. WP8 will push relevant industry, clinical practitioners and potential users towards the technology, through dedicated e-mails and invitation to private demonstrations. In the meantime, DESIREE will also pull end-users to adopt the technology through promotion during international conferences and mostly by inviting them to trials and training session with the DESIREE final system.

As the project will move towards its conclusion, the support of policy-makers in a range of institutions at national and international levels will need to be ensured. Their awareness of the project progress and implications for adoption of the project outputs is crucial.

2.1 Key Performance Indicators

The Key Performance Indicators (KPIs) are measurable values that allow checking the degree of accomplishment of the objectives of the Dissemination Plan, and evaluate the effectiveness of the dissemination actions. Even though the effectiveness may be hard to evaluate only based on the quantitative approach, it is useful to define some specific goals for each indicator. Table 2 summarizes the initial set of KPIs that will be considered to periodically assess the performance of the three phases of the dissemination plan. The figures may be reviewed during the development of the project, depending on changes on the overall strategy.

Table 2 Initial set of Key Performance Indicators.

KPI	Phase 1 (M01-M08)	Phase 2 (M09-M24)	Phase 3 (M25-M36)	Total
Number of scientific publications in peer-review journals	0	1	1	2
Number of scientific publications in peer-review International Conferences and Workshops	0	1	2	3
Number of DESIREE special sessions/Workshops co-located at International Conferences	1	1	1	3
Number of events attended representing the DESIREE project	1	2	4	7
Number of press notes delivered to media	2	2	2	6
Number of references in media (offline & online)	2	2	5	9
Newsletter distributions (online)	1	2	2	5
Number of unique visitors in the website	50	300	500	850
Number of tweets/posts in owned social channels	12	64	50	126

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Number of followers/members in owned social channels	30	120	350	500
Number of retweets/comments in owned social channels	5	30	25	60

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3. Internal dissemination

From the very beginning of the project, every DESIREE partner involved has been committed to promoting the project within its organisation. An essential initial step within internal dissemination is to ensure that all the partners have a clear unified understanding of the project and its mission. This will allow the DESIREE consortium to work as a team with a clear vision of the objectives of the project. It also provides partners with a broad perspective of the project, which is a prerequisite to support successful international dissemination.

Therefore, the first step of the Dissemination Plan will support coherent internal dissemination with the following objectives:

- Provide an overview of the project and its subtasks;

- Describe the expected achievements at various stages of the project;

- Prepare the basis for cooperation of different teams from different countries around the same objective;

- Ensure a coherent internal information flow and put in place associated working environments and collaborative tools;

- Promote and disseminate knowledge about DESIREE internally; and

- Provide all the necessary support material to partners ensure broad international dissemination.

Internal dissemination was initiated on the 10th to 11th February 2016 with the organisation of the kick-off meeting in San Sebastian, Spain, at the Vicomtech-IK4 headquarters.

This meeting was also the opportunity to define the internal communication schemes, tools and procedures to be followed over the lifetime of the project with all partners. Several tools and schemes have been adopted within DESIREE to support internal dissemination: periodic meetings, internal audio-conferences, mailing lists, collaborative tools, etc. Internal dissemination is essentially focused on three priorities:

- Internal information flow;

- Collaborative work environment;

- Support of international dissemination.

To support this approach, priority has been given to electronic communication via dedicated mailing lists and conferencing systems in order to avoid otherwise time consuming and costly physical meetings. However, face-to-face meetings will be necessary at least twice a year, or more frequently if decided by the Coordinator or the Steering Committee to address a particular issue.

The following sections present the different communication methods adopted to support the internal dissemination effort.

3.1 Mailing lists

Most of the exchange among the DESIREE partners will be done electronically (e-mails) and with extensive use of mailings lists:

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- General mailing list

- Work Package specific mailing lists

In addition, the Coordinator has access to a dedicated conferencing service (Webex) to allow regular exchanges among project teams and Work Packages.
To provide an adequate level of internal communication, the following measures have been adopted:

- VIC has produced and will update when needed a mailing list for the participants of the DESIREE consortium (including technical, financial and contractual contact points) accessible with the mail address desiree-all@vicomtech.org;

- VIC has created contact mailing lists for each of the Work Packages, accessible with the following mail addresses:

  - desiree-all@vicomtech.org

  - desiree-wp1@vicomtech.org

  - desiree-wp2@vicomtech.org

  - desiree-wp3@vicomtech.org

  - desiree-wp4@vicomtech.org

  - desiree-wp5@vicomtech.org

  - desiree-wp6@vicomtech.org

  - desiree-wp7@vicomtech.org

  - desiree-wp8@vicomtech.org

  - desiree-wp9@vicomtech.org

- A project management tool platform has been created for day-to-day communication and document sharing.

3.2 Meetings

In order to ensure that the project maintains momentum and a productive team dynamic will be used and oriented around team meetings. The following meeting types and intervals will be used:

- Plenary Meetings - Monthly two hour meetings by Video-Conference. Plenary meetings are set-up by the coordinator (VIC).

- Work Package Meetings - Bi-Weekly one hour meetings by Web-Conference for active Work Packages and tasks and for those project participants active in the tasks. WP meetings are set-up by each WP leader.

The use of the audio conferencing is an effective time and cost saving measure, yet face-to-face meetings are usually more efficient and fruitful.

For every meeting organised, a specific agenda will be produced and circulated to all participants before the meeting, allowing participants to add some discussion points on

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the agenda. The minutes of each meeting will also be taken and circulated. The minutes will record attendance, salient points discussed and the main actions decided along with the partners responsible and the deadline set for completion.

3.3 Web based project management tool

Note: For completeness, the project's Web-based management tool is also described in detail in D1.1 Quality and Management Plan

To support effective project management and document sharing, a dedicated Web-based management tool has been adopted. The Podio platform is being used as a Web-based project management tool for regular communication and document sharing.

Podio is a flexible project management Web application. It is cross-platform and cross-database. The main reasons for choosing Podio among other alternatives is based on the following features provided by Podio:

- Flexible role-based access control;
- A flexible issue tracking system;
- News and document management;
- Feeds and email notifications;
- Time tracking;
- Custom fields for issues;
- Item tracking via email Multiple LDAP authentication support;

VIC is responsible for setting-up and maintaining the Podio content management tool.

4. External dissemination

4.1 DESIREE Logo

In order to enhance the visibility and identification of the DESIREE project, a customized DESIREE logo has been designed with the input from all partners and will be incorporated into all dissemination materials. The logo has been designed having in mind women, who mostly suffer breast cancer. It is consisted of the female project name, coloured in pink palette variations. Pink colour, and especially the pink ribbon, which is chosen to playfully depict letter "s", are internationally associated to breast cancer awareness and communication. Several logos were prepared and the consortium unanimously agreed to have the following logo representing the project:

Figure 1 Logo of the DESIREE project.

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4.2 Marketing material

4.2.1 DESIREE brochure

A specific flyer will be produced as hand-out material to be used during conferences or any other meetings to promote the project. It will provide a short summary of the project, combining a graphical design that should facilitate its identification and a text that provides the key ideas about the project.

It may be translated to different languages by the partners, facilitating the distribution of each version depending on the target audience. The flyer may require changes during the project, in case the message has to be changed with update information, or adapt the design to a new style.

The DESIREE Brochure will provide information about:

- What is DESIREE: brief introduction to the DESIREE project and proposed solution
- Overview: including expected results of the project
- Partners and project details: including duration, Grant Agreement number, Call, budget, and contact details.
- Benefits: segments of society and foreseen benefits
- Conceptual diagram or infographic of the DESIREE solution, illustrating use case scenarios

4.2.2 DESIREE Presentation

The DESIREE presentation is a document with the aim to serve as a support tool when presenting the project in various events (e.g., workshops, conferences, etc.). It will cover the key communication points, consisting a content basis for all partners to use, ensuring thus homogeneity in communication.

This presentation will be used during all conference and events. Among its contents, it will include the objectives of the project, the challenges to be tackled, description of the scenarios, project partners and Project Advisory Board – PAB members, and expected results.

The sections included in the presentation are:

- What is DESIREE
- Objectives
- Concept Diagram
- System Architecture
- Expected Results
- End users that will benefit from the project results
- The project in numbers
- End-user Advisory Board
- Contact details

4.2.3 DESIREE Newsletter

A regular DESIREE newsletter is planned, to be issued when key Milestones are reached or whenever there is relevant information to be disseminated, in order to present the progress of the project to the general public. It is expected that the

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Newsletter will provide information about news, articles, and in-depth information about the project progress and outcomes, and any other relevant information that applies at the time of the publication. It will present the activities undertaken by DESIREE, describing the project developments, the deliverables' findings and the results that will be reached step-by-step, and it will provide suggestions coming from the project's meetings and the partners' collaboration. In any case, a preliminary discussion on the content of each of the newsletter will be done in close cooperation with all DESIREE partners.

The newsletter will be produced in UK English, leaving the partners free to translate the text for local dissemination. Language should be clear and as simple as possible, in order to be attractive to readers and easily understood also by non-technical experts. When available, articles will be enriched by relevant photos and images. Graphically, the visual design will be arranged to be attractive, and conveying a strong recognition value, based on the logo and colours already chosen at the beginning of the project to characterize DESIREE.

All the newsletter issues will contain at least the following elements:

- The DESIREE logo, and logos of all the project's partners.

- The project details, i.e., start/end date and project duration, the specific Horizon 2020 call and the Grant Agreement reference, the budget and EU funding.

- The web address of the DESIREE website: www.desiree-project.eu

- The contact details of the DESIREE project.

- The standard disclaimer for the Horizon 2020 Programme.

The newsletter will be mainly disseminated electronically through the DESIREE website and to a wide audience of all target groups via all partners' existing communication channels. The newsletter could be printed in a number of hard copies, and distributed in occasion of major events (e.g., conferences, workshops, etc.) participated by the project's partners, and other opportunities.

All WP8 involved partners will provide contributions to the newsletter, which will be finally collected, edited and coordinated by MIT. The technical infrastructure required for the production and distribution of newsletters to registered recipients will be provided either from internal partner resources (under evaluation) or through a licenced software.

5. Communication Channels

In the previous sections we have defined the main target groups and the content of messages that will be spread throughout the project lifetime. In this section, we will describe what we have identified as the main communications channels taking into account existing constraints related to available budget and project duration.

Therefore, DESIREE communications channels will serve as means to demonstrate tangible project achievements by making use the project internal resources as well as resources provided by EC. In the following sections we further analyse in more details the DESIREE communications means.

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5.1 DESIREE Website

The DESIREE public website is one of the key communications and dissemination tool for the project. It serves as a public window, in which the project communicates relevant information about its goals, progress, etc. The website also includes features like search and article categorization for improved content discovery by the visitor.

The DESIREE website also allows sharing content via email or social media with a click of a button located under the main section of each post and page. There is also a visible link at the footer of each page to the official DESIREE group on social media such as Facebook or LinkedIn for quick access.

Freely accessible Web pages on this site will provide access to:

- General information about the project: motivation, goals, partner profiles, etc

- A news section providing the latest updates on project activities, events announcements, etc

- Project public deliverables

- Publications arising from the project

- The project flyers and brochures

- Online demonstrations of project results

- A dedicated extranet will be also made available

- Project newsletter sign-up facility for general public or professionals interested in the DESIREE outcomes.

The project will pay particular attention to the impact of its Website, which will be refined through the project in order to maximize the dissemination effort. This will be achieved by exploiting the data gathered from the analytics data of the visitors built into the website. The following are among the elements that are currently being monitored, such as page views, unique visitors, visiting countries, etc.

In order to keep track of all dissemination activities carried out by the partners, the project has defined a dedicated log in the members' only area of the project website: This log will be regularly updated by all partners and access will be granted by the webmaster (BIL).

Suggestions to new content and entries to the website will be provided by all partners involved in WP8 and content editing will be performed by the webmaster BIL.

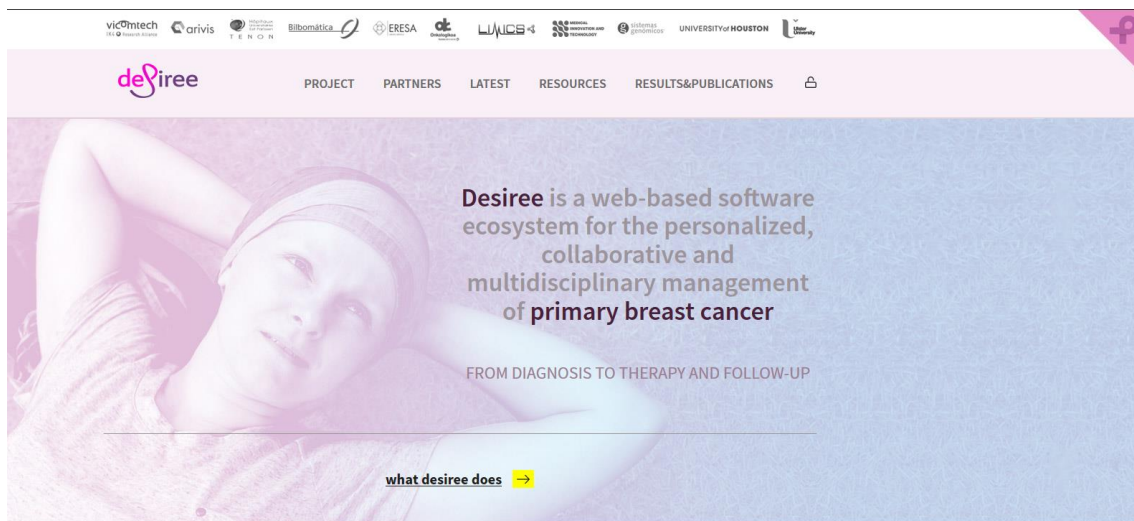|	Title		Work Package
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Figure 2 Screenshot of the DESIREE public website.

5.2 DESIREE Blog

Complementary to the website content, which serves communication purposes but in a more static way, it has been all along expressed the need for a more live, interactive communication with the target audiences and the public. To this end, the DESIREE team is setting up a dedicated project blog, linked to the public website.

Blog content will be of a less formal nature, highlighting different project related aspects in a more easily consumed manner. Given in a "happens now" approach, the project and editorial teams will be able to lively present their perspectives, innovation aspirations, scientific positioning and more interesting readings.

Typical content would deal with:
- Advances in the project
- Dissemination activities
- Partner profiles as related to the project (related work, description of activities, etc)
- Technology news or other projects related to the project
- Clinical advances
- Topics related to breast cancer for the doctors or for the public
- Related events

All partners will be required to contribute to the blog entries, in a minimum or more active way. The editorial team is setting up a detailed calendar of topics and timelines, to make sure sufficient content is available on time. Initial target is to provide 2-3 new blog posts per month.

All this generated content will also serve as a pool of information to be shared among the other communication channels, mainly through the social media and the newsletter, which require a quick update rate. This way we make sure we have the content needed to feed each channel accordingly.

A detailed internal process for the editorial team working approach will be available prior to blog announcement, defining the content collection, approval and release flows,

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as well as the team roles and responsibilities.

MIT will coordinate the editorial team and be responsible for monitoring the content and ensuring the completion of the blog entries by each monthly contributor.

5.3 DESIREE Social Media channels

Social media should be greatly exploited for project communication purposes to address physicians, patients and the general public, spreading the word and creating expectation about DESIREE contribution.

Apart from the activities through our own, dedicated project social channels, we will also create synergies with the EU owned social media channels that already provide a great opportunity for wider visibility. Therefore, created communication content will be shared with different communities and groups, multiplying reach.

The project has already set up a Twitter channel (https://twitter.com/desiree_project) and other means are expected to be open such as LinkedIn and YouTube.

An essential aspect of the social media presence has to do with governance and the assignment of clear roles and responsibilities among team members who handle such communication. A detailed process and responsibilities matrix will be developed and shared, as part of the Governance project document (underway, to be released June 2016).

The responsibility for promoting the content on social media channels has been assigned to MIT, who will monitor, gather and produce the content for the DESIREE social media profiles. Access to social media feeds will be also possible via the public website. Nonetheless, all the partners will be able to suggest and produce feeds to the DESIREE social media channels, monitored by MIT.

The login to the social media channels will be assigned to MIT and VIC. All partners are responsible for contributing to the social media channels, however the input will be provided to MIT, so the messages, multimedia material and feeds are published by MIT.

5.4 Other online content

A side communication strategy, without requiring much extra resources, is the additional promotion of any nice online content we already have created by placing them in third party websites, blogs and the YouTube.

Among other options, a nice area for content placement is set by the blog post section of the EU Digital in Europe website, where we may contribute regularly with content and project perspective articles or videos.

5.5 Mass media

Although Internet is reducing the role of the traditional mass media (television, radio, newspapers, magazines, etc.), they are still an important source of news and information to large part of the population. Their advantage over Internet is the possibility to control better the geo-graphical and social scope of the audience. The disadvantage is the high costs required to publish a message. For that reason, the project will release press notes when there are significant milestones that could be worth to announce.

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The first version of press releases will be produced by any consortium interested partner; this first version will then be reported to, reviewed and edited by MIT. The final versions will be shared with the project Coordinator, before their release to the targeted media and audience.

5.6 Scientific dissemination

The scientific publications of the project can be classified in two groups:

1. Scientific papers (more focused in specific technologies rather than in describing the overall architecture) describing a particular technology or advances, written by a single partner or a subset of partners reflecting one or more tasks of the project. In these type of publications the focus of the paper is in the technology itself, with the project being just an application domain of such technology. In this type of papers typically algorithms are described and the results of evaluation tests are presented (comparing those tests to related/benchmark technologies).

2. Technical papers describing the overall solution of the DESIREE project, describing the current status of the system/project, for instance in terms of the architecture, the goals or the validation processes carried out; this is typically authored by the consortium so at least one author per partner is acceptable. This type of paper does not go as much into the details of the underlying technologies (e.g., describing algorithms or the details of the results of the evaluations of each analytics module).

The project research outputs will be disseminated through peer-reviewed publications in high impact journals and conferences, with journal papers foreseen later in the project. Table below summarizes a non-exhaustive list of targets that have already been identified, but other venues are also foreseen as opportunities present themselves.

All partners are responsible for identifying events, conferences and congresses of potential interest to the project partners and to the overall project dissemination. The identified events will be shared with all the project partners and T8.1 leader (MIT) will be responsible for gathering and keeping a track of them with special focus on the attended ones. Partners participating at the events are responsible for reporting MIT about their attendance (if decided so) and to provide MIT any material of relevance to the project arising from these events.

Table 3 Scientific conferences

	Name of the conference	Estimated dates
	6th Annual International Conference in Computational Surgery	25-26 May 2016, Bordeaux
	Personalized Medicine Conference 2016	1-2 June 2016, Brussels
	eHealth Week 2016	8-10 June 2016, Amsterdam
2016	IWDM- International Workshop Digital Mammography (Specifically for breast imaging only)	June 2016

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	20th Medical Image Understanding and Analysis Conference (MIUA 2016, Loughbrough University, Leicestershire)	6-8 July 2016
	MIUA - Medical Image Understanding and Analysis (Lots of papers about breast imaging)	July 2016
	39th International Conference of the IEEE Engineering in Medicine and Biology Society	16-20 August 2016, Orlando FL
	IEEE HealthCom - eHealth Networking, Application and Services	14-17 Sep 2016, Munich
	MICCAI- Medical Image Computing and Computer Assisted Intervention (has a breast specific workshop every year)	Oct 2016
	AMIA Annual Symposium	12-16 November 2016, Chicago
	World of Health IT (WoHIT)	21-22 November 2016, Barcelona
	IEEE International Conference on Data Mining (ICDM)	12/2016
	San Antonio Breast Cancer Symposium	6-10 December 2016, Texas USA
2017	ECCO2017 - From evidence to practice in multidisciplinary cancer care	27-30 January 2017 Amsterdam
	Healthinf 2017	21-23 Feb 2017, Porto
	SPIE Medical Imaging	February 2017
	IAPR International Conference on Machine Vision Applications (MVA 2017, Nagoya, Japan)	08-12 May 2017
	BMT 2017 ("Dreiländertagung" Swiss, Austrian and German Societies of Biomedical Engineering)	Spring 2017
	ACM SIGKDD Conferences on Knowledge Discovery and Data Mining (SIGKDD)	08/2017
	ESMO 2017 – European Society for Medical Oncology	Madrid, Spain - 08 Sep - 12 Sep 2017
	IEEE Nuclear Science Symposium and Medical Imaging Conference (IEEE NSS/MIC 2017, Atlanta, GA, USA)	21-28 October 2017
	Conference on Information and Knowledge Management (CIKM)	10/2017
2018	IEEE 25th International Conference on Image Processing (ICIP 2018, Athens)	07-10 October 2018
	The 14th European Conference on Computer Vision (ECCV 2018)	September/October 2018

	Title	Work Package
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Table 4 Candidate Scientific Journals

Name of the Journal
IPMI – Information Processing in Medical Imaging
(Springer) Journal of Data Mining and Knowledge Discovery
IEEE Transactions on Data & Knowledge Engineering
(Elsevier) Journal of Decision Support Systems
IEEE on medical image processing (IF=3.39)
Medical Image Analysis (IF=3.65)
Journal of Biomedical and Health Informatics (IF=2.3)
Physics in Medicine and Biology (IF=2.6)
IEEE Transactions on Pattern Analysis and Machine Intelligence (IF=5.78)
IEEE Transactions on Biomedical Engineering (IF=2.34)

The project aims to organize at least two special sessions (or co-located workshop) located at a high-profile International Conference during the project lifetime, with invited participants from identified related national or international projects. The locations for these special sessions will be targeted to have a high impact in terms of visibility across academia. In addition, key members from either end user groups or industry will be invited to either provide keynote talks or to participate in highly interactive panel discussions as part of the DESIREE organized event.

5.7 Project Advisory Board – PAB

Finally, DESIREE will put in place a dedicated Project Advisory Board (PAB) in order to both request input on project direction but also as an effective means of targeted dissemination. The PAB is constituted of members of various clinical, breast cancer and public health systems. The objective for the boards is to act as the interface for project outputs to these communities. The board membership will be grown over the course of the project as new potential end users are identified.

All partners are responsible for identifying new candidates for the PAB. The procedure to include new organisations to the PAB is as follows:

- Any participant can suggest a new candidate member to the coordinator (VIC).
- Once the candidate is accepted by the coordinator, the profile is shared with partners for their assessment.
- In case the candidate is accepted by the Steering Committee, they will be appointed members of the PAB after the signature of the letter of interest.

	Title		Work Package
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6. Conclusions

This Deliverable provides an outline of the dissemination and communication activities planned for the DESIREE project, specifying the main means and channels intended to be used by the project partners. It describes both internal and external dissemination measures as well as providing a high level timeline for activities. The document will be reviewed on an ongoing basis and in particular it will be used as reference. The Project Partners expect to be all actively involved in exploitation and dissemination efforts in the following months as the DESIREE Project goes on.