T-D10

Awareness Event II: Semantic Web Days 2005

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Abstract

This deliverable gives account of the second Awareness Event, "Semantic Web Days", which took place in October 2005 in Munich. The very successful two-days-conference consisted of two keynotes, several workshop talks, an exhibition and a panel discussion. The report describes the challenges of organising a stand-alone event such as the Semantic Web Days as well as the approach taken with respect to the preparation phase, the organisation of the conference itself, and a review of the event. Finally, the report specifies the lessons learned and gives conclusion and prospects for further work of the Technology Transfer & Awareness activity.

Keyword List

Semantic Web Days (SWD), Awareness Event, REWERSE, workshop talks, keynotes, exhibition, panel discussion, sponsoring, marketing, press work, budget planning, participants

Awareness Event II: Semantic Web Days 2005

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Contents

1. INTRODUCTION

The second awareness event - Semantic Web Days - organised by REWERSE, took place 6/7 October 2005 in Munich. In the original planning as stated in the Annex "Description of Work"[1], the event was supposed to build on the PR campaign as defined in the deliverable T-D1[2] and on the first awareness event. The first awareness event took place in 2004 and consisted of a stand and a workshop at the Knowledge Management Conference (KM) Europe[3] in Amsterdam.

The goal of the Semantic Web Days was to present new challenges and results from application as well as theory working groups. For this purpose, selected members of the REWERSE community needed to contribute to the event. But much more importantly, this time, there was a strong focus to provide an exchange forum for companies and research institutions on Semantic Web topics. Consequently, the floor for presentation and demonstration should also be given to partners and institutions from the public and industry. The Semantic Web Days as a stand-alone and self-organised event was seen as a real possibility for concrete cooperations between research and industry to be started. This goal had not been prevalent yet for the first awareness event in Amsterdam. In what way the stated goal has been achieved at the Semantic Web Days will be discussed in the following chapters.

The event itself consisted of workshop talks, keynotes, panel discussion and an exhibition as well as a number of networking possibilities. To broaden the topic to cover more aspects of Semantic Web issues, the event was organised in cooperation with the Network of Excellence Knowledge Web. In the first chapter, the preparation phase and marketing issues such as press work and acquisition of participants will be discussed. The two following chapters provide information on the event organisation itself and a budget planning overview. Finally, the last two chapters discuss review and retrospect of the event and final conclusions to be drawn for future activities.

2. PREPARATION PHASE

2.1. Conceptual Phase and Planning

A specific feature of the Semantic Web Days was its character as a stand-alone event. Semantic Web Days 2005 were not associated to any other conference and could be designed as thought best by the organisers. Advantages of this procedure did lie in the freedom to organise the event so as to produce a maximum effect and to have a stand-alone criterion which put the two organising networks into focus. Disadvantages consisted in the increased difficulty to acquire participants, sponsors and exhibitors as one could not draw on an existing reputation or former participants of such an event.

The determined target groups were IT project leaders in companies and research institutions, CTOs (Chief Technology Officers), CIOs (Chief Information Officers), software developers, and technical consultants.

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[1] Annex of the original Project Proposal of REWERSE
[2] The document is online available at http://rewerse.net/deliverables/t-d1.pdf
[3] Information about a follow-up event of the KM Europe is now available at http://www.kmeurope.com

The following questions were important in the conceptual phase:
- Would the effort of organising such an event be worthwhile?
- What would be the advantage of a stand-alone event to organising stand and presentation at other conferences (in reference to KM Europe event as comparison)?
- Would it be possible to attract enough participants from industry to a new event focused on Semantic Web technologies? What is the critical mass for an event to be successful?
- Would REWERSE members benefit from such an event, e.g. could real cooperations be formed?
- What would be the appropriate length of such a conference (one, two, or more days)?
- Should a call for papers be issued as it is the habit for academic conferences?

2.2. Sponsoring

The effect of sponsoring is two-fold. An important aspect consists in raising the reputation of an event by attracting adequate sponsors which in turn attract the interest of potential participants. Secondly, sponsoring contributes to a balanced budget for the event organisation.

For the Semantic Web Days, the sponsoring activities were led by the Network of Excellence Knowledge Web. Their specific activities consisted in creating a sponsor-letter and successfully acquiring the companies France Telecom and Ontotext as sponsors.

As the Semantic Web Days took place in Munich, the technology transfer group of REWERSE decided to contact additionally major companies located in Munich, the so-called "local heroes". As a result, Siemens could be won as a sponsor and received in return a keynote speech and a presentation of the company on the conference website with link and logo. Another sponsor, which could be acquired, but had no direct affiliation to Munich, was Hewlett Packard. In general, it is to say that it is far easier to acquire sponsors when they also have a possibility to be involved in the event itself, e.g. as speaker in a workshop. Furthermore, it was often easier to create the contact to the company by the speaker him or herself. For instance, Hewlett Packard could be acquired as a sponsor as Steve Battle, responsible for applying the Semantic Web to Service-Oriented Architectures across Hewlett Packard, was already a speaker of one of the workshop talks at the Semantic Web Days. Nevertheless, it is necessary to mention that all short-term sponsoring engagements involve limited sponsoring budgets as the general sponsoring planning of a company involving higher budgets is usually already closed at the end of the year before the event takes place.

Besides the effects of sponsoring as mentioned above, there are also other positive features of sponsoring relevant for the Semantic Web Days. In general, sponsoring activities deepen the company contacts. Additionally, the relatively successful sponsoring showed that companies are interested in a conference on Semantic Web topics.

Besides the sponsors, the supporters had been part and parcel of the Semantic Web Days. Firstly, the Gesellschaft für Informatik e.V (GI) could be acquired as a supporter of the conference. The GI is a non-profit organization with about 25.000 IT professionals as members in Germany and a regional office in Munich. The conference was announced in their event calendar. Other supporters were the Deutsch - Österreichisches Büro of the W3C, the Semantic Web School, and the OMG (Object Management Group). The Deutsch-Österreichisches Büro of the W3C supported the event with a mailing to all W3C members in Austria and Germany. The Semantic Web School in Vienna listed the event on their website http://www.semantic-web.at and announced it in their newsletter besides publishing a prior

interview about reasoning in their newsletter and publishing an event report. OMG, the Object Management Group, announced the event in their newsletter for OMG members.

2.3. Marketing

The following section is divided into two parts: first it is described what marketing measures were taken to promote the event itself. In the second part it is described which marketing measures were to be taken to promote the partners and the next Semantic Web Days during the conference itself.

2.3.1. Website

As a first step, an event website was created (http://www.semantic-web-days.net). For this purpose a designer produced a Semantic Web Days Logo and the event headline "Semantic Web Days – Business Solutions for Tomorrow" was chosen. With that motto it was aimed to attract the attention of the chosen target group – technology managers as well as IT-consultants.

The website covered information about the program, the exhibition, call for paper, location, contact information, etc. As the organisation of the event progressed, new categories were added to the event website, deleted, filled with information, or changed. Also the website was used for promoting sponsors and supporters by placing their linked logo. After the conference, online proceedings and a conference survey were provided for download.
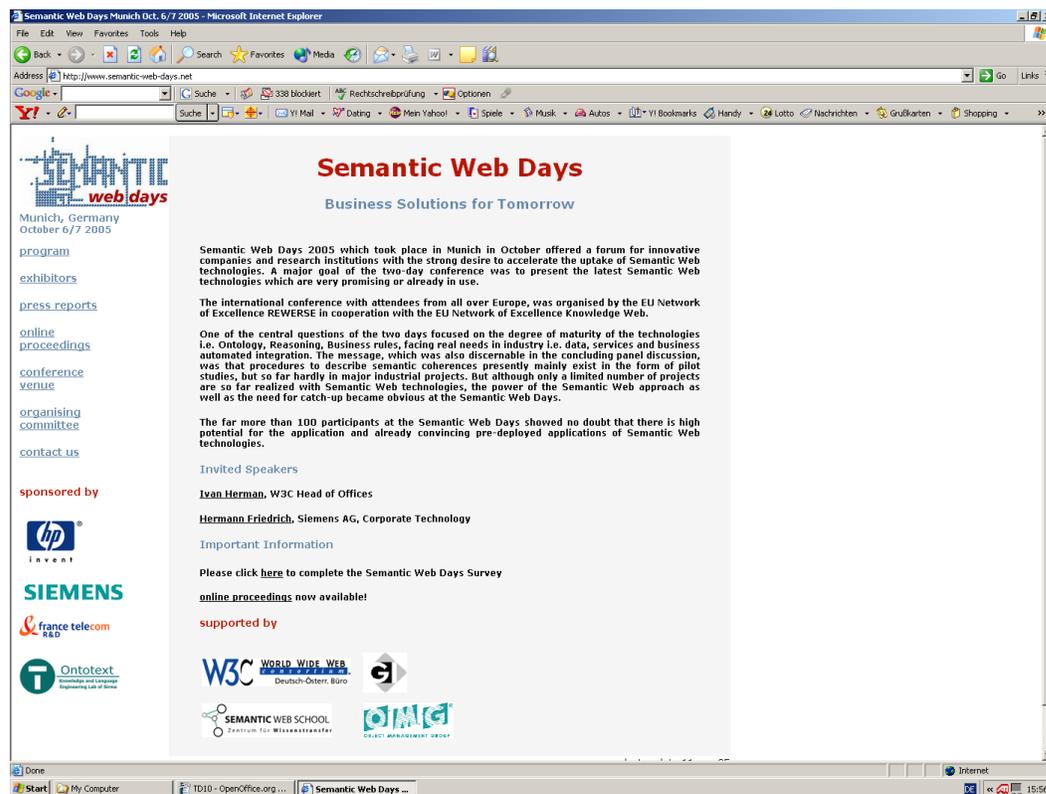
For promotion and better ranking by search engines the website was linked from several online-platforms such as the W3C site for the German-Austrian Office but also the main site of W3C after the keynote of Ivan Herman was announced. The goal was to link the website from highly rated websites, thereby increasing its relevance. Furthermore, the website had

been linked from the KnowledgeBoard platform[4], the Semantic Web Publishing service[5], CORDIS[6] and ERCIM[7], just to mention a few. In addition, a link of the Semantic Web Days site appeared in several newsletters such as in the AgentLink newsletter[8], Biosaxony newsletter[9], Semantic Web School newsletter[10] and others. Naturally, the event website was also linked from the Knowledge Web site and the REWERSE site with logo as well as from other partner sites such as exhibitors, network partners or supporters.

When creating the event website http://www.semantic-web-days.net, we observed the so-called "sandbox effect" when searching for the website on Google. The website was ranked very low for keywords as "semantic web days". Only websites linking to the event website were listed, but not the event website itself, although the event website was in the index. Websites with newly created domains get some low page rank for some time. It was believed that this results from Google placing new domains in some "sandbox". Recent discussions[11] indicate that the sandbox effect is indeed a mathematical consequence of the page-rank algorithm.

2.3.2.   Flyer and poster

As soon as the program with the keynotes and workshop talks was available an event flyer was produced. Main part of the flyer was the program but also a short overview of the event and contact information. In the run-up to the Semantic Web Days, the flyer was distributed at several conferences such as the IEEE-RE 05 in Paris, BPM Conference in Nancy/France, IASW in Finland, XML Tage in Berlin, and several more. Furthermore, 500 flyers were sent to promotion partners within REWERSE but also to DERI (Digital Enterprise Research Institution) with the request for dissemination. Especially Christen Ensor and Ilona Christen from DERI were with their commitment a big help for promotion activities. At the Semantic Web Days themselves about 150 flyers were distributed.

2.3.3.   Company contacts and participants acquisition

From the beginning of the project the technology transfer and awareness activity (TTA) was working towards collecting company contacts. Experience showed that the best way to get in contact with companies is to participate at industry-oriented conferences and trade fairs. Although TTA invested considerable time into those activities, there were not enough contacts available for creating an invitation list for the Semantic Web Days as it is important to send out many more invitations than the number of participants needed for the event. We planned to have about 70 professionals from industry (50% of the participants), which meant a multiple of this number had to be invited. So we reverted to the possibility of using mailing lists, such as mailing lists of W3C, GI, the semantic-web YAHOO group and several others. Also we asked all members of REWERSE, Knowledge Web, DERI and SEKT to distribute the invitation to company contacts and mailing lists available to them. This measure contributed also to a European-wide coverage of event announcements for the Semantic Web Days. Additionally, we researched and then contacted possible interested participants by phone.

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[4] http://www.knowledgeboard.com/
[5] http://semanticweb-europe.org/indexf.htm
[6] http://cordis.europa.eu/
[7] http://www.ercim.org/
[8] http://www.agentlink.org/
[9] http://www.biosaxony.de/
[10] http://www.semantic-web.at/main.php
[11] Please see http://en.wikipedia.org/wiki/Sandbox_Effect

As a result more than 50% of the participants came from companies (65 participants), which means that we reached our goal. However, this number could only be achieved through intensive promotional work prior to the event.

2.3.4.   Press work

For the Semantic Web Days and also TTA in general press work and press contacts are essential. Nevertheless, it is not an easy task to get in touch with journalists whose focus lies on Semantic Web topics. Since the Semantic Web topic is not so widespread in the general IT community in the German speaking area, it is difficult to find journals and magazines, specializing in this topic. Usually, articles about "Semantic Web" are published in IT journals from time to time, competing also with other hot topics which could as well be published.

In the beginning we thought that the Semantic Web topic might be also very attractive for the science area of established journals in Germany, like "Süddeutsche Zeitung", "Die Welt", "Die Zeit" and others. Unfortunately, we had to realise that this topic is still too much focused on research and not yet considered imported enough for companies and end-users looking for solutions. Also the attempt to place a press release on REWERSE in general did not draw much attention from those journals.

Important journals who reach the target group of an event such as the Semantic Web Days are iX, Computer Zeitung, Computer Woche, Internet World and Internet Professional. Concrete contacts existed with IX and Computer Woche. Ms. Pia Grund-Ludwig (Computer Woche) organised and chaired the panel discussion at the Semantic Web Days and IX listed the event in their event calendar. Event invitations were sent out to press representatives. Altogether, more than 13 press representatives were contacted. When looking at the feedback from press, it became obvious that local contacts were the most promising contacts. The fact that the Semantic Web Days took place in Munich attracted local papers like the Münchner Merkur but also the B5 computer magazine which is quite renowned in Germany. Over the time leading up to the Semantic Web Days, press work focused increasingly on a local level while at the beginning a more European level had still been in focus. The bigger success regarding local press work encouraged working in that direction. More European wide press coverage was achieved by contacting network partners and online platforms.

2.3.5.   Invitations

The strategy for the invitation process was to send an invitation letter to unknown professionals (that is without established personal contact to the TTA group) and an invitation email to known people by the time of August. In this invitation the possibility of an early registration was stressed. Two weeks before the Semantic Web Days the professionals and academics on the invitation list received a reminder in which the panel discussion was stressed. Academics were mainly reached through mailing lists of the networks involved in the event organisation.

An invitation letter was also created especially for the press. The first letter sent to press representatives contained general information on the event. The second and follow-up letter, shortly before the event, put the focus on the panel discussion and contained some more specific incentives for the press. Besides press material we offered them the opportunity to arrange meetings with one or several of the speakers.

2.3.6.   Conference folders

Every participant received a conference folder at the conference. The folder consisted of short abstracts of the workshop talks and keynotes, short biographies of the speakers, background information of the event, contact information and flyers of supporters of the Semantic Web Days. In addition, a writing pad and a pen had been added. Presentations slides were not included in the conference folder as it was decided to offer the updated presentations slides for download on the conference website after the event (online proceedings).

2.3.7.   Post processing

As already mentioned, a few weeks after the conference online-proceedings were provided on the website. Furthermore, a conference survey form was developed, which the conference participants had to fill out either online or per hard copy. The return rate was about 20 % of the surveys. The survey was developed to learn about the opinions of the participants and to have input and guidelines for the organisation of future similar events. Additionally, a CD with the presentation slides, extended abstracts, and a collection of pictures of the conference was produced and sent out together with the survey to all participants of the Semantic Web Days.

A task directly after the event consisted in screening the company contacts and assigning them to REWERSE topics. A database has been built up to contain the contacts which facilitates finding the right contact person for a specific topic.

2.4.   Event organisation

The following sections focus on different aspects for the event organisation itself.

2.4.1.   Program

The program consisted of four workshop talks, one presentation, the keynotes, and a panel discussion (which will be discussed in a separate section).

For choosing the presentations for the workshop talks and the keynotes, no program committee had been created. The idea behind this procedure was that for an industry-focused event, no program committee and call for paper as used for scientific conferences was necessary. All presentations were based on invitations and a short review process was performed on the part of the organisers (REWERSE and Knowledge Web). The goal of the review process was to provide feedback for the speakers and to foster the quality of the presentations.

As two of the workshop talks "Industrial Applications of Semantic Web" and "Semantic Web Services in Industry" were organised by Knowledge Web, review and selection process of these workshop talks were in the hands of Knowledge Web. For the workshop talk "Vocabularies and Rules for Enterprise Applications" and "Semantic Web for Life Sciences" as well as the Presentation "Geospatial Information Processing" REWERSE was responsible. An important goal for the workshop talks was to provide a research and an industry perspective on a specific topic. Consequently, speakers were supposed to come from the research area as well as the application and industry area.

Regarding keynotes, the focus was on providing one keynote from a business perspective and one keynote from a standardisation body as W3C. Regarding the business perspective,

Hermann Friedrich, head of the Knowledge Management department at Siemens AG, also a local sponsor of the event, could be won. His presentation focused on "Semantic Web Technologies at Siemens: Where are we heading? - scenarios and applications". Ivan Herman, head of offices of W3C, held a presentation on questions relevant for standardisation with the topic "Questions (and Answers) on the Semantic Web".

The detailed program can be found in the annex.

2.4.2.   Exhibition

An exhibition had been planned to provide participating members of the Network, research groups and in particular companies the opportunity to demonstrate real applications of Semantic Web technologies. Particularly for workshop speakers, this was a chance to present tools and technologies more in detail.

A call for demos had been created, specifying the requirements and offerings as well as giving the deadline of August 15th. The call for demos was published on the website as well as sent to partners of the two networks, prospective company contacts and the workshop speakers.

What we had learned from our experience at the KM Europe was to provide exhibition equipment to the exhibitors. At the KM Europe, one had to organise one`s own equipment and order different pieces of the equipment often from different companies. This procedure appeared complicated, so that a facilitated exhibition management was aimed at. Exhibitors would mainly be promoted with a logo, link, and short description on the website. The list of exhibitors can be found in the annex.

2.4.3.   Panel discussion

The panel discussion was planned as a stimulating ending of the whole event on the last day. The goal of the panel discussion was to present a controversial and therefore interesting discussion on an up-to-date topic related to Semantic Web technologies and business. The timeframe was a maximum of one and a half hours.

As we were aware of the importance of a professional moderation we decided to find an IT journalist as moderator. Two journalists known to us were considered in this respect: Henning Behme from the journal IX and Pia Grund-Ludwig from the Computer Zeitung. The criteria for the decision were: excellent English skills, knowledge in the Semantic Web topic, good contacts within the Semantic Web community (especially industry contacts), and experiences with panel discussions. In the end, Ms. Grund-Ludwig was chosen as moderator of the panel discussion. One important criterion had been that it was possible for her to take part in a face-to-face meeting prior to the event.

The following conditions were agreed: Ms. Grund-Ludwig committed herself to be responsible for the moderation (including conception, preparation, and briefing of the panellists). Additionally, she guaranteed an event announcement in the Computer Zeitung as well as a report after the conference. In one of the first steps she proposed possible panellists and several titles for the panel discussion. Regarding the panellists it was important to make sure that each of them would come from a different perspective. Therefore, the panel was composed of an analyst, a researcher, a user, and a representative of a major IT company.

After internal discussion with the REWERSE project management and representatives of the two networks, the following title was determined: "Earning money with Semantic Web technologies - examples of best practice and outlook for promising projects of the future".

To provide a controversial discussion, the following four panellists were chosen (more detailed information on the panellists can be found on the website http://www.semantic-web-days.net):

Susie Stephens, Oracle Corporation, USA (perspective major IT company)
Massimo Marchiori, W3C, MIT Lab for Computer Science, USA and University of Venice, Italy (perspective researcher)
Alexander Linden, Gartner Group, Germany (perspective analyst)
Thomas Syldatke, Audi AG, Germany (perspective user)

Especially during the last phase of event promotion the panel discussion was used to attract more potential participants. Additionally, the panel discussion had the goal to make participants stay till the closing of the event. In the end, most participants and exhibitors stayed for the panel discussion which could be termed as a success.

Originally, it was planned to record the panel discussion, transcribe the recordings afterwards and provide the material to the press and auditory. Unfortunately, the technical conditions of the conference centre were not adequate for that purpose. Additionally, costs for a professional recording had not been included in the budget planning. For these reasons, the recordings made with the available technical equipment were not really usable in the end.

2.4.4.   Event organisation and Time Line

The following time line includes a rough overview of the event organisation focusing on the main activities.

Month	Activity	
August **2004**	Development of an event management strategy (milestones, goal definition, time line, budget planning)	
September	Fixing of location, conference centre, conference date and form of the event	
October	Discussion on possible cooperations and their form	
November	Discussion and agreement on form of event and general content of event	
December	Discussion about sponsoring procedure	
January **2005**	Development of a PR strategy (press work, promotional work, dissemination)	
February		
March	Design and development of website, Extension and diversification of press contacts + company contacts at conferences Budget planning	Workshop organisation: finding topics and speakers as well as moderators, collecting and reviewing (short and extended) abstracts, collecting biographies and presentation slides
April	Invitation email creation + SWD flyer design Development of a sponsoring concept, first contact to potential supporters	

Month	Activities	Keynote/Panel
May	Call for industry presentations/demos Website online	Keynote organisation: finding keynote speakers, collecting and reviewing (short and extended) abstracts, collecting biographies and presentation slides
June	Finalisation of the list of invitations Design of invitation letter Sponsoring activities + contacting of supporters	Panel discussion organisation: finding moderator, topic, title, panellists (see chapter 2.4.3)
July	Print of SWD flyer, sending out of letters and invitation emails	Upload of titles of presentations + short abstracts and biographies to the event website
August	Exhibition: Ordering of furniture, discussion about technical organisation, Organisation of REWERSE and Knowledge Web stand, collection of demo descriptions from exhibitors Placement of event announcements on several online platforms Dissemination: Distribution of SWD[12] flyer at several events	
September	Intensification of press and promotion measures: Heise online marketing activities (banner advertisement) Press work: placement of press releases, newsletters activities and interview with "Münchner Merkur", invitation of press representatives Conference folder: printing of material Email reminder for invitation	
October	Semantic Web Days taking place online-proceedings	
November	Design of survey (online and in print form) + creation of conference CD (proceedings, extended abstracts, pictures)	
December	Sending out of survey and conference CD	
January **2006**	Evaluation of the survey	
⋮ till promotion for the next SWD 2007 starts	Modification of the event website and continuing activities in order to keep the website alive (photo gallery, news section, contact form)	

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[12] SWD is used as acronym for Semantic Web Days

3. BUDGET PLANNING AND SPENDING

3.1. Budget planning

As there were no detailed expectations regarding the number of the participants at the beginning of the organisational phase, we calculated with the minimal, optimal and maximal number of persons. As shown in the following list the costs were divided into several categories. The sum (marked with orange) was originally planned to be shared between the two networks of Excellence REWERSE and Knowledge Web.

costs/items	number	notes	€ for 50 Persons	€ for 100 Persons	€ for 150 Persons	€ for 200 Persons
Rooms (location Bürgerhaus Pullach)						
hall	2 days	max. 300 persons	1000,00	1000,00	1000,00	1000,00
foyer	3 days	exhibition area	690,00	690,00	690,00	690,00
additional room	2 days	max.50 persons	300,00	300,00	300,00	300,00
Equipment						
internet DSL			158,00	158,00	158,00	158,00
beamer			150,00	150,00	150,00	150,00
micro		incl.				
exhibition equipment			2500,00	2500,00	2500,00	2500,00
technical staff	1	á 26 €/h (3 h)	78,00	78,00	78,00	78,00
costs for staff (registration, cloak room, PC staff, reception)	8	assistants: à 10 €;/h for 3 days (12h a day)	2880,00	2880,00	2880,00	2880,00
PR-material conference/press material	15 sheets	á 0,40 cent (copies)	300,00	600,00	900,00	1200,00
folder	400	á 1,06 €	523,16	523,16	523,16	523,16
logo for website REWERSE and KW			350,00	350,00	350,00	350,00
sticker	á 300		110,00	110,00	110,00	110,00
badges		combination clip á 69 cent	34,50	69,00	103,47	137,96
invitations (stamps)	300	á 55 cent	165,00	165,00	165,00	165,00
Catering						
staff	4	á 26€/h	624,00	624,00	624,00	624,00
lunch (coffee, soft drinks, sandwiches, cakes)		servings á 15 €	750,00	1500,00	2250,00	3000,00
lunch (second day)			750,00	1500,00	2250,00	3000,00
dinner (Buffet)		á 40 € (incl. drinks)	2000,00	4000,00	6000,00	8000,00
Poster						
design			300,00	300,00	300,00	300,00
print	15 posters	á 20 €	300,00	300,00	300,00	300,00
Travelling costs	10 persons	500 € or max 1000 €, keynote speakers 1000 €	8000,00	8000,00	8000,00	8000,00
sum			**21962,66**	**25797,16**	**29631,63**	**33366,12**
sum per project (50%)			**10981,33**	**12898,58**	**14815,82**	**16683,06**
Revenues						
fee	150 €	(early bird)	7500,00	15000,00	22500,00	30000,00
fee	200 €	(regular)	10000,00	20000,00	30000,00	40000,00
exhibition stands	á 500 €	12 stands available + additional stands for RW & KW	6000,00	6000,00	6000,00	6000,00
sponsoring			2000,00	2000,00	2000,00	2000,00

3.2. Budget spending

The following list shows the actual costs of the event. Firstly, it is important to consider that the costs were not shared half in half between the Networks of Excellence REWERSE and Knowledge Web. Knowledge Web agreed to pay a maximum of 4000 Euro and is therefore included in the category of sponsors.

Furthermore, lacking experience in budget planning for such an event led to higher expenses than expected. Some of the positions had been calculated too low or even too high, which led to higher overall expenses. Costs that were calculated too low were, for instance, the catering expenses, the conference material or the costs for PR measures, especially the online marketing activities on http://www.Heise.de (see chapter 4.3). Additionally, income had been calculated as too high. One factor which had not been considered in detail is the fact that not all participants are paying a fee. For example, exhibitors and speakers took part in the catering expenses but did not contribute any fee.

expenses	€ (netto)	income	€ (netto)
PR		**participants**	14.250,00
conference material (folder, poster, CDs)	3.456,30	**sponsors**	6.000,00
invitation	1.155,63	**exhibition**	3.000,00
Web (Logo, Heise advertisements)	3.682,23		
panel discussion	1.356,00		
travelling costs			
intern	100,69		
Hotel costs intern	181,04		
Extern (speaker + panellists)	2.236,84		
Pullach			
room rent	1.900,00		
Beamer, technician	683,00		
Catering	11.441,34		
exhibition (furniture)	602,72		
salary			
assistence (technicians, ward robes)	2.440,00		
others			
courier	39,50		
miscellaneous	42,43		
postage	197,07		
Technics (cabel, Deutsche Telekom)	578,59		
sum	**30.093,38**	**sum**	**23.250,00**
loss	**6.843,38**		

The loss was covered by REWERSE budget (general budget which had been calculated as back-up for the event). The experience from the Semantic Web Days provides a solid basis

for the planning of another event. Consequently, one could expect that the loss for a future event would be considerably lower or could even be turned into a gain.

4. REVIEW AND RETROSPECT

4.1. Participants and registrations

Altogether, 127 participants attended the event. This number includes exhibitors and speakers as well as representatives of the involved networks. Not included is the back staff. The following graphic demonstrates the origin of the participants regarding countries.
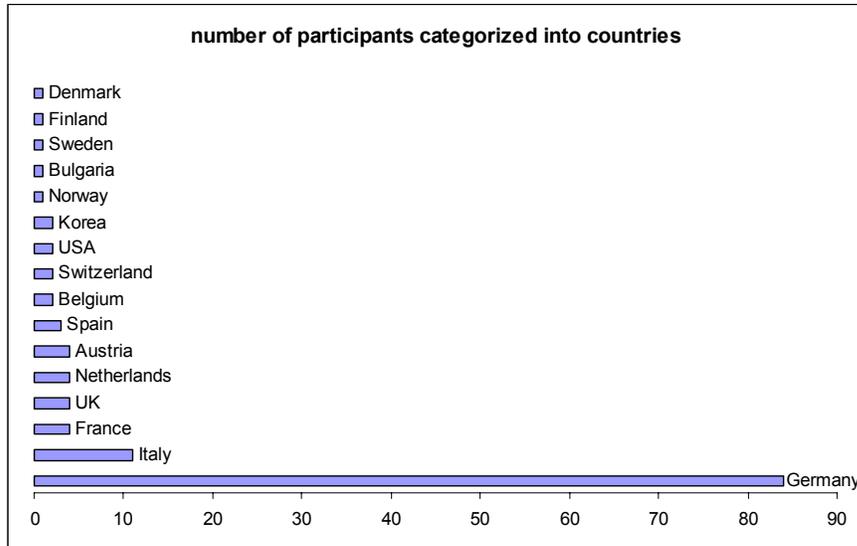

Figure 1: Categorisation of participants into countries

When looking at the graphic, one could say that about one third of all participants came from Europe, one third from Germany, and one third from Munich.
The following graphic shows the distribution of participants regarding companies and universities.
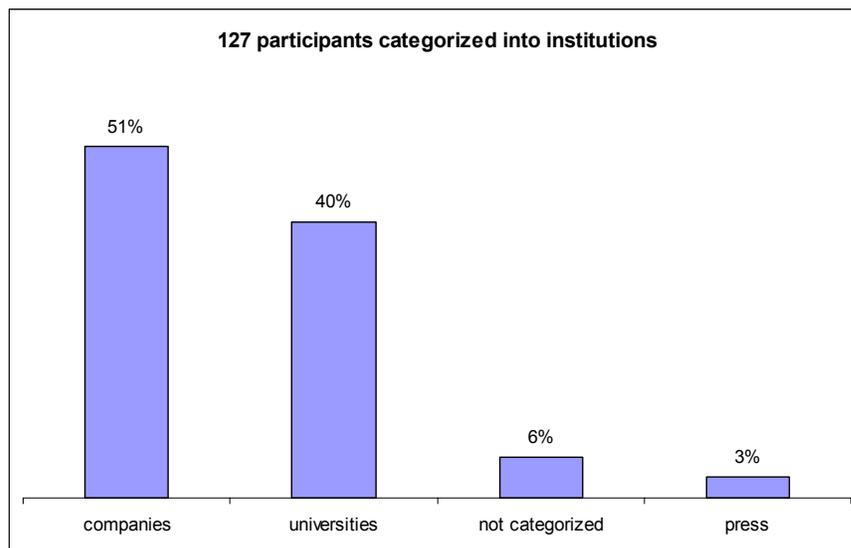

Figure 2: Categorisation of participants into institutions

The graphic demonstrates that the goal to have at least 50 per cent of the participants from industry had been achieved. One needs to mention though that most representatives from companies came from research and development departments within their company which is due to the current nature of "Semantic Web" as primarily a research topic.

A similar categorisation regarding countries and affiliation to companies or universities could be found also among the exhibitors. The 13 exhibitors could be distinguished into nine companies and four research institutions. Consequently, the majority of companies would have been higher when only considering the exhibitors. This fact can be explained as mainly companies which could exhibit Semantic Web products where addressed. Regarding distribution into countries, exhibitors showed a very similar pattern than the general distribution of participants: Germany (9), Austria (2), Netherlands (1), Italy (1). The focus on Germany and the neighbouring countries is a logic consequence.

The number of participants also included the speakers of the event. Altogether, these were two keynote speakers, 14 workshop speakers, four panellists, and one moderator.

The following figure gives an overview of the registrations within the three months leading up to the conference. The 27th calendar week indicated in the graphic corresponds to the beginning of July 2006 (4th of July) and the 40th calendar week corresponds to the first week in October. The peak in the 35th week can be contributed to the end of the early-bird period, which ended on the 31st of August. The second peak is also the last week before the conference. This phenomenon can be observed at almost all conferences as there seems to be a usual pattern of registering oneself in the last week before the event. Therefore, most of the event organisers put a lot of effort into promotion measures during this last week. Additionally, the two months leading up to the event are also very important regarding promotion measures, one reason being the end of the early-bird period about five weeks before the event.

Last but not least, the last peak in the 40th week can be contributed to registrations during the conference itself or one or two days before. Altogether 87 persons registered, which is 69% of all participants. The overall number of participants of 127 included exhibitors, sponsors and speakers who did not pay a conference fee[13]. For conferences, it is often said that only about two third of the participants are paying attendees. The experience from the Semantic Web Days confirms this statement.

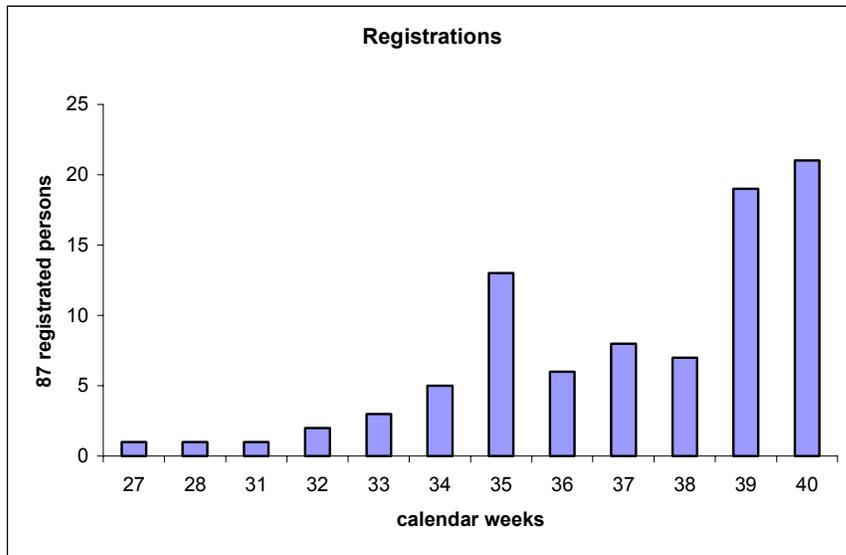[13] The price for the exhibition stand included the conference fee.

Figure 3: Registrations

4.2. Survey Evaluation

Shortly after the conference, the Technology Transfer group of REWERSE developed a survey to be filled out by the participants of the event. The survey was sent out in print form per post and was made available as a survey form on the conference website

The rate of return was in total 20% (from 127 participants), which is not as much as one could have wished, but enough to draw some conclusions of the Semantic Web Days. Based on 26 returned surveys over 60% were filled out by company representatives and only 40% by researchers. This result is roughly proportional to the conference participation distribution. The actual ratio of professionals and researchers was described in detail in chapter 4.1.

One of the prior questions which had been asked in the planning stage of the event (see chapter 2.1) consisted in the issue if the identified specific target group had been reached. Following the results of the survey, six from 16 company representatives came from R&D departments, four had Manager or CEO positions and two were IT consultants (four could not be identified). The survey shows that mainly R&D employees were interested in developments in the SW topic and attended the event which was also the impression gained at the event itself. Also the general distribution of positions of participants of the Semantic Web Days corresponded closely to the survey results. Consequently, the participants corresponded to the target audience of the event. The only difference could be found in the fact that there was a slight majority of representatives of R&D departments which can be attributed to the current focus of the topic "Semantic Web" on research questions.

In the following the results of the survey will be discussed more in detail.

Marketing, participants, and their motivation

One important result of the survey concerned the issue how the participants learned about the event. This question was relevant in particular regarding marketing issues. Prior to the conference the event had been promoted via several channels as the event website, computer magazines, online platforms, and advertisements. The answers in the survey demonstrated that more than 50% of the participants learned about the events by their colleagues. Only two participants indicated to have learned about the event by receiving an invitation. In that way it is very difficult to pin down one decisive marketing measure guaranteeing success. The mixture of different promotion channels is a good strategy as through this means a higher

number of potential participants can be reached. Furthermore, as print invitations entail a lot of effort, it is questionable if this effort is worthwhile. Online marketing methods often involve reasonable effort and provide a good distribution effect. Focusing on well selected platforms also promise good results for reasonable efforts.

Regarding the motivation to attend the Semantic Web Days, only one person (from a company) indicated that he was looking for specific solutions, while more than 50% of all participants indicated that they wanted to educate themselves generally. The other 50% indicated other reasons, for instance, the wish to get in contact to other professionals or to learn about applications in the Semantic Web field. This result is not too astounding as the program and title of the event gave the two days a general information and orientation character.

Expectations of participants and the program

The program of the event was the issue of a number of questions in the survey. One of the challenges in organising the Semantic Web Days was the knowledge that professionals from industry and professionals from research institutions would have to some extent completely different expectations. The challenge was to satisfy both sides equally.

The recipients of the survey were asked to grade the presentations and workshop talks with a scale from "too general" to "too specialized". The majority, 85% judged the presentations and workshop talks with "well balanced", 15% with "too general", no one perceived it to be "too specialized". One interesting aspect of the program referred to the research or application topics. Following the survey, about 73% evaluated the program as "well balanced", while 15% perceived it to be "too research focused" (naturally those people came from companies) and 12% perceived it to be "too application focused" (those people solely came from universities). Generally speaking this result shows that we could fulfil the expectations of most of the participants, although it can be difficult to satisfy both sides equally. Additionally, some would have wished more technical workshop talks as some speakers in the workshop talks were too focused on promoting their company.

A call for paper would have guaranteed most likely a high quality of presentations. Prior to the Semantic Web Days there was no call for paper issued because the Semantic Web Days were not seen as a pure academic conference. Therefore, the organisers of the event decided to address potential speakers by direct invitation. In the survey, the participants were asked if they would have preferred a call for paper. Only four persons would have had a preference for a call for paper prior to the conference, the rest was either undecided or against a call for paper. This result shows that it is important to keep the procedure of application rather simple for an event such as the Semantic Web Days.

Length and form of the event

During the planning phase of the Semantic Web Days one of the important questions were if a two-days event would be appropriate for a conference like the Semantic Web Days. In the survey, 81% revealed that a two-days event was appropriate; the rest would have preferred a one-day event. No one would have preferred a three-days event or longer. This result is understandable as particular for professionals it is sometimes difficult to get time off work and as most participants came from the area of Munich, travel distances were shorter which also allowed for shorter visits. One disadvantage of a one-day event would be, however, that the organisation of a social dinner and networking possibilities would be limited.

One important aspect regarding the organisation of the Semantic Web Days was also if the form of having a stand-alone event was the most effective form. The Semantic Web Days 2005 were promoted as "the first European exchange forum for companies and researchers on

Semantic Web technologies". Answering the question whether one could associate this event with other events, only 15 % answered with yes, 50% were undecided and 35 % would not associate the Semantic Web Days with other events. Although there is a tendency observable not to associate the Semantic Web Days with other events, it was internally decided not to organize a stand-alone event in 2006.

The exhibition

The exhibition organised for the Semantic Web Days had been an important part of the overall organisation. To make the event more application oriented, it had been decided to have a forum where companies could present their products based on Semantic Web technologies. Considering the survey, 58% of the respondents evaluated the exhibition as good to very good. Generally speaking, the exhibition gave the opportunity to talk directly to business people and their opinions and interests. But 42% perceived the exhibition to be average or below average, which emphasises the necessity to control the quality of the demonstrations. The survey evaluation showed no differences in this respect between representatives of companies and researchers.

Cooperation possibilities

The Semantic Web Days had one major goal – to provide an exchange forum between companies and research institutions. The survey was intended to give a number of answers about the success of this plan. First of all, it was important to know whether the participants could establish contacts and if yes, in what way. The evaluation demonstrated that more than 50% of the respondents (most of them company representatives) could establish contacts. Mostly they established contacts to colleagues working in the same area to exchange experiences and ideas. Also some of the company respondents used the opportunity to inform themselves about different research directions. As a result, one gains the impression that professionals were more interested in exchanging contacts than researchers in general.

Connected with the question above we asked whether the conference community was interesting for the participants. Almost in unison the respondents perceived the community from "ok" to very interesting. Only two persons said that the community was not so interesting or were undecided. Some of the respondents missed potential users. Although an interesting community is important for having exchange between the participants, real exchange can only be measured in concrete cooperations. After all, six (23%) of the participants who answered the survey could create concrete cooperation projects and seven (27%) could create possible ones, while four were undecided. The rest (35%) could not create cooperation projects in any way. The possibility to create cooperations depends on many different factors such as time, profitability and even personal liking. Consequently, even a small number of concrete cooperations following an event like the Semantic Web Days can be termed as a real success. Regarding the REWERSE networks, the following cooperations were formed to our knowledge: The working group A1 (Bioinformatics) formed concrete cooperation with the publisher Elsevier and the theory group I1 (Rule Modelling and Markup) formed cooperation with the company Inproware GmbH (an Audi subcontractor).

Conference organisation

One of the last questions in the survey addressed the fact how the conference organisation was perceived. 96% of the respondents evaluated the conference organisation from good to very good. This also may show that the big effort prior to the event was worthwhile and also necessary. Following the question whether the month October is appropriate for an event like the Semantic Web Days, 70% answered that they are in favour of October while 27% were undecided about that question. No one was not in favour of October. Also the question of Pullach as location evaluated the majority (88%) as positive. Only three persons did not like Pullach as conference location and would have wished something more central.

The last and very important question is in particular relevant for the organisation of a follow-up event. We wanted to know whether participants could imagine attending such an event again. The overwhelming majority would like to attend again or are undecided yet (decisions of the respective company have an influence here). The reasons why people would attend again are different: some appreciated the Semantic Web community; some wanted to stay up-to-date on Semantic Web progress. The undecided people were mostly company representatives and therefore it depends on their companies whether they attend again or not.

4.3. Success of Marketing Measures

This chapter will measure the success of marketing measures by analysing website statistics of the event website (http://www.semantic-web-days.net).[14]

Visits of the event website

The figures below show visits to the event website before and after the dates of the conference. The goal is to compare the number of visits and visitors with marketing and promotion measures, in particular attributing distinctive features to particular activities.

The website http://semantic-web-days.net was put online in May 2005. The graphic below depicts the number of unique visitors for each month. For the present purpose, this number is sufficient to demonstrate accesses to the website. The table below indicates for additional information also the number of visits and number of pages accessed. The first peak in July can be explained by the fact that invitation letters and emails were sent out. Additionally, the registration site had been online around the same time. The high number of visitors during September and October can be associated with the approaching conference date and increasing promotion measures (mailings and online advertisements). After the conference, at the end of October, the proceedings were available online which kept accesses to the site alive.

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[14] The log analyzer AWStats (http://awstats.sourceforge.net/) has been used for obtaining statistics about the event website

Monthly web statistics 2005/2006

monthly web statistics, unique visitors
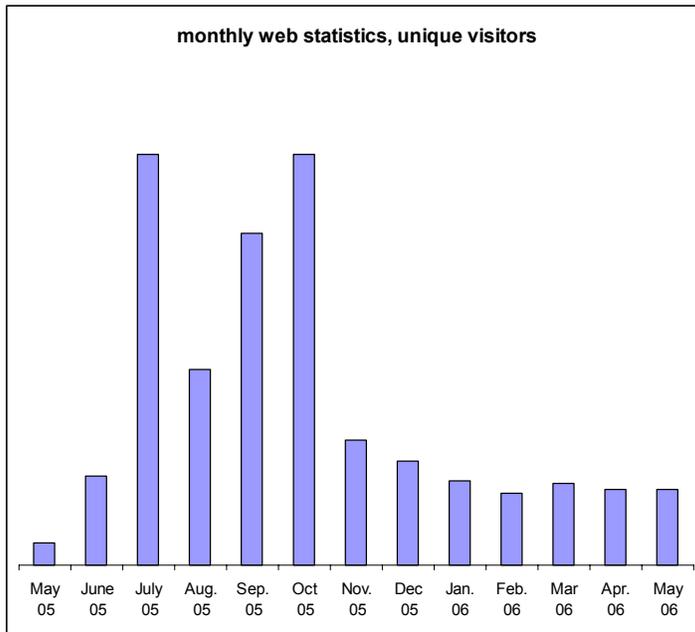
Month	Unique visitors	Number of visits	Pages
May 05	272	618	1240
June 05	1097	3994	5712
July 05	5075	21395	51663
Aug. 05	2415	8225	13658
Sep. 05	4099	10245	20078
Oct. 05	5066	19569	55056
Nov. 05	1546	3468	8437
Dec. 05	1283	2715	6609
Jan. 06	1041	2432	6843
Feb. 06	885	2000	4474
March 06	1005	2263	4662
Apr. 06	925	2385	4858
May 06	934	2465	5356

For the year 2006, website statistics have been analysed till May 2006. In general, visits to the website have stayed relatively high. One important factor in this respect has been to keep the site alive by putting a survey online as well as press reports.

Promotion platforms

A big part of the promotion work had been to place event announcements on several online platforms. A way to measure the success and profitability of placing a link on an external website lies in counting the visits coming from the specific website (accesses from search engines have not been counted). In the following table the top four of external websites linking to http://www.semantic-web-days.net (when counting visits coming from these sites) are shown.

	pages
- http://www.w3.org	1789
- http://www.itfrontal.de	1775
- http://www.Heise.de[15]	1004
- http://www.n-tv.de	379

Besides the website of the prominent standardisation institution W3C, all other platforms in the list above have been well-known platforms which provide news.

Other platforms with links to the event website and which contributed a considerable number of visits to the event website have been the websites of REWERSE, DERI, Knowledge Web, ERCIM, the websites of exhibitors such as moresophy GmbH or Racer Systems GmbH & Co. KG. Additionally, Semantic Web School, idw-online (Informationsdienst Wissenschaft e.V.) and openPR.de published an event announcement and showed also a noteworthy number of accesses to the event website. Nevertheless, it is important to take into account in this respect that all these platforms, in contrast to the list of the top four above, showed numbers of multiples of ten (often not more than 30) and are therefore less effective as promotion platforms. But as they address often a more specific audience and several of these platforms summed up also contribute a considerable number of access, they should also used for promotion measures.

Semantic Web Days advertisement on Heise online

The Heise Zeitschriftenverlag GmbH & Co. KG is a German publisher specialising on IT topics. The Heise online website (http://www.Heise.de) is one of the most frequented websites on IT topics in Germany. Heise online aims for reaching, first of all, IT professionals and decision makers by offering topics about applications, business solutions, internet, software technologies, research, and many more.

In order to reach a high number of potential participants we decided to place an advertisement on the Heise online website. The advertisement, an animated GIF file, had been placed as a content ad of the size of 336x280 pixels very prominently in the middle of the main website:

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[15] The advertisements on www.heise.de were unlike the others, not free of costs.
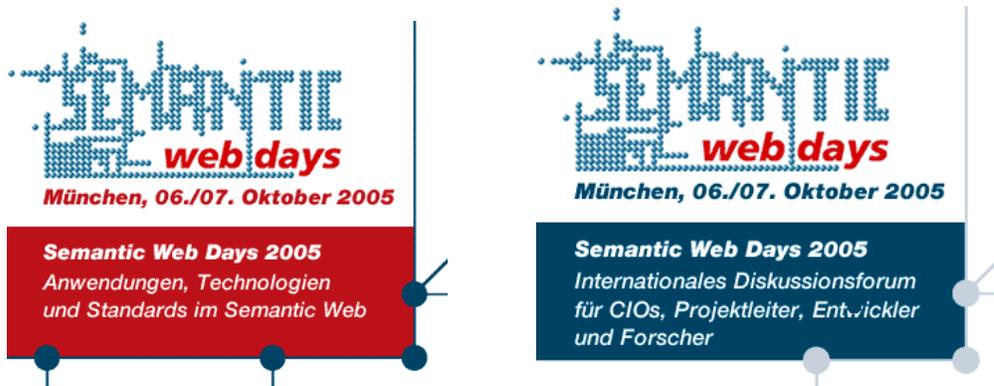
Although the costs for such an advertisement were relatively high, such a marketing measure had been chosen to find out whether the Semantic Web topic is already popular enough to reach a high number of potential participants through an advertisement on a prominent website such as Heise online.

Based on information from the IVW (Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V.[16]), the website Heise online had during September 2005 approx. 21 million visits and approx. 145 million page impressions. That would mean that the average per day were 700000 visits and 4.8 Mio page impressions. From experience one could say that the best days during the week to publish an advertisement are Monday and Tuesday. So one can assume that during these days the number of visits and page impressions were even higher.

The content ad for the Semantic Web Days had been published on Tuesday, the 27th of September, and was still available during the morning hours of the 28th. The figure below shows the number of the page impressions (Imps), the number of clicks on the advertisement and the yield in percent. On the 27th of September the click rate was 0.18 % which was within our expectations and corresponded to general experience values with such promotion measures.

No.	Day of Month	Imps	Clicks	Yield
1	28.09.2005	171	6	3,51%
2	27.09.2005	693190	1262[17]	0,18%

Although the number of clicks triggered by the content ad on Heise online was very high, it is extremely difficult to make any solid conclusion about the influence of this advertisement on the number of registrations. In the table below, the number of registrations around the time of the advertisement is shown.

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[16] The IVW is an information community for observing the distribution of advertisement media (more information available on the German website http://www.ivw.de)
[17] Please note that the discrepancy between the 1262 clicks counted by Heise online and the 1004 visits counted by www.semantic-web-days.net can be explained by the use of web proxies.

number of registrations
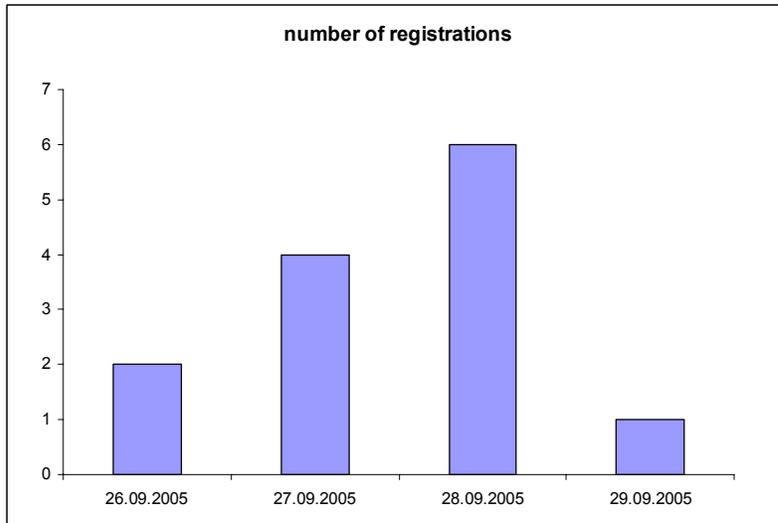
Although the number of registrations increased during the time of the advertisement, it is important to note that the number of clicks did not lead to a dramatic increase in registrations. Additionally, hardly anyone of the registered participants indicated in the registration form that they had learned about the event on Heise online. There are two different kinds of conclusion one might draw from these results. Either the Semantic Web topic is not yet widespread and popular enough or online marketing measures such as placing such an advertisement are not suitable for conferences such as the Semantic Web Days. Nevertheless, the click rates demonstrate that one can reach higher visibility through such measures. Unfortunately, the higher visibility cannot be translated into a considerable higher number of registrations.

After negotiations between Heise Zeitschriftenverlag GmbH & Co. KG and webXcerpt Software GmbH we got the opportunity to place additionally and free of charge a so-called PromoAd of the size of 137 x 150 px on the 28th of September. The banner, an animated GIF file, was smaller than the content ad and was placed in the navigation bar on the left hand side of Heise online:

The effect of the PromoAd was not as good as of the effect of the content ad. As depicted in the table below only 33 persons clicked on the PromoAd. To see an increase of registrations due to the PromoAd, was, therefore, even less likely. It is important to consider though one aspect regarding these advertisements. The content ad together with the PromoAd had been two days visible on Heise online. This is a very short time frame considering that most content ads or advertisements on Heise online are online for a week or more. A longer timeframe for the advertisements would have involved very high costs whose effect would most likely still have been questionable and not worthwhile when taking in account the

number of participants needed for an event such as the Semantic Web Days. Already the costs for the advertisements on the 27th and 28th of September were much too high when considering the number of participants who might have been gained through such an activity.[18]

No.	Day of Month	Imps	Clicks	Yield
1	28.09.2005	105684	33	0.03%

In the following figure one can see the effect of the advertisements on the accesses to the Semantic Web Days website. The number of visits was three times higher than the day before which shows clearly the higher visibility one can gain through such a measure. But the higher visibility is also bought with considerable costs.

Day	Number of visits	Pages	Hits
25 Sep 2005	246	410	1278
26 Sep 2005	362	826	3448
27 Sep 2005	1420	3011	17914
28 Sep 2005	365	764	2827
29 Sep 2005	294	609	2191
30 Sep 2005	283	588	1933

5. CONCLUSION

5.1. Lessons Learned

The following list contains an overview of critical aspects and suggestions for improvement regarding the organisation of an event like the Semantic Web Days.

- A program committee should be formed to evaluate speaking proposals and to give feedback to speakers. The Semantic Web Days 2005 were organised without an official program committee. Presentations were evaluated prior to the event by the TTA working group in cooperation with the partner Knowledge Web. The creation of a program committee would increase and ease the control of the quality of the program.
- Experience with exhibitors showed that it is easier to acquire exhibitors when it is possible to offer them also a speaking possibility. Consequently, speaker invitation and exhibition organisation should be followed up at the same time. In fact, it would be advisable to start the acquisition of the exhibitors even earlier than the acquisition of speakers.
- The same applies more or less for sponsors. First of all, the acquisition of sponsors needs to be started early enough. Many companies are making their sponsoring plans already in the year before the year when event takes place and sponsoring issues need to be agreed on which can take quite some time. When companies are contacted at a later point, in a lot of cases only the budget of a department can be used for sponsoring, which limits the sponsoring sum to about

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[18] See chapter 3.2 on budget spending

1000 Euro or even less. As said before, sponsors also need to be involved in the event the same way as exhibitors need to. If sponsors cannot be presented adequately at the event, their interest in the event itself decreases. Sponsoring activities are always marketing activities and the better one can convey the positive effect for the company, the higher is the chance to be successful in acquiring sponsors.

- The timing of the panel discussion was questionable. Although it was well visited, participants were probably tired at the end of the conference and as it was a Friday afternoon, quite a few had left already.
- An important factor for a smooth running of the conference consists in the timing of the talks which needs to be controlled (that is, presentations start and finish at the announced time). The controlling of the timing could have been improved in a very few cases. Additionally, there needs to be a clear sign that the sessions starts again after a break. A bell to get the people back into the lecture hall after a break might be a good investment in that case.
- The survey for getting feedback from the participants was prepared after the event. For future events, it is advisable to have the survey prepared before as this would probably increase the response rate.
- When looking at the origin of participants, it becomes quickly clear that most participants came from the local region. Consequently, the acquisition of participants and press work are most effective on a local level. Contacting local press is particular important as for them such an event is more interesting and relevant and they also have a better possibility to attend the event (even for a few hours).
- To achieve the goal to reach a European audience one would need to organise similar events troughought Europe.
- That's why we consider having the next semantic web days associated with other events to reach a European audience.

5.2. Concluding remarks

The Semantic Web Days were organised by the TTA working group as there was the hope that this event would have various positive effects for the Network of Excellence REWERSE as a whole.

Technology Transfer work has in almost all cases the goal to involve researchers in specific activities targeted at industry. Only concrete activities such as event organisation offer the possibility for successful integration of those researchers. In reference to the Semantic Web Days, REWERSE working groups were involved in the following activities:

- program development (identifying topics and speakers)
- as speakers in the workshop talks and/or panel discussion
- as exhibitors presenting at the REWERSE stand
- as supporters of dissemination activities (distributing flyers and press releases to their respective contacts)

Through their involvement as listed above and in particular through their presence at the event itself, REWERSE members had a promising perspective for cooperation projects. The event offered a lot of networking possibilities between company representatives and researchers. In fact, concrete cooperation projects did evolve for two working groups (I1 – Inproware GmbH and A2 - Elsevier). In most cases, exchange between REWERSE members and professionals

was triggered and supported by the fact that the researchers used the possibility to present their results at a stand or in a workshop. Additionally, their presence at the event, offered them the possibility to get feedback from professionals and that is to get insight into needs, current projects, and products of professionals. As said before, participation at the event was the most effective means to enter into exchange and cooperation with companies. Nevertheless also members who did not participate in the event, did profit as in very few cases, companies did contact specific working groups they had learned about through the event but which had not be present at the event itself. On the other hand, one needs to keep in mind that not always cooperations are formed from exchanges between companies and researchers. If cooperation can be formed always depends as well on the available time of the researcher, effort to be invested or prospective gain for both parties. Sometimes a contact can be collected and at some later point revived for cooperations.

To sum up, also the network as a whole did profit from the Semantic Web Days. An important factor in this work was press work and promotion activities. Those activities increased awareness for REWERSE and working groups in general. The months leading up to the event and months following the event, showed a dramatic increase in press reports and external general requests to the project management. Press reports appeared, for instance, in the following media: n-tv online, B5 aktuell Computermagazin, Computer Zeitung, Münchner Merkur and silicon.de Technologie und Business (see http://semantic-web-days.net - press reports). Additionally, accesses to the REWERSE website increased.

A valuable effect for the Technology Transfer group consisted in the collected contacts to companies, press and promotion platform. The insight into the market of Semantic Web technologies and efforts of commercial institutions regarding Semantic Web technologies was an additional positive asset regarding technology transfer work.

All in all, it can be concluded that the effort of organising the Semantic Web Days (as depicted in chapter 2.4.4) was justified by the effect of the event. Few other means would offer such cooperation possibilities as it was possible through the Semantic Web Days. Furthermore, Semantic Web Days showed an effect pretty quickly and also clearly, which is often not possible for other activities such as organising a stand at another conference or publishing an article.

6. ANNEX

6.1.   Program

Thursday, October 6, 2005 (speaker biographies and abstracts)

Program	Time	Speaker	Title
Registration	08:00 - 09:00		
Opening	09:00 - 09:30	Massimo Marchiori, W3C, MIT Lab for Computer Science, USA and University of Venice, Italy	The Grand Challenge of Reasoning on the Web
Keynote	09:30 - 10:30	Hermann Friedrich, Department Head Knowledge Management, Corporate Technology, Siemens AG, Germany	Semantic Web Technologies at Siemens: Where are we heading?- scenarios and applications
Exhibition & Coffee	10:30 - 11:00		
Workshop "Industrial Applications of Semantic Web"	11:00 - 13:15	Richard Benjamins, iSOCO, Spain	Semantic Web: out of the lab into the market
		Jürgen Angele, ontoprise, Germany	Ontologies @ work- Experience from Automotive and Engineering Industry
		Anita de Waard, Elsevier Sience B.V., The Netherlands	Semantic Structures for Scientific Writing
		Atanas Kiryakov, OntoText, Bulgaria	Recruitment Intelligence through Semantic Web technology
Exhibition & Lunch	13:15 - 14:45		
Workshop "Vocabularies and Rules for Enterprise Applications"	14:45 - 16:45	Silvie Spreeuwenberg, LibRT, The Netherlands	Semantic Web and Business Rules - a good marriage?

		Donald Baisley, Unisys Corporation, USA	Semantics of Human Guidance
Exhibition & Coffee	16:45 - 17:15		
Presentation	17:15 - 18:00	Hans Jürgen Ohlbach, Ludwig-Maximilians-Universität München, Germany	Geospatial Information Processing for the Web
Exhibition & Reception	18:00 - 19:00		
Dinner at Isar Bräu	19:30 - open end		

Friday, October 7, 2005 (speaker biographies and abstracts)

Program	Time	Speaker	Title
Registration	08:00 - 09:00		
Presentation	09:00 - 09:30	Jérôme Euzenat, INRIA Rhône-Alpes, France	Opportunities and Challenges ahead for the Semantic Web
Keynote	09:30 - 10:30	Ivan Herman, Head of Offices at W3C, The Netherlands	Questions (and Answers) on the Semantic Web
Exhibition & Coffee	10:30 - 11:00		
Workshop "Semantic Web Services in Industry"	11:00 - 13:00	Jens Lemcke, SAP, Germany	Semantic Technologies for Enterprise Services
		Steve Battle, HP labs, United Kingdom	A Rough-Guide to Semantic Web-Services
		Christian de Sainte Marie, ILOG, France	A Web of Processes is a Web of Rules is a Semantic Web of Services
Exhibition & Lunch	13:00 - 14:00		
Workshop "Semantic Web for Life Sciences "	14:00 - 15:15	Michael Schroeder, Biotechnologisches Zentrum, TU Dresden, Germany	GoPubMed, an ontology-based search engine for the life sciences

		Michael Alvers, Transinsight, Germany	From Proteins to Protein Networks: why a Semantic Web is needed for Systems Biology Research
Exhibition & Coffee	15:15 - 15:45		
Panel Discussion	15:45 - 17:00	Panel Chair: Pia Grund-Ludwig, Computerzeitung, Germany	Earning money with Semantic Web technologies - examples of best practice and outlook for promising projects of the future
		Panelists: Susie Stephens, Oracle Corporation, USA	
		Massimo Marchiori, W3C, MIT Lab for Computer Science, USA and University of Venice, Italy	
		Alexander Linden, Gartner Group, Germany	
		Thomas Syldatke, Audi AG, Germany	

6.2. Exhibitors

Racer

Racer Systems GmbH & Co. KG is the commercial home of the RacerPro software. We develop RacerPro as well as RacerPro-based solutions and offer our expertise about description logic and knowledge representation to benefit your projects.

moresophy

moresophy supports companies in obtaining competitive and cost advantages through the optimization of information quality. By use of our software-based methodology L4 Semantic NetWorking moresophy qualifies existing knowledge resources by establishing meaningful information links in the context of organization-specific goals and processes.

SEMTATION

Semtation GmbH provides a software tool named SemTalk for Business Process Modelling as well as Knowledge Management. SemTalk is a unique combination of the easy-to-use drawing tool Visio from Microsoft and new technologies from research areas such as "Semantic Web". Customized versions of SemTalk are used and distributed by The Information Management Group (BPM), Network Inference Ltd (Semantic Web) and Dt. Telekom (E-Government). A graphical tool for product configuration using SAP Internet Pricing Configurator has been built with Integrity GmbH. The main focus of SemTalk is company wide, distributed information management, based on recommendations of the W3C.

ontoprise
know how to use Know-how

As leading provider of SemanticWeb technologies ontoprise offers innovative and industry-proven software solutions based on ontologies. ontoprise's products support users in searching information, they enable companies to capture and re-use expert knowledge and they allow the semantic integration of heterogeneous data to get a single view over distributed information.

TXT
e-solutions

Founded in 1989, TXT e-solutions S.p.A. operates in the Information Technology market, focusing on business applications and specialising in the development of software solutions for the extended Value Chain, including the areas of Supply Chain and Customer Management. The company, that is ISO9000 certified since 1994, at present has its headquarters in Milan and offices in Rome, Genoa, Turin, Bari, London, Paris, Lyon, Berlin, Frankfurt, Barcelona and Cambridge MA, employs more than 450 highly qualified technicians and managers, and is listed on the Nuovo Mercato (TXTS).

empolis
arvato

empolis is a software company specialised in content management, knowledge management and information access management. Knowledge based technologies form the basis for empolis' products. empolis is an arvato AG subsidiary, an international media service company and part of Bertelsmann AG. empolis employs 250 people in Germany and international divisions. Within the European research project SEKT (Semantic Knowledge Technologies) empolis provides the base technology for the SEKT Integration Platform.

INTRAFIND
SOFTWARE AG

IntraFind is an expert for Text Mining and Knowledge Retrieval. Searching, finding, processing of information with intelligent methods and procedures by a combination from linguistic and associative semantic methods and latest information theoretical procedures are our core competences.

LibRT

LibRT supports enterprise clients and software vendors with products and services targeted at effective knowledge management in business applications. Based in the Netherlands, LibRT does business throughout Europe and North America with a network of partners providing complementary technologies, services, and delivery channels. Among the company's innovative products and designs is LibRT VALENS, the industry's first independent product targeted at verifying and validating business rules created in third-party business rules management systems.

liXto

Lixto Software GmbH is a privately owned company located in Vienna, Austria. We are a spin-off from the Vienna University of Technology and the EC3 Electronic Commerce Competence Centre. Lixto Software GmbH provides solutions for automatically accessing, transforming, and syndicating data from the deep Web.

DBAI

The DBAI (database and artificial intelligence) group of the Vienna University of Technology is headed by Prof. Georg Gottlob. The group is well known for excellent scientific work in the areas of semi-structured data tools, web information processing, database theory and applications, logic and computation, model-based diagnosis and configuration, constraint solving and intelligent scheduling. Moreover, it induced the implementation of the Lixto Suite and the spin-off company Lixto, which still closely cooperates with the DBAI research group, and was among the top 5 finalists of the World Technology Award 2003. Ongoing research in this project includes extraction from unstructured data, semantic extraction based on ontologies, techniques for supervised wrapper generation, automated data extraction, and query induction and wrapper learning for web information extraction.

L3S Research Center, Hannover

The L3S Research Center focuses on innovative information systems, on learning and knowledge technologies and on innovative concepts and infrastructures for training and continuing education in academia and industry. L3S projects include research, consulting, and technology transfer, provision of infrastructure and support for innovative teaching and learning technologies at the participating universities, and collaboration with both German and international standardization bodies. These activities as well as the increasing number of network partners from regional businesses and industry make the L3S an important factor for information and communication technologies in the region and in Lower Saxony.

Biotechnological Centre (BIOTEC),
TU Dresden

The bioinformatics group at TU Dresden is located within the Biotechnological center (Biotec). The Biotec is a unique interdisciplinary center hosting international research groups dedicated to genomics, proteomics, biophysics, cellular machines, tissue engineering and

bioinformatics. Currently there are some 100 researchers from over ten different countries. The academic groups are under one roof with biotec companies including Cenix Bioscience GmbH, one of the world-leaders and pioneers in RNA-mediated interference technology. The center hosts the fully accredited international masters programme in molecular bio-engineering, which brings classical biology and engineering together.

Knowledge Web (KW) is a 4 year Network of Excellence project funded by the European Commission 6th Framework Programme. Knowledge Web began on January 1st, 2004. Supporting the transition process of Ontology technology from Academia to Industry is the main and major goal of Knowledge Web. The Knowledge Web consortium is coordinated by the University of Innsbruck, Austria and consists of 18 leading partners in Semantic Web, Multimedia, Human Language Technology, Workflow and Agents. Knowledge Web is a member of the SDK project cluster, which seeks to strengthen European research and industry in Semantic Web technologies.

REWERSE is a Network of Excellence on "Reasoning on the Web" that is funded by the EU Commission and Switzerland within the 6th Framework Programme (FP6). REWERSE involves 27 European research and industry organisations from 14 European countries and about 100 computer science researchers and professionals playing key roles in applied reasoning. REWERSE aims at providing tangible technological bases for an industrial software development of advanced Web System and applications.

XML Clearinghouse is a project funded by the German Federal Department for Education and Research (Bundesministerium für Bildung und Forschung, BMBF). The project facilitates knowledge transfer related to XML technologies with a primary focus on supporting local industry in the Berlin-Brandenburg region. The benefits of our service are widely accessible through the online publication of technical reports, training materials and other documents, as well as the hosting of regular public events such as tutorials, workshop talks and conferences relating to XML technologies.
The project is lead by the Working Group for Networked Information Systems at the Free University of Berlin.