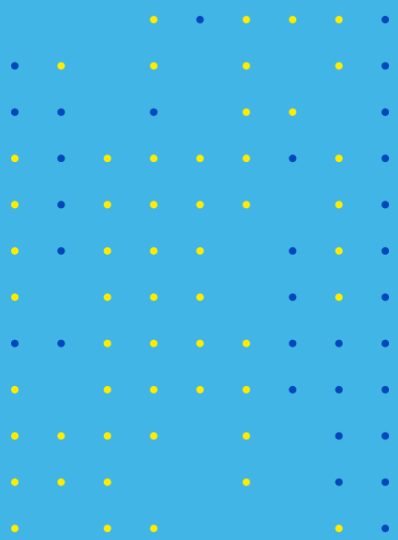


AI-on-Demand Communication & Dissemination Services

Learn how the AloD platform can help you share and maximize your project results!



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The AloD branding & how to use it



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The AloD branding



- The brand developed for the AI-on-Demand (AloD) was conceived to embrace three main keywords: collaboration, community and growth.
- In a first layer, the lines in the symbol grouped in a circle represent cohesiveness, union, dynamism and expansion.
- In a second layer of the symbol, the gradient spiral represents development, interaction and circulation of knowledge, people and organisations.
- The colour grading reinforces the idea of development, progress and evolution. The shades of blue and yellow convey the “European feel”.

AloD identity



- AI-on-Demand logo has three versions:

Logo with claim	Logo without claim	AloD trademark

- The AloD logo is available in different formats (.ai .jpg .png) for both printing or digital purposes.
- The brand manual available provides the specifications and guidelines when using the logo.

[ACCESS HERE](#)

When to use the AIoD branding



- The AI-on-Demand identity can be used by any organisation or project to **communicate or promote** any activities, services, products or events associated with the AI-on-Demand (AIoD).
- The use of the AIoD trademark is optional but encouraged. It is up to the project or organisation to decide how to use it.
- Some examples for the integration are to:
 - Visibly place the AIoD trademark in the logo (check pg. 29 AIoD Brand Manual)
 - Include the AIoD trademark in footer of the website, banners, brochures/factsheets, publications etc.



AIoD Communication Toolkit



- AI-on-Demand **Communication Toolkit** can be used by the community to support any formal or informal communication activity where the AI-on-Demand should be represented.
 - Events/Meetings
 - Documents/Publications
- The Communication Toolkit is composed by:
 - Word template
 - Power point template
 - Folder
 - Letter head paper
 - Business cards

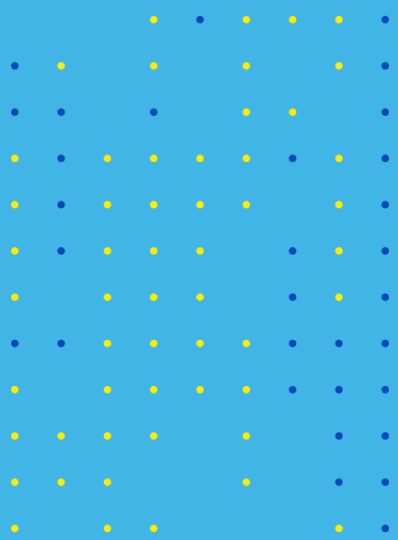
[ACCESS HERE](#)



The AloD Promotional Material

- The AI-on-Demand **Promotional Material** can be used by the community to support the promotion of the AloD contributing to its recognition and growth.
- AI-on-Demand promotional materials are composed by:
 - Brochure (digital + printing)
 - Flyer (digital + printing)
 - Badges
 - Stickers
 - Poster, roll-up and pop-up booth

[ACCESS HERE](#)



The AloD outreach services



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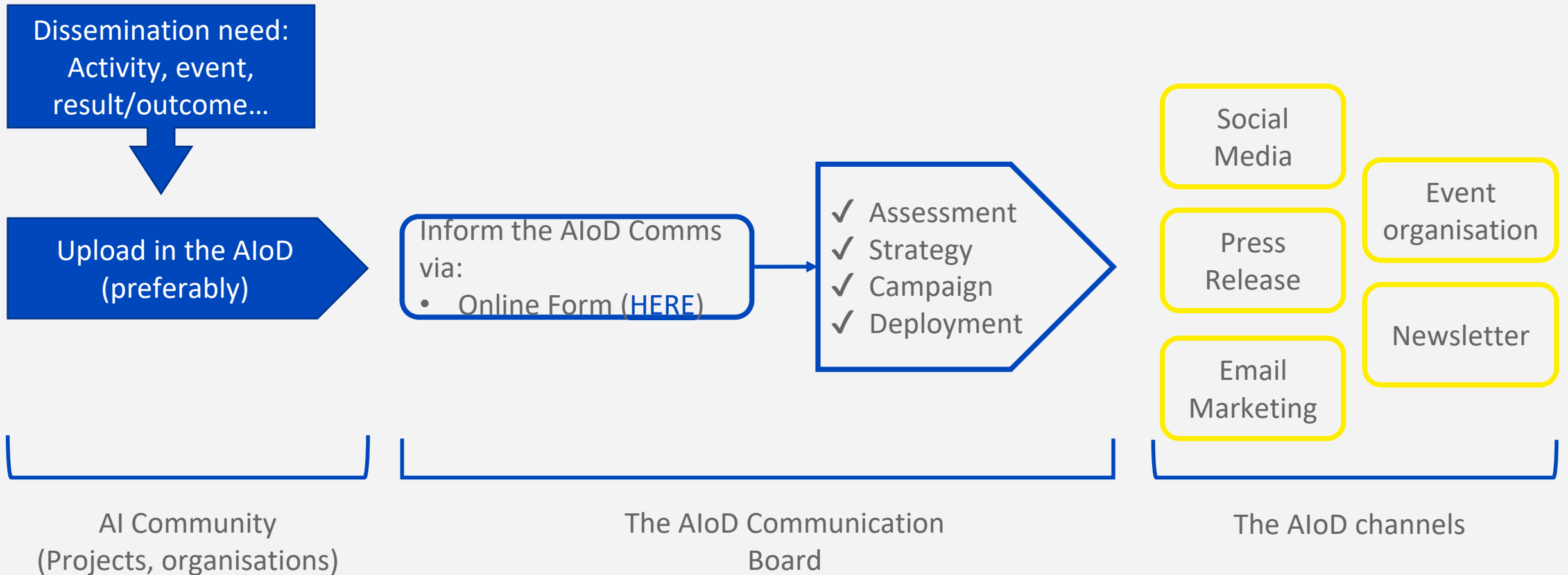


AloD outreach services



- AloD community (including European projects) can benefit from the visibility of AloD channels.
- Support in the dissemination of activities, events, outcomes, etc can be requested to AloD via an online form;
- Any information to be disseminated via AloD channels should be first uploaded in the AloD platform.

AIoD outreach services - roadmap



Promotion in the AIoD Social Media @AlonDemand



LinkedIn

- 4.868 followers.
- 33.444 people reached in 18 months.

X

- 4.525 followers.
- 50.412 impressions received in 18 months.

Promotion in the AIoD Social Media @AlonDemand



- Activities, events and outcomes from the AIoD community can be promoted in the AIoD social media channels: [X](#) and [LinkedIn](#), benefitting each one from a community of more than 4K followers.
- There are two ways for featuring their content:
 - a) Mention AIoD (using the handle @AlonDemand) in the post published in project's social media channel. Then, AIoD communication board will validate the content and share it.
 - b) Submit a request to the AIoD communication team via [online form](#) providing the information needed for creating the campaign.
- If there is the need to produce live content (for example, at events), some images and 1/2 sentences should be provided for the email comms@aiod.eu, so that we can communicate them as soon as possible.

Featuring in the AloD Newsletter & email marketing



Newsletter

- 206 subscribers.
- On going campaign to obtain more subscribers.



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Featuring in the AloD Newsletter & email marketing

- AloD will release quarterly newsletters to its users and subscribers.
- Content from European funded projects can be featured in this newsletter.
- Content can be also distributed in specific email marketing campaigns.

Press release distribution



Press Release

- Database of 5.728 journalists from the AI sector.

Press release distribution



- AloD can support the distribution of Press Releases through a database of journalists and media outlets.
- However, to ensure a successful media coverage it is recommended to establish close media relations, and this type of support the AloD will not be able to provide.
- The press releases need to be developed by the projects.
- Media coverage is not guaranteed.

Support for event promotion or organisation



- European funded projects organising events will be able to request for support from the AloD in the form of:
 - a) Promotion: having the AloD supporting as “promotional partner” - promoting the event across the various communication channels;
 - b) Organisation: having the AloD as co-organiser providing support in the:
 - Definition or setting up of the agenda/program.
 - Identification of speakers/experts, using the AloD large community.
 - Organisation of joint events/sessions for the participation of several projects or clusters.



Use of the AloD platform for dissemination purposes



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How to use and benefit from the AIoD platform for dissemination purposes



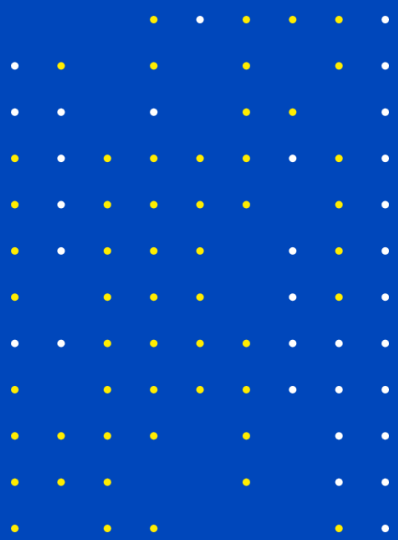
AI-on-Demand Platform

- 964 users
- 37.794 total visits
- 164 countries reached



How to use and benefit from the AloD platform for dissemination purposes

1. Create a **profile** of a project or organisation in the AloD platform through the Contribution Gateway.
2. Disseminate relevant **information** by uploading it in the Contribution Gateway (News and Events, Case Studies, AI Assets, Open Calls, Educational resources...).
3. Visit other projects' profiles and use the functionality "follow project" to receive their newsletter and be up-to-date on their progress and achievements.
4. Use the "Newsletter Builder": this tool enables the AloD users managing European projects to build Newsletters for their projects and distribute them via email to other members of the Platform "following" the project.
5. Use the "Website builder", a open-source licensed Word Press theme for creating websites of European-funded projects that are associated with the AloD. The website has "connectors" to link specific content to the AloD platform.



Contacts



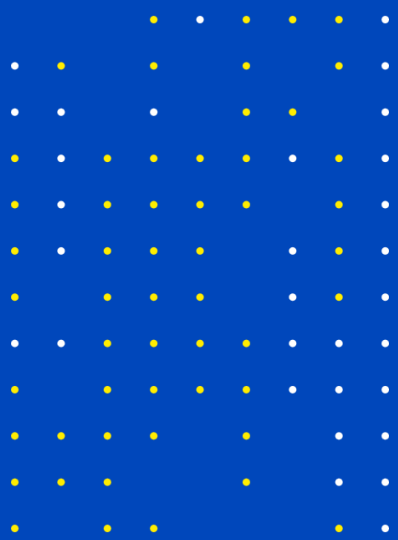
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Contact details



To ask any general questions or doubts about the platform	info@aiod.eu
To send images and contents to be communicated live on social media	comms@aiod.eu



THANK YOU!



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