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D6.7

Preparation and announcement of the AALIANCE2 Conference

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Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Service)	
RE	Restricted to a group specified by the consortium (including the Commission Service)	
CO	Confidential, only for members of the consortium (including the Commission Service)	

Document History

Version	Date	Author	Summary of Main Changes
1.0	05-04-2013	Teresa Pagliai (SSSA)	First draft of the deliverable
1.1	05-11-2013	Filippo Cavallo (SSSA)	Update of Logistic information
1.2	21-11-2013	Teresa Pagliai (SSSA)	Finalization of the Deliverable

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Executive summary

This deliverable presents the general information related to the Final AALIANCE2 Conference. Basic information as the main objectives of the conference and the committee are described. A section displays the logistic information by specifying the venue and how to reach the place. Moreover the website provides practical information for the stakeholders interested in the conference by displaying the persons to whom send any inquiries and a specific form where is possible to register for the event.

AALIANCE2 final conference has as main objectives:

- to show the new AAL Roadmap and SRA
- to present the standardisation /interoperability / certification recommendations
- to foster the AALIANCE Network
- to create a table of experts that could discuss and share key advanced topics in AAL

1 Conference objectives and committee

The AALIANCE2 Final Conference aims to present the results achieved by the project and to disclose the future framework of the **AALIANCE Network**. Particularly, the new **AALIANCE AAL Roadmap and Strategic Research Agenda** and investigations on **current standards** related to AAL technologies will be presented. Additionally a round table will be organized for discussion and exchange of experiences from different stakeholders' perspective.

The general chair will be taken on by the project coordinator Prof. Paolo Dario and the project manager Filippo Cavallo of Scuola Superiore Sant'Anna.

Program chair will be a representative of each partner involved in the AALIANCE2 project, while the conference secretariat will be undertaken by other two persons of the Scuola Superiore Sant'Anna team: Ing. Alessandra Moschetti and Ing. Teresa Pagliai.

The following table resumes the main assignments of the conference committee.

Table 1: the conference committee

General chair	
Prof. Paolo Dario	Scuola Superiore Sant'Anna, Italy
Dr. Filippo Cavallo	Scuola Superiore Sant'Anna, Italy
Program chair	
Cecilia Bufton	TUNSTALL, United Kingdom
Marco Eichelberg	OFFIS, Germany
Michael Obach	TECNALIA, Spain
Maude Luherne	AGE, Belgium
Mikael Balash	TELEKOM, Germany
Gerard van Glabbeek	VanMorgen, The Netherlands
Michela Aquilano	Scuola Superiore Sant'Anna, Italy
Conference secretariat	
Alessandra Moschetti	Scuola Superiore Sant'Anna, Italy
Teresa Pagliai	Scuola Superiore Sant'Anna, Italy

2 Venue information

The final event of AALIANCE2 will be organized in Brussels (Belgium) the 26th of March 2014 and the venue will be the European Commission foyer room located in Av. De Beaulieu 25. The effective booking of the room and the logistic aspect concerning the registration of the participants have been accomplished with the support of the Ms. Katarzyna Kowalska, the Administrative Assistant of the European Commission.

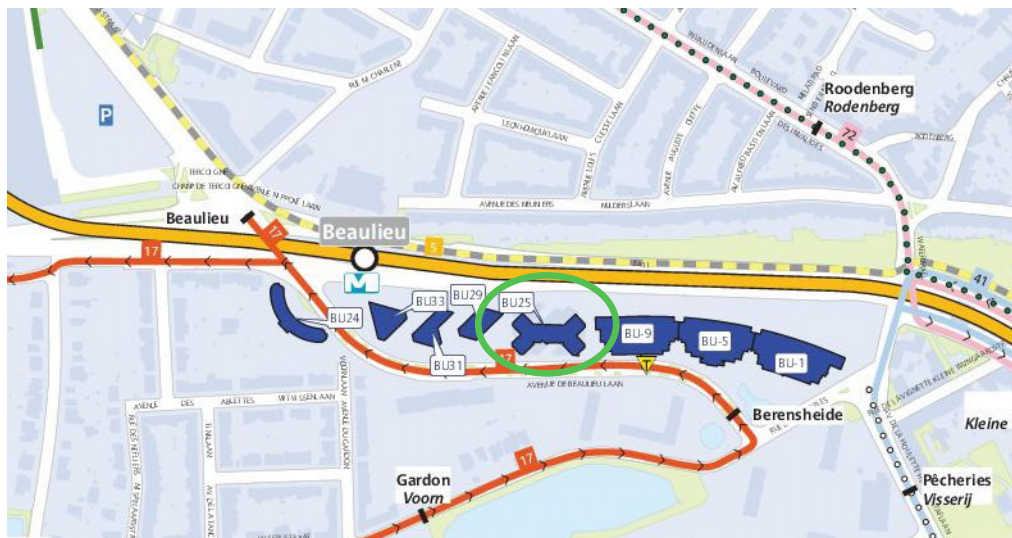


Fig 1: The position of the foyer room

Detailed indications on how to reach the European Commission building by train, car, and plane will be provided to all the stakeholders interested in the conference.

3 General information

A specific web page (<http://www.aaliance2.eu/finalaa2conference>) in the official website of the project will be created to keep the interested people informed on the agenda and to share the basic data needed by the participants.

Information will concern:

- the conference committee
- a registration page for:
 - Invited speakers
 - Interested stakeholders and other participants
- the deadline to register
- the description of the venue, with detailed information on how to reach the place
- a page with the contacts

Besides, the web page will presents a short introduction of the AALIANCE2 project, a description of the main objectives of the conference, and an explanation of the overall theme of this event.

4 Programme

The programme of the event will be drawn up and shared through the website, the LinkedIn group of the project, the AALIANCE2 member's full mailing list of 600 contacts and news in the main AAL and eHealth web portals.

A list with the information about the Committee, all the invited experts, and key note speakers of the event will be also prepared. Right outside the meeting room a space will be used as exhibition area, where a booth of AALIANCE2 will be set up to handout leaflet and other informative material and to register and greet the attendees with some promotional material related to the project.

5 Strategy of dissemination

A first announcement of the Final AALIANCE2 Conference will be done by means of the last newsletter of the project, "D6.9 – 5th eMail Newsletter" which will be delivered by the end of December 2013.

Specific dissemination material will be also realized to promote this event. In addition to a dedicated web page in the official website (<http://www.aaliance2.eu/finalaa2conference>), also a flyer will be prepared and shared both via e-mail and handout at the main AAL events of the next months.

The news about the conference will be spread through several mailing lists and newsletters as:

- the AALIANCE2 mailing list
- the mailing list of recently launched project ECHORD++
- the mailing list of the Biorobotic Institute at Scuola Superiore Sant’Anna
- the mailing list of Ageing in Europe
- the newsletter of the Digital Agenda for Europe
- the newsletter of the EIP-AHA

Moreover the announcement of the conference will be disseminated in specific websites and portals:

- the LinkedIn group of AALIANCE
- the AAL JP website
- the Digital Agenda for Europe portal
- the EU Research & Innovation website and facebook page
- the portal of the Biorobotic Institute of Scuola Superiore Sant’Anna and the homepage of the official website of Scuola Superiore Sant’Anna
- websites of the partners organizations

Finally, all the partners will be formally requested to disseminate the news of the AALIANCE2 final conference through their own contacts, both by forwarding the e-mail with the official announcement of the conference, and by promoting the conference at the events where they may participate in the next months.