T-D12

Awareness Event III: Semantic Web Days 2007

Abstract

This deliverable gives account of the third Awareness Event, "Semantic Web Days 2007", which consisted of two associated events in form of conference tracks. The first event consisted of the track "Rules in the Semantic Web" organised within the theme "State of Art" of the European Business Rules Conference (EBRC) that took place in June 2007 in Düsseldorf/Germany. The second Semantic Web Days under the title "Reasoning and Deduction Systems on the (social) Semantic Web" took place in September 2007 in Graz/Austria as part of the I-Semantics within the Triple-I conference series.

The report describes the strategy behind these events that aimed at promoting REWERSE, disseminating the topic "Reasoning on the Web" and gaining and fostering contacts as well as cooperations. Finally, the report specifies the standing of REWERSE, the lessons learned, and gives conclusion of the Technology Transfer & Awareness (TTA) activity in year four.

Keyword List

Semantic Web Days (SWD), Awareness Event, REWERSE, associated event, cooperation, ESTC, EBRC, I-Semantics

Awareness Event III: Semantic Web Days 2007

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This deliverable gives account of the third Awareness Event, "Semantic Web Days 2007", which consisted of two associated events in form of conference tracks. The first event consisted of the track "Rules in the Semantic Web" organised within the theme "State of Art" of the European Business Rules Conference (EBRC) that took place in June in Düsseldorf/Germany. The second Semantic Web Days under the title: "Reasoning and Deduction Systems on the (social) Semantic Web" took place in September in Graz/Austria as part of the I-Semantics within the Triple-I conference series.

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Contents

1. INTRODUCTION

The first awareness event organised by the Technology Transfer and Awareness activity took place in 2004 and consisted of a stand with demonstrations from 4 REWERSE partners and a workshop talk presented by REWERSE at the Knowledge Management Conference (KM) Europe in Amsterdam[1].

This awareness event aimed first of all at making other institutions and companies aware of REWERSE and also to incite their interest. The first awareness event also served hereby as a test ground for reactions to REWERSE. Positive feedback to the event then allowed the planning of the second awareness event - Semantic Web Days - organised by REWERSE as a stand-alone event that took place 2005 in Munich[2].

The goal of the Semantic Web Days 2005 was to present new challenges and results from application as well as theory working groups. 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. 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.

The success of the Semantic Web Days 2005 has been visible in many ways:

- Measurable increase of the awareness level of the network and the working groups
- Collection of many valuable and persistent contacts to companies, press, and online platforms
- A few concrete cooperation plans

Though the Semantic Web Days 2005 have been extraordinary successful it was decided for several reasons not to establish the conference as a stand-alone event but to continue the Semantic Web Days in form of associated events in 2007. In reference to these events in 2007 the reasons as stated below also constitute the goals to be achieved:

- The Semantic Web Company (formerly known as the Semantic Web School) established in 2004 the Semantics in Vienna, a conference with very similar intentions. A cooperation with them seemed to be much more feasible than being in competition, additionally since it was known that another conference, the European Semantic Technology Conference (ESTC), was going to be founded in 2007.

- The Semantic Web Days 2005 reached in the first place the German speaking audience that came mainly from the Munich area. To offer a wider platform and in order to reach a European audience the Semantic Web Days series in 2007 have been associated with two different conference formats in two different locations.

- Another advantage is that more REWERSE working groups had the possibility to contribute to the events by presenting their work.

- The effort of organising such a conference was unreasonably high considering our limited man power and other resources.

- Last but not least the associated events and the presence at other conferences allowed us to have a deeper insight in the Semantic Web market, to make new contacts, and to foster cooperations. The increasing awareness of REWERSE has to be seen as a very positive side effect.

- to have more and regularly reasons to address the press and the company contacts

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[1] Please see T-D8.
[2] Please see T-D10.

In what way the stated goals have been achieved at the Semantic Web Days series in 2007 will be discussed in the following chapters.

The Semantic Web Days series in 2007 were only possible to be organised due to strong cooperation partners, such as LibRT (EBRC) or the Semantic Web Company (I-Semantics). The tracks itself consisted of presentations, tutorials, and an exhibition as well as a number of networking possibilities. The presentations were not only given by REWERSE members but also from other cooperation partners such as IP MUSING and Transinsight GmbH.

In the next 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 Semantic Web Days at the EBRC 2007.

2. SEMANTIC WEB DAYS @ EUROPEAN BUSINESS RULES CONFERENCE 2007

2.1. THE PREPARATION PHASE

2.1.1. The Semantic Web Days as a satellite event

The discussions and negotiations with the cooperation partners regarding the Semantic Web Days as associated events started already in 2006. During this time it was not yet clear whether to organise another stand-alone event or to associate the Semantic Web Days with other European conferences.

Already in February 2006 Silvie Spreeuwenberg, CEO of LibRT and REWERSE member, expressed the idea to bring together the Business Rules community with the Semantic Web community by organising a Semantic Web Day as a satellite event that was meant to take place right after the European Business Rules Conference (EBRC). It was also considered to organise a Semantic Web exhibition area. To define the initial planning steps the Technology Transfer and Awareness activity developed a mission paper that was sent to the EBRC organising team and the Steering Committee of REWERSE for deeper discussion and finally a decision.

2.1.2. The mission paper

The mission paper contained the objectives, the benefits for each party, the possible structure of the event, registration modes, suggestions for suitable topics and exhibitors as well as budget issues.

Based on the mission paper, the Semantic Web Day (SWD) was supposed to be organised completely separately from the EBRC regarding sponsors, program, registration system, etc. The event location was meant to be the same. A four to five stars congress hotel that offers conference packages would have been chosen in an easily reachable city such as Munich or London. Only the promotion activities were planned to be done together and also the program of the SWD was meant to be coordinated with the EBRC organising team in order to choose the topics more closely to the business rules topic. The EBRC team already had experience with satellite events since in 2006 the satellite event of the EBRC was the Regulatory Compliance Day.

The idea of having a satellite event was specifically interesting for REWERSE, because, on the one hand the effort and the costs for organising such an event would be less. On the other hand, the SWD would still preserve its stand-alone character.

The benefits for the EBRC were quite obvious as well. With the SWD the EBRC would get access to the Semantic Web community, would increase the number of their participants, and would have the opportunity to create contact to the W3C, since REWERSE is member of the RIF WG of the W3C.

The interesting Semantic Web topics for the Business Rules community are:

- Standard languages to interchange rules and ontologies between software and people.

- Innovative applications of reasoning strategies with rules and ontologies requesting high performance

- How to build consistent and coherent ontologies and set of rules (methodology, verification, merging etc.)

Business Rules topics that are of interest for the Semantic Web community are:

- increase knowledge of the application domains that are most likely to adopt Semantic Web technologies

- get a better understanding of the issues that must be solved to handle Semantic Web research in a practical context or the issues that are important to practitioners of the Business Rules approach.

Naturally, open questions occurred that one could have considered as possible risks. For instance, we were not sure whether the SWD are really attractive enough for the Business Rules community to attend after the actual EBRC.

Regarding the possible event locations, London as one option was on the one hand interesting for us since this would have been the perfect location to address a wider audience but on the other hand we had neither sufficient company contacts in the UK nor sufficient knowledge of the British market. Therefore it was not sure at all to attract enough attendees. Munich as the other possible location would have been a more feasible option. Most participants of the Semantic Web Days 2005 came from Germany and even Munich itself. A big disadvantage, however, would have been that the Technology Transfer and Awareness activity would have had the burden of the complete local organisation.

Another open question was the issue of how to proceed with the registration. It became very quickly obvious that both registration systems are difficult to be set up as completely separate systems. In a joint registration system EBRC participants would to receive a discount for the SWD and the other way around. It became clear that it is important to calculate carefully the risk in case more participants with EBRC discount attend the SWD than participants who solely come to attend the SWD. And, even more important, how shall one handle the case when fees from both conferences cannot cover the costs or, the opposite way, when there is profit?

2.1.3. Budget planning

The final issue in this mission paper was about the financial planning. Experience from the Semantic Web Days 2005[3] showed that it is essential to calculate carefully the incomes that were to cover the expenses. It is important to mention at this point no loss was made with our calculation for the SWD 2005. Nevertheless, there was a difference between income and expenses which could only be covered by the budget of 30.000 EUR defined already in the organisational phase of the event.

Still, as a lesson learned, we decided to lift up the fees and the sponsoring incomes as well as the booth prices for the Semantic Web exhibition area. Nevertheless, we had the promise of the REWERSE management office to cover costs if necessary.

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[3] Please see T-D10.

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 Anzeigen)	3.682,23		
panel discussion	1.356,00		
travelling costs			
Fahrtkosten intern	100,69		
Reisekosten intern	181,04		
reisekosten (speaker + panelists)	2.236,84		
Pullach			
room rent	1.900,00		
Beamer, technician	683,00		
Catering	11.441,34		
exhibition (furniture)	602,72		
salary			
assistence (1 Technik, 2 ward robe)	2.440,00		
others			
courier	39,50		
miscellaneous	42,43		
postage	197,07		
Technics (Kabel, Telekom)	578,59		
sum	**30.093,38**	**sum**	**23.250,00**
difference	**6.843,38**		

Income and expenses of the SWD 2005

Following calculation shows the expected income and expenses based on the earlier mentioned Regulatory Compliance Day. With all the expenses and incomes a profit of 1000 EUR was calculated.

Income	€	Notes	Expenses	€	Notes
participants	10.000	From 80 ca. 50 paying participants: 50x200€	print/promotion	4.000	
sponsors	4.000		travelling costs	4.000	
exhibitors	4.000	8x500€	room/catering	8.000	incl. Internet

			panel discussion	1.500	
			exhibition	1.500	
sum	**18.000**		**sum**	**19.000**	

It is interesting to mention that the costs of such a satellite event is even higher then the costs for one day of the SWD 2005 which is considered to be much more expensive according to the effort for a stand-alone event. The reason for that is the following:

The EBRC organising team has always choosen a 4 to 5-stars hotel as a conference location. These kinds of conference hotels are naturally on a much higher price level compared to the Pullach Bürgerhaus that was choosen for the SWD 2005 (please see table below). The same applies for instance for the costs of organising exhibtion stands. It is always a decision whether to choose the "standard" or the "luxury" edition. Besides one should see that some costs occur no matter a one-day or a two-days event is to be organised. These are e.g. travelling costs or expenses for promotion and Public Relations. Consequently a one-day-event is not necessarily cheaper.

2.1.4. The Semantic Web Days as a special Semantic Web track

Taking everything into account it was finally decided not to have a satellite event but instead an associated event in form of a Semantic Web track within the EBRC. Even though the SWD lost its stand-alone event character this decision involved a lot of advantages for us. For instance, it was not so necessary to acquire a certain number of participants to achieve at least a break even. Secondly, there were no costs involved anymore except travelling costs. In fact, this was the best way to see whether the Semantic Web and the Business Rules Community really fit together. One can even see it as a testbed for possible further events that kind.

The Semantic Web track was now planned as a whole day track including a keynote, a tutorial, several presentations, and the organisation of the Semantic Web exhibition area. The keynote speaker was furthermore to attend the panel discussion of the EBRC.

Meanwhile, the EBRC organising team has been in negotiations with a Dutch event organiser and publisher, Sdu Uitgevers that is known among others for organising ICT Events.

Sdu was now to organise the EBRC and therefore constituted our contact partner regarding the SWD track, promotion activities, and stand organisation.

2.2. PROMOTION ACTIVITIES

2.2.1. Website

One of the most essential promotion activities for the SWD 2005 was the creation of an event website[4]. This website was used for informing about the event itself and for promoting our sponsors and partners by placing their linked logo. After the conference, online proceedings and a conference survey were provided for download.

The number of the unique visitors during the time of the SWD 2005 rose up until more than 5000 visitors a month and then constantly levelled off at 1000 visitors (as at May 2006). Therefore it was essential to keep the page attractive in a way that people would continue visiting it regularly.

To achieve this goal, we had to face the challenge to change an event website into an information portal that addresses Semantic Web professionals. We introduced a news section that is placed on the right side of the site. The intention is, in the first place to inform about news from the REWERSE project and, secondly, to inform on general Semantic Web topics. In that sense we regularly scanned Semantic Web portals and newsletters as well as the emails that were sent around within the REWERSE community. Since TTA joined the W3C Semantic Web Education and Outreach Interest Group (SWEO IG) in March 2007 we could gain much more information especially on standardisation activities. Sometimes interesting press releases reached us that were considered to be worthwhile to add to the news section. Depending on the number of valuable news it was aimed to add at least once a month an article to the list. The selection of the news was mainly done by Dunja Ewinger (TTA) who also maintained the website until the end of November 2007.

Next thing was to introduce an event calendar in the middle of the page. All events are on Semantic Web topics and are directly linked to the event's websites. Furthermore, we promote the RealRules Blogzine run by Gerd Wagner (I1)[5] and REASE, the learning repository for the Semantic Web, run by Jörg Diederich (E&T)[6] by placing their links.

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[4] http://www.semantic-web-days.net. Please see T-D10.
[5] http://oxygen.informatik.tu-cottbus.de/RealRules/
[6] http://rease.semanticweb.org/ubp
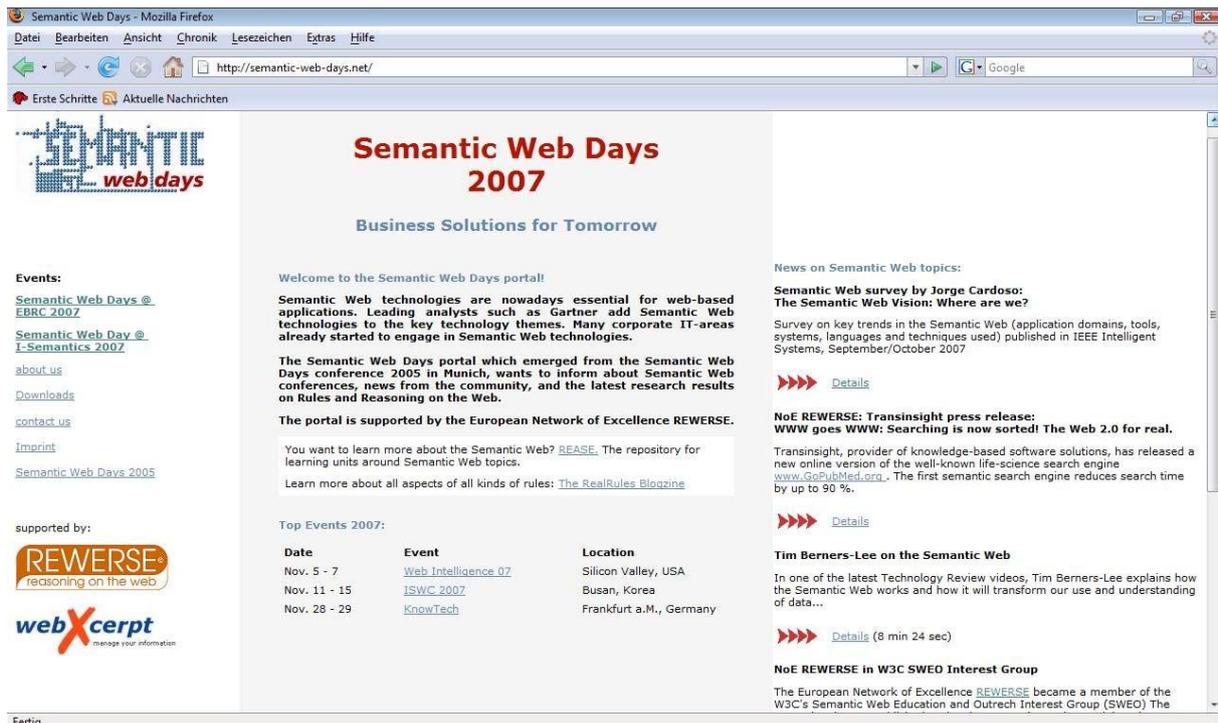
www.semantic-web-days.net

In the navigation bar on the left side a download area gives the opportunity to download every flyer or fact sheet created in REWERSE. Additionally, there is a link to the REWERSE demos. General information about REWERSE, a compressed overview of the SWD 2005, and finally information about the Semantic Web Days at the EBRC 2007 and at the I-Semantics complete the website.

It is difficult to measure whether the described features really attracted visitors[7]. The features were introduced in the first place to promote REWERSE. Another reason to keep the website alive and up-to-date was to use it later as promotion platform for the Semantic Web Days 2007. A link in the navigation bar directly linked to the information on the Semantic Web Days at the EBRC 2007. The page 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 supporters such as the W3C and the Semantic Web School (now known as the Semantic Web Company)

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[7] During the EBRC 2007 the hard disc where the website was hosted, crashed due to a hardware problem and all data was lost irrevocably.
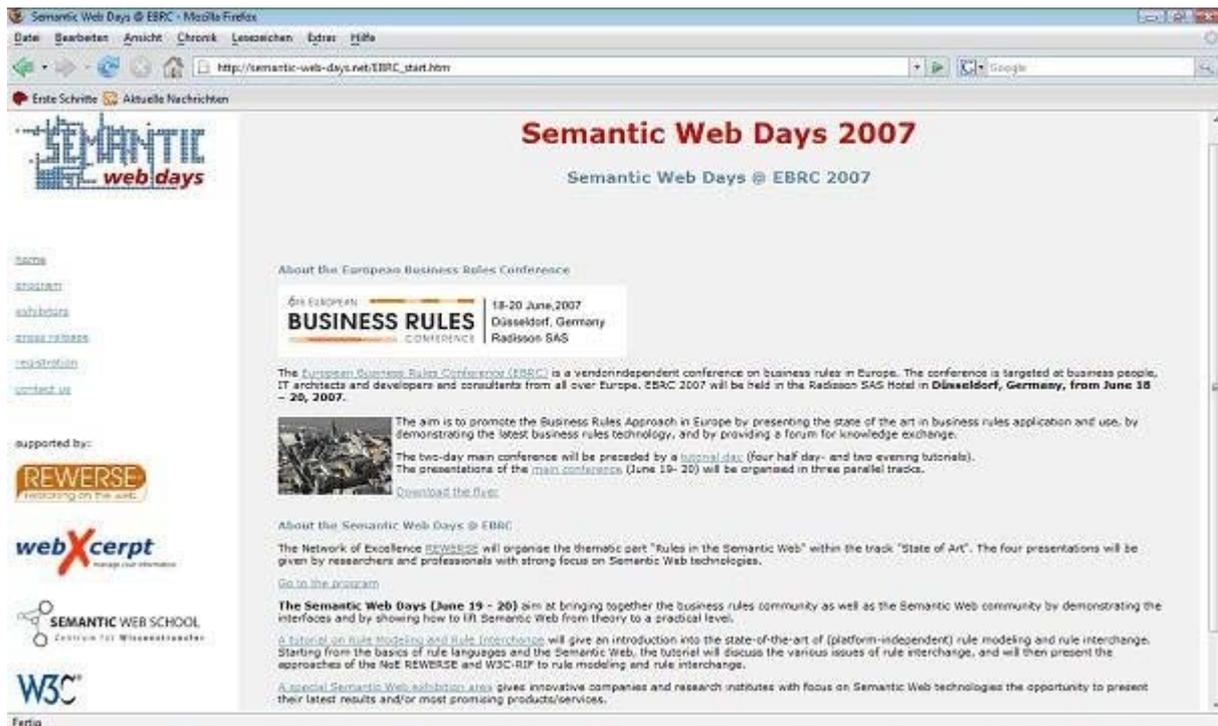
2.2.2. Event announcement

The Semantic Web Days at the EBRC was announced through different communication channels:

Online Advertising

For all promotion activities we worked very closely together with the event organiser of the EBRC, Sdu Publisher. Regarding online-advertising we agreed on putting our logos and a short abstract of both the EBRC and the Semantic Web Days on each other's homepage.

The announcement of the Semantic Web Days at the EBRC was published on several web pages such as rewerse.net, knowledgeboard[8], Semantic Web School[9] or on the website of Ontoprise[10]. Additionally, the conference was registered in several event calendars such as the one from the W3C SWEO[11] (Semantic Web Education and Outreach) Interest Group or the one from MyBusinessCommunities[12].

This time we did not produce a web banner in order to place cost-intensive advertisements on online portals. As described in T-D10 it turned out that the advertising has not really caused dramatic increase in registrations. Consequently, we decided for free-of-costs measures this time.

Newsletter

The Semantic Web Company made an interview with Gerd Wagner (I1) who was going to hold the tutorial at the EBRC. This interview was not only published on the Website of the Semantic

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[8] http://www.knowledgeboard.com
[9] http://www.semantic-web.at
[10] http://www.ontoprise.de
[11] http://esw.w3.org/topic/SweoIG/TaskForces/Conferences. Please note: the page is updated and shows now only events in 2008.
[12]
http://www.fit4service.de/eventdetail.php?PHPSESSID=44f737613dc7806e67d9652e01e61cb8&eventid=1645

Web Company but also in their monthly newsletter[13] in June 2007. Additionally, an interview with Silvie Spreeuwenberg about the EBRC and Business Rules appeared also in this newsletter. The newsletter is sent to 2.300 subscribers in Austria, Germany and Switzerland and the portal attracts about 100.000 unique visitors[14]. In that way, the Semantic Web School promoted at the same time and within two weeks before the actual conference both conferences: the EBRC and the Semantic Web Days.

Additionally, we could place another event announcement in the newsletter of the NoE Knowledge Web.

Flyer

As soon as the program with the keynote, the tutorial, and the presentations was available, an event flyer in form of a call for participation 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 SWD 2007, the flyer was distributed at relevant conferences: The European Semantic Technology Conference (ESTC) which took place in Vienna from May 31 – June 1 and the European Semantic Web Conference (ESWC) which took place in Innsbruck from June 3 – June 7.

Press work

The press was approached in two ways. As part of our agreement with Sdu we committed ourselves to translate their English event announcement into German. In that way, Sdu could better address the German press and increase therefore the awareness for the EBRC in Germany.

The Semantic Web Days and REWERSE have been also mentioned in this press release but the focus was naturally on the EBRC. That's why we decided to produce our own special event announcement[15] with the title "Semantic Web and Business Rules - a marriage?" This article drew the interfaces between the European Business Rules Community and the Semantic Web Community and tried to show that a Semantic Web track could show the benefits for both sides. To cause more interest we included a business case that was described by Thierry Declerck (IP MUSING) who was going to hold a presentation on Business Intelligence, a topic that was considered to be of great interest for the Business Rules Community.

The press release was sent to several press portals such as Open PR, idw, Release net or cordis and was also uploaded on www.semantic-web-days.net. Furthermore, we addressed all our press contacts such as the Computer Zeitung, IX or the Technology Review. But although the journalists of these magazines have been contacted several times personally, no one came to attend the conference. Consequently no press report was published after the event. Possible reasons for that will be drawn in section "Review and retrospect".

Mailings

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. The SWD 2005 was in this respect the perfect opportunity to collect contacts. The contact list got extended through participation at several conferences that took place in 2006 such as the Semantics in Vienna or the "Kongress Semantic Web und Wissenstechnologien", organised by the Computer Graphics Centre (ZGDV) in Darmstadt. After TTA invested considerable time into those activities, about 500 contacts were selected.

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[13] http://www.semantic-web.at/newsletter/nl_11juni_07/
[14] State: April 2007.
[15] http://www.openpr.com/print/21189/Semantic-Web-and-Business-Rules-a-marriage.html

To assure to reach the right target group for each of the Semantic Web Days 2007 we needed to select and to sort the contacts in appropriate categories. The contacts were sorted into industry areas such as automobile, finance, or health care in order to assign them to REWERSE topics. As it is also very important to keep the collected contact details up-to-date, we had as a side effect the chance to get in contact with several companies in order to find the person in charge. The first mailing went out on the 29th of May 2007 which was three weeks before the conference. A reminder was sent out about a week before the actual conference. The invitations were sent by email, because letter invitations have been considered as too expensive. Usually the problem with email-invitation is that solely persons who have previously shown interest in REWERSE and/or the Semantic Web Days are allowed to be contacted by email. The regulation did pose a problem as around 240 concrete industry contacts, that means contacts acquired on a personal level could be filtered out of our contact list.

Since the conference took place in Düsseldorf we contacted the local division of the GI (Society for Computer Science) and asked them to send the conference invitation to their members. Other mailing lists in this respect were: MyBusinessCommunities, the yahoo group Semantic Web, and the W3C deutsch- österreichisches Büro (German-Austrian office).

Conference folder

From the experience of the SWD 2005 we have learned that conference folders are a very useful tool not only for providing information but also for promotion. The folder was to be distributed at the REWERSE stand and consisted of short abstracts of the presentations and the tutorial as well as the keynote, short biographies of the speakers, the press release as mentioned earlier in this chapter, contact information, information about all working groups in REWERSE, and flyers of REWERSE as well as of the learning repository REASE.

2.3.   EVENT ORGANISATION

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

2.3.1.   Program

The program consisted of four presentations, a tutorial, and a keynote.

All presentations were based on invitations. To assure a review process, Gerd Wagner was asked to be the official track leader with the task to organise the review process. The goal of the review process was to provide feedback to the speakers and to foster the quality of the presentations.

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 that was finally not more than a special track within a bigger conference, no program committee or call for paper as used for scientific conferences was necessary. An important goal for the presentations 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. This strategy was proved to be successful during the Semantic Web Days 2005. By having speakers from different areas with different perspectives intensive exchange and interesting discussions could be observed.

Regarding the keynote, Gerd Wagner approached **Benjamin Grosof** who teaches at the MIT Loan School of Management in Boston. The focus was on providing a keynote that would take in the first place the business aspects into account. Benjamin Grosof's presentation focused on "The New Rules of Business: Semantic Web as Disruptive Innovation". He roadmaped the near

future of semantic/declarative/web business rules technology and standards, and its disruptive innovation implications for industry structure and profitability. He delineated several emerging wide sectors of applications and markets for business rules and gave then a strategic analysis of the resulting near future impact of all these developments on the business rules industry.

Gerd Wagner who is coordinator of the REWERSE WG I1 and track leader of the SWD 2007 at the EBRC gave a tutorial on Rule Modelling and Rule Interchange. The main goal of this tutorial was to give an introduction into the state-of-the-art of (platform-independent) rule modelling and rule interchange. Starting from the basics of rule languages and the Semantic Web, the tutorial discussed the various issues of rule interchange, and then presented the approaches of REWERSE and W3C-RIF to rule modelling and rule interchange.

Michael Alvers, CEO of Transinsight GmbH, the spin-off company of the TU Dresden (REWERSE, WG A2), gave a presentation on knowledge-based search. The problem with today's search technologies is that they are often not able to cope with the complexity of certain topics and/or present mostly very long lists of search results that leave it to the user to find the desired answer. Using the example of the biomedical search engine GoPubMed, he demonstrated the intelligence of next-generation search engines that use background knowledge and boost search to a next level of intelligence but outlined as well still remaining problems.

Thierry Declerck, representative of the IP MUSING[16] and one of our closest cooperation partners, gave a presentation on "Semantic Technology for Business Intelligence" which caused a lot of interest among the audience at the EBRC. One of the goals of MUSING is to enhance the technological foundations of knowledge acquisition and reasoning in financial management applications. For this, Thierry Declerck introduced a number of pilot applications and services, defined by the project that will demonstrate and validate next generation (Basel II and beyond) semantic-based Business Intelligence solutions, with particular reference to credit risk management and access to credit for enterprises, especially SMEs.

Paula-Lavinia Pătrânjan, who is industry and standardization coordinator for REWERSE gave together with Axel Polleres (DERI Galway) a talk on "Rule Interchange on the Web". The goal was to provide a snapshot of the current work of the W3C RIF WG towards a format for rules that should enable rules to be exchanged between different rule languages and systems. One of the outcome of this talk was that finding an agreement on a generally accepted interchange format is by no means a trivial task since there are already different understandings of what "rules" are, depending whether you ask e.g. a production-rule vendor or a Semantic-Web researcher.

Daniel Olmedilla (REWERSE, WG I2) presented in his talk the Protune policy framework which has been developed within REWERSE. Protune offers high flexibility for specifying any kind of policy, integrates external systems at the policy level and provides facilities for increasing user awareness, like for example, explanations of the policies in natural language. Since the term "policies" refer to Business Rules this presentation caused also a lot of attention among the audience.

2.3.2. Exhibition

The EBRC always involves an exhibition that gives vendors in the field of Business Rules the opportunity to present their products and services. To see the state of the art of Semantic Web technologies a special Semantic Web exhibition area had been planned this time as well. That gave members of REWERSE who also contributed to the program the chance to demonstrate

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[16] http://www.musing.eu/

real applications of Semantic Web technologies. Particularly for companies it was supposedly attractive to combine their talk with a later demonstration at their stand.

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

As it turned out it was quite hard to acquire potential exhibitors. Two reasons shall be named more in detail. Firstly, as a matter of fact, five Semantic Web conferences including exhibitions were taking place in 2007. Those were the Semantic Technology Conference (May 20 - 24 in San Josè/U.S.), the ESTC (May 31 - June 1, Vienna/Austria), the ESWC (June 3 – June 5, Innsbruck/Austria), the I-Semantics (September 5 - September 7, Graz/Austria), and the ISWC (International Semantic Web Conference, November 11 – 15 in Busan/Korea). For vendors those conferences might have been more promising and therefore more important compared to the EBRC. Considering this, the price of a stand (1.400 €) at the ERBC might have been too high for companies to invest. In the end, three companies and organisations could be won as exhibitors: Ontoprise GmbH, Transinsight GmbH, and the IP MUSING presented by Thierry Declerck from the DFKI (German Institute for Artificial Intelligence).

Exhibitors were mainly promoted with a logo, link, and short description on the website.

2.3.3. Time Line

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

Month	Activity	
December **2006**	Development of an event management strategy (milestones, goal definition, time line, budget planning) Call for presentation Discussion about sponsoring procedure, promotion, and other issues with the event organiser Sdu	
January **2007** February	Development of a PR strategy (press work, promotional work, dissemination) Preparation of databases (industry contacts, press contacts), creation of list of invitations Creation of website (objectives, call for presentation, call for demonstration, date, location, contact) Organization of exhibition (connected with speaker organization)	presentation organization: finding topics and speakers as well as moderators, collecting and reviewing abstracts, collecting biographies Keynote organization: in cooperation with Gerd Wagner (track leader): finding keynote speaker, collecting and reviewing abstract, collecting biography Upload of titles of presentations + short abstracts and biographies to the event website
March	Creation of invitation (call for participation)	

April	Exhibition: Organization of REWERSE stand, collection of demo descriptions from exhibitors	Upload of demo descriptions to the event website
	Placement of event announcements on several online platforms	
	Dissemination: Distribution of SWD flyer at several events (ESWC, ESTC)	
	Distribution of invitations	
	Invitation of selected press people to the EBRC	
May	Event announcement to the press and intensification of promotion measures	
	Conference folder: preparing of material	
	Email reminder for invitation	
June	SW track	

2.4. REVIEW AND RETROSPECT

2.4.1. Participants

According to the participants list, 103 participants attended the EBRC. This number includes exhibitors and speakers as well as representatives of the organising institutions.

The following graphic demonstrates the functions of the participants.
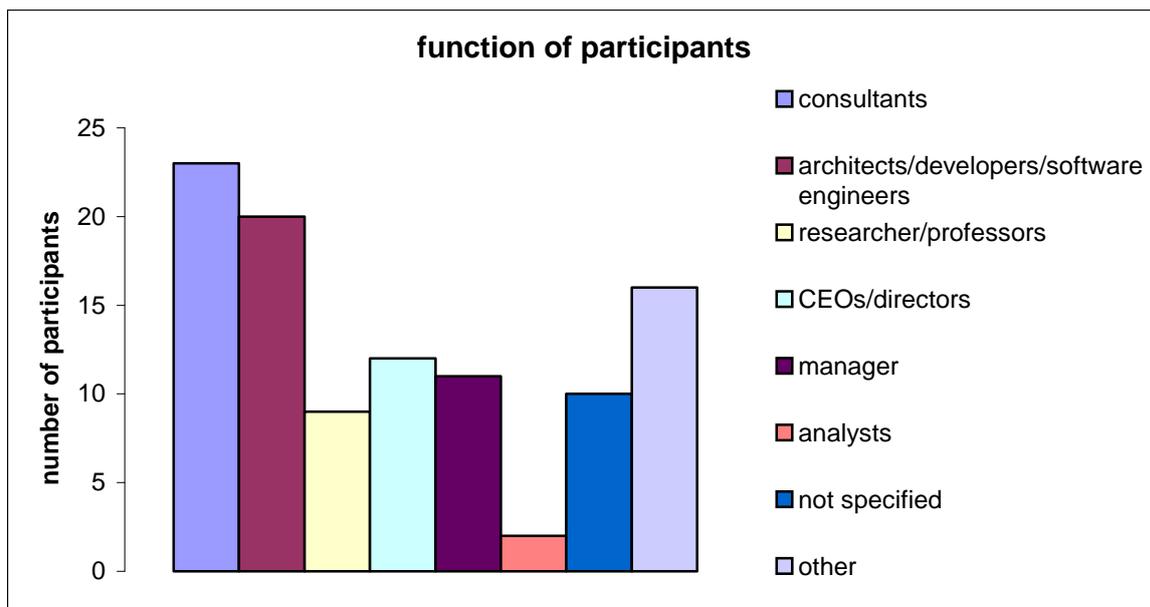

Figure 1: Categorisation of participants into function

When looking at the graphic, one could say that 23 attendees were consultants, most of them in the Business Rules area. 20 people were software architects, developers, or engineers. The

number of CEOs and managers was with 12 and 11 almost equal. Nine attendees stated to be researchers, only two persons were analysts.

There is no official information regarding the origin of the participants. But from personal memory one can say that most participants came from the Netherlands, the UK, and Germany. A possible explaination could be that members of the EBRC team are based either in the Netherlands (LibRT) or in the UK (John Hall). Besides that, most of the former conferences took place either in the UK or in the Netherlands. The fact that the EBRC took place for the first time in Germany might have attracted German Business Rules people.

Only very few of the participants work directly in the Semantic Web area. In fact, one can say that the vast majority of those people were connected with the Semantic Web Days either as a speaker and/or as an exhibitor. The reasons why it was hard, if not even almost impossible to attract more Semantic Web professionals to attend the EBRC will be explained in the following:

1. First of all, it might be an essential fact that in 2007 at least six important Semantic Web conferences took place, four of them alone in Austria and Germany (ESTC; ESWC; I-Semantics, ZGDV Semantic Web Konferenz). Since the community in the German-speaking area is still not that big, it doesn't have to be mentioned that people don't have the time and the resources to attend every conference that could be of interest (please see also section "Exhibtion").

2. The interfaces between the Business Rules community and the Semantic Web community are maybe not yet evident for the SW community. Also the Semantic Web application fields are wide spread and not only limited to Business Rules. Additionally it could be the case that the EBRC is not well-known in Germany since the previous conferences took place in the Netherlands or in the UK.

3. On the one hand, it might be the case that researchers seem to be not very interested in practical applications of their theories because they are not rewarded (in the European system) for those projects. On the other hand, it can be observed that Business Rules vendors are not very open for new solutions either.

2.4.2. Press work

As already mentioned in the section "Promotion activities" the press work was not really successful although all known measures to approach the press have been made. In the following different reasons are given:

1. The press work for the Semantic Web Days in 2005 was among others very successful because we initiated and organised this conference. Besides, REWERSE is a European Network that is lead and managed by the University of Munich (the event took place in the area of Munich) and REWERSE was two years ago considerably "young". Additionally we succeeded to win the "local heroes" such as Siemens (Munich) or Audi (Ingolstadt). All those things gave us more "importance" in the eyes of the press. In contrast the SWD 2007 was in the end not more than a track within a theme that was one out of three of the EBRC. Additionally, the EBRC is quiet unknown in Germany and probably not so interesting for our press contacts who might be specified in Semantic Web topics. Press contacts in the field of Business Rules might have been more fruitful in this respect

2. As already mentioned before several Semantic Web conferences took place this year that might have been more interesting for the press

3. Finally the months May and June were maybe another problem in that sense, because solely in that few weeks 3 Semantic Web conferences took place.

2.4.3. Expectations of the EBRC program committee[17]

The program committee of the EBRC believed that the Semantic Web research goals and the objectives of participants in the Business Rules community have a lot in common. Both try to define a domain in an unambiguous model and want to reason with the knowledge in the model. That is the reason why a Semantic Web track was considered to be a good idea.

It was expected to present the Business Rules community examples of challenging innovations to broaden their horizon. On the other hand, it was expected to that some of the theoretical foundations are presented so that participants could learn that Semantic Web and Business Rules have overlapping goals and can evaluate the added value of the theoretical foundations found in Semantic Web.

The Semantic Web track in general was considered to be very successful, since all presentation received good evaluations.

Despite the fact that the number of participants with Semantic Web background was very low the program committee of the EBRC sees the involvement of Semantic Web topics in the EBRC as a good start and a chance. Consequently, the next EBRC will take place in Munich from June 6 to June 8, 2008 in order to address the German community again. That can be seen as a success of the SWD at the EBRC: due to our engagement the Semantic Web topic might be established in the EBRC and could therefore become sustainable.

It is clear that only by continuing to bring both communities together a valuable exchange platform can be performed. During the EBRC 2007 Thierry Declerck (IP MUSING) and John Hall (Object Management Group, OMG) got to know each other and arranged a meeting in Brussels in order to discuss several ways of cooperation. The IP MUSING might also play a role in the upcoming EBRC.

2.4.4. Participation at the tutorial on Rule Interchange and Rule Modelling[18]

About 25 people attended the tutorial. Moreover, during the conference the tutorial speaker had 23 different IP's accesses on the tutorial web site.

It is assumed that all participants come from the Business Rules area. According to the tutorial speakers, the tutorial was of interest for the Business Rules (BR) Community in order to understand the advances in rule interchange since a standard on rule interchange might have some impact on the main vendors. The topic on rule modelling was also of great interest but since the vendors run their own software they are therefore considered not to really want to perform big changes in their applications.

Evaluating the importance of Semantic Web for the Business Rules community it can be said that at least at the EBRC no discussion to involve Semantic Web in Business Rules had been seen. Most likely, the company participants were more interested on advances in modelling and interchange. This observation aligns with the impression that the poster sessions at the stands were also more about marketing issues than technology.

As a conclusion, one could say that it is hard to "sell" technology to companies. On the other hand, companies are more tailored to their business model and a "change" is always a

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[17] Following information is based on Silvie Spreeuwenberg, CEO of LiBRT and member of the program committee of the EBRC.

[18] Following information are based on the statements of Gerd Wagner and Adrian Giurca, who held the tutorial at the EBRC.

challenge. Consequently the tutorial that was also held at the ESTC that took place shortly before the EBRC caused more interest. This is because the Semantic Web community there was more related to the technology while the Business Rules community at the EBRC is more related to business.

2.4.5. *The Semantic Web exhibition area*

The exhibition was not as successful as one would have wished. While the interest in the Semantic Web presentations has been very high the stands were hardly visited. The exhibition area was located in the same hall as the buffet. The idea to present tools and services during a lunch or coffee break did not work very well.

Reason for the low interest could be:

- Most of the participants at the EBRC were consultants and attended the conference for marketing and/or networking reasons.

- Though 20 persons on the participants list were software developers or alike hardly any discussion between them and Semantic Web "people" could be seen. Maybe this is because Semantic Web is still considered to be an academic topic.

- Lunch or coffee breaks might not be a decent time to present things. A poster session could be more effective in this respect.

3. SEMANTIC WEB DAYS @ I - SEMANTICS 2007

3.1.   PREPARATION PHASE

The second conference in the series of the Semantic Web Days 2007 was the REWERSE contribution to the I-Semantics.

The I-Semantics 2007 (former Semantics) aims at offering a forum of exchange for companies and research institutions that concentrate on semantic technologies. Since 2007, I-Semantics has complemented by I-Know and I-Media under the Triple-I conference series. This extension wanted to take the increasing importance and convergence of knowledge management, new media technologies, and semantic systems into account. The Triple-I took place in Graz, Austria from 5-7 September 2007.

In cooperation with the Semantic Web Company it was planned to organise the Semantic Web Days in form of a reasoning track within the scientific part of the Triple-I. The reason why the track was settled in the scientific part could be simply because REWERSE is considered to be a research network. Furthermore reasoning technologies for the web are still under development and not yet common standard. The Semantic Web Day at the I-Semantics was the first opportunity for REWERSE to specifically represented REWERSE topics in form of a whole track. Over the last one to two years it became obvious that Reasoning on the Web is not anymore only an academic topic but becomes increasingly important for companies. Following abstract was choosen to promote the track:

> "Reasoning languages and deduction systems for the Web are an emerging technology. These technologies will soon represent an essential breakthrough for Web systems and applications. While social software systems have lead to an explosion of the content available on the Web today, reasoning technologies will help to deduce new knowledge, reveal knowledge buried in overwhelming quantities information and provide different views to the information."

The abstract was used among others for the press releases, the website, and the call for participation. This special track did not only concentrate on reasoning technologies, but was

also open to presentations of potential applications. The focus of the Semantic Web Days at I-Semantics lied on Reasoning and Deduction Systems on the (social) Semantic Web.

As for the Semantic Web Days at the EBRC no call for paper had been spread out for the Rreasoning track at I-Semantics either. All presentations were organised on the invited speaker basis. Nevertheless, a track leader (Sacha Berger, LMU München) was choosen to review the abstracts.

The I-Semantics hosted three special tracks. The Reasoning track fell out of the usual procedure the organising committee of the I-Semantics performed regarding call for paper and promotion, because it was our wish to claim the track as the Semantic Web Days 2007. Therefore we organised and promoted the track differently compared to the other special tracks. We promoted the event on the website www.semantic-web-days.net and sent out invitation emails to companys.

Since the Semantic Web Days at the I-Semantics was a reasoning track it seemed to be the perfect opportunity to involve REWERSE researchers. Unfortunately, the yearly summer school "Reasoning Web" that is organised by REWERSE took place at the same time as the Triple-I (3 – 7 September in Dresden/Germany). To ease the contribution of REWERSE researchers the reasoning track was placed on the last day of the Triple-I and the summer school, namely on Friday, September 7th in the hope that some people could travel from Dresden to Graz. Inspite of the fact that this journey would have last about 7 hours without any possibilities to fly it naturally did not help a lot, because most of the researchers were also member of the program committee or were lecturers and had therefore no chance to be available for the I-Semantics.

At this stage the excellent communication flow within REWERSE should be emphasized: to cover certain topics at both the summer school and the I-Semantics, the working groups A2, A3 and I2 prepared also a presentation for the I-Semantics and named a representative. As an example we won in this way Piero Bonatti for the introductory presentation on Semantic Web policies. As this topic was also subject at the summer school, Daniel Olmedilla (L3S) took over this part. More information about the program is described in section "event organisation and program".

3.2. PROMOTION ACTIVITIES

One of the reasons why TTA decided not to organise another stand-alone event such as the Semantic Web Days 2005 was the huge effort of organisational and administrational work that was hardly managable with our very limited man power.

Associated events have the big advantage that the organisational effort is much less than for a stand-alone event. The actual effort depends on the negogiations and agreements with the organisers of the conference the Semantic Web Days are associated with.

The effort for the promotion activities for the Semantic Web Days at the EBRC was relativly high. Two main reasons can be given for that:

1. Semantic Web is a relatively new topic for the Business Rules Community and is often considered as too academic. Therefore, one focus of the promotional work had to address the Business Rules Community especially in Germany to increase the awareness of the importance and the common interfaces of Semantic Web and Business Rules.

2. The EBRC team wanted to increase the awareness of the conference in Germany since the conference was well known mainly in the UK and the Netherlands. Consequently, we addressed the German press and IT-world in the area of and around Düsseldorf.

The case for the I-Semantics was different for following reasons:

1. The conference language was English but since it had taken place in Austria four times in a row the Austrian and the German market were already very well explored regarding promotion activities for attracting visitors for the conference.

2. The I-Semantics is an exchange forum with Semantic Web topics and therefore thematically very close to REWERSE. The conference is very well established within the Semantic Web community and the IT press.

3. The I-Semantics is part of the Triple-I. Three conferences merged into one. That means three organising teams with several years of experience merged as well, which assured a very professional organisation of the Triple-I. Some activities such as the press work in Germany were even outsourced to an agency.

Considering these facts, our effort of promotion activitiesin reference to the Semantic Web Days at the I-Semantics was considerably reduced The Semantic Web Days were promoted on our website and on the website of the I-Semantics. Additionally, we produced an event flyer and disseminated the flyer at the ESTC and ESWC. Finally, we sent an invitaion email to our company contacts.

At the conference itself REWERSE was present with a stand and conference folders that included all available material on REWERSE.

3.3. EVENT ORGANISATION

3.3.1. Program

The program consisted of five presentations that all have been part of the track called "Reasoning and Deduction systems on the (social) Semantic Web".
A brief description of the presentations shall give a better overview of the track:

Piero Bonatti gave an introductory speech on the purpose of Semantic Web Policies for Security and Privacy explaining, among other things, the concept of the Policy Aware Web and central research questions that still have to be answered before a technology gets commercially viable.

Paul Buitelaar from the German Research Center for Artificial Intelligence (DFKI) talked about the general benefits of Semantic Technologies for Business Intelligence Appplications as defined in the IP MUSING, giving an comprehensive insight how the combination of natural-language processing and rule-based systems can enhance knowledge and information management applications.

Fabian Abel (REWERSE-L3S) introduced his latest research results from his project GroupMe! – Capturing Semantics in Social tagging Systems. In his speech he introduced a rule-based approach how to assign, group, and explore user-generated tags within a social-software environment.

Hans-Peter Schnurr from Ontoprise introduced the NeOn Toolkit – An Extensible Ontology Engineering Environment, which is part of the reference implementation of the NeOn architecture and contains plugins for ontology management and visualization. He especially focussed the rule engine for graphical and textual editing and debugging and the mediation features like the graphical mapping editor and the life-interpretation of mappings.

Wernher Behrendt from Salzburg Research gave a closing speech introducing the concept of Knowledge Content Objects – A Basis for Content-Related Reasoning on the Semantic Web. Diving deep into the basics of media semantics and methodological questions of identifying,

extracting, and describing content objects he demonstrated its potential purpose for the automated processing of multimedia content.

Tassilo Pellegrini, organiser of the I-Semantics, was asked for a comment on the Semantic Web Days: "The special track offered its participants a broad variety of access points to the topic of reasoning and deduction systems. Although all speakers are known within the community for their high technological expertise none of the speeches was at a high technological level but rather stressed the practical (and also ethical) aspects of reasoning on the web opening up the field to non-experts and a broader audience."

3.3.2. Time line

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

Month	Activity	
Month	**Activity**	
November **2006**	Discussion with the Semantic Web Company (organiser of the I-Semantics) on a possible REWERSE contribution to the I-Semantics 2007	
February **2007**	Decision to organise a Semantic Web Day at the I-Semantics Definition of the date and the form	
March - June	Development of a PR strategy (press, work, promotional work, dissemination) Creation of a call for presentation Preparation of Databases (industry contacts, press contacts), Creation of list of invitations Setting up of website (objectives, call for presentation, call for demonstration, date, location, contact)	track organisation: in cooperation with the track leader: finding topics, and speakers Dissemination: Distribution of SWD flyer at several events (ESWC, ESTC) Placement of event announcements on several online platforms
July	Sending out of the invitation email to the company contacts	Upload of titles of presentations + short abstracts and biographies to the event website
August	Email reminder for invitation Exhibition: Organization of REWERSE stand in cooperation with Transinsight (spin off of WG A2, TU Dresden)	
September	Conference folder: preparing of material *Semantic Web Days @ I-Semantics* Post processing	

3.4. REVIEW AND RETROSPECT

3.4.1. Triple-I

The Triple-I brought together three communities: the New Media, the Knowledge Management, and the Semantic Web community. The conference was devided into an industrial and a scientific area. Therefore it is almost impossible to orient a conference towards a specific topic but instead it has to be as general as possible. The aim of the conference was consequently to bridge the gaps between the various communities and their technology fields rather than to discuss specific topics - with the exception of the special tracks that were offered within the I-Semantics.

The I-Semantics focused on Semantic technologies, and at least in 2007, in respect of the social aspect of the Semantic Web. That led to the impression that the Semantic Web discussion was seen very much in the Web-2.0 context. An upcoming or already existing trend seemed to be the combination of semantic technologies with Web-2.0 applications. Furthermore Semantic

Wikis were an intensivly discussed issue. Other fields of interest in the field of Semantic Web were applications in Bioinformatics and security aspects such as Semantic Web policies.

To sum up, the Triple-I series identified the needs and the trends in various technology fields that have a lot in common. It can be considered very fruitful to mix those communities. The importance of the conference during the next years could be increased if the organisers would reach more companies and institutions from all over Europe since this year the event was still very much influenced by Austrian companies.

3.4.2. Participants

Altogether 552 particpants attended the Triple-I, 309 registered themselves for the scientific track, in which the Semantic Web Days took place. This number includes exhibitors and speakers as well as representatives of the organising institutions.

Unfortunately, it is neither possible to divide the number of participants into the various communities nor into their positions because we have not received official data to analyse. From personal memory the majority of the participants belonged to the Knowledge Management community. This can be explained by the fact that the Know Center (which is located in Graz) organised this year the 7th conference on Knowledge Management and is therefore well-known and established within the community especially in this area. However, only a few particpants seemed to belong to the New Media community, maybe because of the fact that the I-Media took place this year for the first time and had not yet the chance to be well-known.

3.4.3. Assessment of SWD @ I-Semantics

The Semantic Web Days took place in form of a special track on Reasoning and Deduction systems on the (social) Semantic Web. For the first time since the REWERSE project started we could specifically promote reasoning topics such as Rule Modeling and Interchange or Semantic Web policies. While Rule Modeling and Interchange was the main subject at the SWD @ EBRC, Semantic Web policies played an important role at the SWD @ I-Semantics.

Piero Bonatti who gave the introductary talk, attracted with this topic more than 35 participants. After the talk he was even asked to play an important role in the organisation of the upcoming I-Semantics regarding Semantic Web policies.

At the conference it became obvious that especially the issue of Semantic Web policies causes a lot of interest. But in reference to what Piero Bonatti said it will still need another year until this technology becomes commercially viable. The same applies more or less for the Rule Modeling and Interchange issue. This shows that both topics are of great interest for industry and it is more than worthwhile to continue promoting these topics and presenting their state of the art at industry-oriented events.

3.4.4. REWERSE and the Reasoning topic

Among the exhibitors one could observe that almost none of the companies ever heard of REWERSE. That is because most were Knowledge Management companies. Talking to Semantic Web related exhibitors or participants one could see that REWERSE is well-known and its` seriousness is very much apprecciated. In general one could say that the topics within REWERSE gain more and more importance also for industry which was not observable in the beginning of the project four years ago.

4. CONCLUSION

4.1. 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.

- The SWDs 2007 have been very successful in the way that all defined goals have been achieved:
  - ⇨ pushing of the I- WGs topics
  - ⇨ increasing awareness of REWERSE
  - ⇨ fostering cooperations, contacts, sustainale issues
  - ⇨ approaching/addressing of several communities at a European level

- The experience from the Semantic Web Days 2007 showed that especially the topics Rule Modeling/Rule Interchange and Semantic Web policies gain more and more importance for companies. In general one could observe that reasoning topics gained more importance over the years and consequently increasingly better possibilities open themselves up to present REWERSE work also in the future.

- At the current stage of REWERSE events are the best possibility to develop cooperation projects especially between REWERSE WGs and companies or other institutions. Exchange platforms such as given at the EBRC and I-Semantics are an excellent opportunity to bring research and industry together. The people who attend these events want to get informed about new technologies, trends etc. and expect to meet other people to talk to. Contrary to this it is much more difficult for instance to contact directly companies and try to make an appointment in order to present REWERSE technologies. This often involves a negative "technology selling" character.

- Exhibtion stands at conferences are not always the best way to promote the network. Experience showed that the costs are relativly high but the interest is relativly low. Much more effective are talks and presentations and, of course, tutorials given by REWERSE researchers as well as the discussions that raised during or after these presentations. Networking in general is something that should not be underestimated at conferences.

4.2. CONCLUDING REMARKS

The Semantic Web Days 2007 were organised by the TTA working group with involvement from several other working groups 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 presentations and tutorials
- as exhibitors presenting at the REWERSE stand
- as supporters of dissemination activities

Through their involvement as listed above and in particular through their presence at the events themselves, REWERSE members had a promising perspective for cooperation projects. The SWDs 2007 offered a lot of networking possibilities between company representatives and researchers.

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. Additionally, their presence at the SWDs, offered them the possibility to get feedback from professionals and to get insight into needs, current projects, and products of professionals

Of course, one needs to keep in mind that not always cooperations are formed from exchanges between companies and researchers. Whether a cooperation can be formed always depends as well on the available time of the researcher, the effort to be invested, and the prospective gain for both parties. Sometimes a contact can be collected and at some later point revived for cooperations.

All in all, it can be concluded that the strategy to organise the Semantic Web Days 2007 as associated events to European conferences rather than another stand-alone-event was justified by the results of the events.