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EUROPEAN DATA FORUM CAMPAIGN CONCEPT

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European Data Forum 2012 Campaign Concept

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Abstract: This paper describes the promotional campaign for the European Data Forum 2012 (EDF2012) that is taking place June 6-7, 2012 in Copenhagen, Denmark. It will describe the target audience, the channels used for the campaign, the campaign and its schedule and how the means will be evaluated.

Initiated by the European Commission¹, the FP7 ICT programme² projects IKS³, LATC⁴, LOD2⁵ and PlanetData⁶ and in co-operation with the Semantic Technology Institute International (STI2)⁷, the European Data Forum 2012 (EDF2012) is taking place on June 6 - 7, 2012 at the Copenhagen Business School (CBS) in Denmark. It is a meeting place for industry, research, policy-makers and community initiatives to discuss the challenges of Big Data and the emerging Data Economy, as well as to develop suitable action plans for addressing these challenges.

Promoting such an event needs thorough planning. In the following we will describe such a campaign concept for the European Data Forum 2012. We first will identify the target audience and topic of the event (section Target audience) to be able to select the most

¹ <http://ec.europa.eu/>

² <http://cordis.europa.eu/fp7/ict/>

³ <http://www.iks-project.eu/>

⁴ <http://latc-project.eu/>

⁵ <http://lod2.eu/>

⁶ <http://www.planet-data.eu/>

⁷ <http://www.sti2.org/>

appropriate channels through which target groups can be engaged (section Channels for campaign communication). The campaign and the actions related to the campaign are shortly described in the section The Campaign. At last ways to measure the impact of the campaign are collected (section Measuring the impact).

We want to thank Martin Kaltenböck (Semantic Web Company) for his very professional and inspiring work in setting up this campaign for the EDF2012 and promoting the event.

Target audience

In the first section of this document, the target groups relevant for the European Data Forum will be established. This information is crucial in the future campaign to better identify channels for distributing our press releases, to engage with and deepen the contact to interested parties.

The focus of the European Data Forum was set up and is described as follows:

The European Data Forum is a meeting place to discuss the challenges of Big Data and the emerging Data Economy and to develop suitable action plans for addressing these challenges. The topics range from novel data-driven business models (e.g. data clearing houses), over technology innovations (e.g. Linked Data Web) to societal aspects (e.g. open governmental data as well as data privacy and security).

The main target groups of the European Data Forum are especially Small and Medium-sized Enterprises (SMEs) that are driving innovation and competition in many knowledge and data-driven economic sectors, but also larger enterprises, R&Ds, academia, public administration (keyword “eGovernment”), and IT vendors as well as on non-profit and non-governmental organizations and the Open Data community.

These groups as specified by the organizational partners also include interested parties in funding for information management, semantic web, knowledge management and multimedia. Specifically, the event should target the projects (and not funded proposals) of the European Commission’s work programme call “*SME initiative on Digital content and Languages*”, regional interested audience from Denmark, (South-) Sweden and Norway.

The topic selection of the European Data Forum is interesting for IT architects, decision makers (like CIOs, CTO), technicians, developers, hackers, project developers, persons working in the area of knowledge management (division), external and internal communications (incl. intranet, market intelligence), data warehouse, innovation and research.

Channels for campaign communication

After the specification of the target audience in the previous section, the next step is to select appropriate channels to promote the European Data Forum. We have identified following channels that should be used to disseminate and promote the EDF2012:

- Web site
- Viral marketing channels:
 - News section
 - RSS feed
 - Facebook
 - Google+
 - LinkedIn
 - Twitter
 - Channels of organizing partners (including word-of-mouth)
 - Mailing lists (internal, projects, etc.)
- Internal communications channels of the organizational partners:
 - Internal Mailing list
 - Etherpad
 - Wiki

The channels and their intended use will be described further on the following pages.

Web site

The central channel for communication of the European Data Forum is the Web site that is available at <http://www.data-forum.eu>. The Web site holds all static information on the events and is structured as follows.

Home page

The home page (see Figure 1) holds a short description about the event and logos of all organizing partners.

About

The About section of the Web site describes the goal and the objectives of the European Data Forum, lists the organizers, the organizing partners, and the sponsors of the event. It also provides links to all Web 2.0 channels where the EDF2012 can be found and offers a press area where press releases (in different languages), logo, press photo and press clippings can be found.

Location

The Location section gives more details on the venue of the event – the Copenhagen Business School (CBS) -, on Copenhagen itself and provides information on accommodations and on travel.

Important dates

All information on important dates is listed in this section.

Program

The Program section of the EDF2012 Web site holds the program of the European Data Forum - main program and side sessions. Additionally this section provides all information on keynotes and invited speakers (including details on their name, affiliation, keynote title, abstract, and photo), the selected presentations, and the projects that are participating in the call by the European Commission on SME initiatives.

The side sessions “Hackathon” and “Realising and exploiting the EU data cloud” also have their own pages where all details on these events can be found.

Join in

The Join in section of the EDF2012 Web site offers the registration form, the call for participation that provides details on the topic of paper submission, but also holds information on sponsorships, the guidelines for financial travel support as well as contact information.



Figure 1 - The Web site of the EDF2012

Viral marketing channels

Viral marketing⁸ channels cover news and RSS feeds, social media networks such as Twitter, Facebook, Google+, LinkedIn, YouTube, Videlectures and Slideshare but also different mailing lists and communities that are strongly related to the topics of the European Data Forum. All these channels are exploited by our campaign and will be described in the following.

⁸ „Viral marketing, viral advertising, or marketing buzz are buzzwords referring to marketing techniques that use pre-existing social networks to produce increases in brand awareness or to achieve other marketing objectives (such as product sales) through self-replicating viral processes, analogous to the spread of viruses or computer viruses (cf. memes and memetics).“ - http://en.wikipedia.org/wiki/Viral_marketing

News

The News section is the central piece for active communication and extends the Web site with an dynamic aspect. News items cover topics as new speaker(s), updates on the event program, call for presentations, deadlines and any other news related to the European Data Forum.

RSS feed

The contents of the news are also provided as RSS feed⁹ and are automatically send to other

Figure 2 - The EDF2012 Twitter page

channels like Facebook, Twitter or LinkedIn (more on these in section Viral marketing channels).

Twitter

Twitter is a very popular social networking and micro blogging service, and allows a very easy way to get in contact with people. Its use as a marketing tool has grown and proof for this is not only the new service “Twitter for Businesses”¹⁰. To use such a tool makes a lot of sense also for conferences and other events as it has a word-of-mouth character to it – people can easily spread news by re-tweeting.

⁹ <http://www.data-forum.eu/rss.xml>

¹⁰ <http://business.twitter.com/>



For the European Data Forum a Twitter account was created and is available at <https://twitter.com/#!/EUDataForum>. To make the most use of it, updates on a regularly basis are necessary. Additionally, all news items from the Web site can be automatically posted to the Twitter stream of the event.

Facebook

Another very powerful tool for viral marketing is Facebook. For this purpose we have set up a Facebook page for the European Data Forum at <http://www.facebook.com/EuropeanDataForum>. The page is automatically filled with the news from the Web site via RSS.

Google+

Google+ is the very new social network of Google with similar features as Facebook. It is under development and each week new features are integrated. Still, there is no possibility to automatically add content to a page via RSS or Twitter. We have created a Google+ page for EDF2012 at <https://plus.google.com/103813901923608956761> that is manually filled with news and content.

LinkedIn

LinkedIn is the leading business-oriented social networking site. It is an ideal place to present a company or oneself to the professional public, and offers a number of social media tools to promote products, companies or events.

The European Data Forum 2012 can be found on LinkedIn at

<http://www.linkedin.com/groups/European-Data-Forum-4356346>. News from the Web site are automatically posted to this group and members of the group can engage in discussions.

YouTube

YouTube is one of the most used video-sharing platforms on the Web and allows an easy way to upload and share videos (e.g. through embedding the videos in the Web site). The

YouTube channel of the European Data Forum is available at

<http://www.youtube.com/user/EuropeanDataFourm>. Movies and video snippets of the event are posted there.

Videolectures

Videolectures.net is a free and open access educational video lectures repository dedicated at promoting science, exchanging ideas and fostering knowledge sharing by providing high quality didactic contents not only to the scientific community but also to the general public.

All videos available on the platform not only include the video but also the corresponding slideset.

All Videolectures of the European Data Forum 2012 will be available at

http://videolectures.net/dataforum2012_copenhagen/.

Slideshare

Slideshare is a social platform for sharing presentations, documents, PDFs, videos and webinars. It offers features as textual content extraction, embedding of presentations, and social media sharing. All presentations of the European Data Forum 2012 are available at

<http://www.slideshare.net/EUDataForum>.

Mailing lists

Mailing lists that are relevant for the promotion of the European Data Forum and that are intensely use to promote the event are:

- W3C chairs: chairs@w3.org
- W3C public GLD WG: public-gld-wg@w3.org
- W3C LOD: public-lod@w3.org
- W3C eGov IG: public-egov-ig@w3.org
- W3C Semantic News: public-semnews@w3.org
- W3C Semantic Web: semantic-web@w3.org

- Database community: dbworld@cs.wisc.edu
- Software Engineering community: seworld@listserv.acm.org
- Information Systems community: is-world@aisnet.org
- Information Retrieval community: IRList@lists.shef.ac.uk
- STI International Community: community@sti2.org
- STI International Board: board@sti2.org
- STI International Members: members@sti2.org
- OKFN EU Open Data: euopendata@lists.okfn.org

Classical channels and channels of partners

Besides the already mentioned viral marketing channels and the Web site, the channels each organizing partner is related to are a very important factor in the marketing campaign of the European Data Forum. These channels include different classical channels like local/national press agencies, projects and co-operations as well as viral marketing channels and Google Adwords.

Google Adwords

In order to increase the reach, we used a Google Adwords campaign to place the following small add in conjunction with keyword searches and related Web content:

European Data Forum 2012
Meet the Data Business community!
June 6-7, 2012, Copenhagen Denmark
data-forum.eu

Keywords:

Big data, data integration, data licensing, data management,
data privacy, data security, data web, database, internet business
forum, linked data, ontologies, owl, provenance, rdbms, rdf, semantic
web, small business forum, sparql, xml, European Commission, SME, data
pooling, hackathon, open data

The text add was displayed 2.798.763 times, resulting in 3320 clicks and approx. 300 Euro costs.

Channels of partners

In the following, all channels of the organizing partners are listed.

European Commision

- Mailing list of respective DG
- Mailing list of SME Call funded and not funded organizations
- EC Web site

LATC

- Website: <http://latc-project.eu/>
- Twitter: <http://twitter.com/latcproject>

LOD2

- Website: <http://lod2.eu>
- Public Mailing List: <http://lists.okfn.org/mailman/listinfo/lod2>
- Slideshare: <http://www.slideshare.net/lod2project>
- Blog: <http://blog.lod2.eu>
- Twitter: <https://twitter.com/#!/lod2project>
- Flickr: <http://www.flickr.com/photos/lod2/>
- PLUS: channels of 15 Partners of LOD2 spread across Europe & Korea (KAIST), see: <http://lod2.eu/WikiArticle/Consortium.html>

PlanetData

- Website: <http://planet-data.eu>
- News: <http://planet-data.eu/news/>
- Public Mailing List: <https://lists.sti2.at/mailman/listinfo/planetdata>
- Slideshare: http://www.slideshare.net/STI_PlanetData
- Twitter: http://twitter.com/PlanetData_NoE
- Facebook: <http://www.facebook.com/pages/Planet-Data/>
- Videlectures: <http://videlectures.net/planetdata/>

STI International

- Website: <http://sti2.org>
- News: <http://sti2.org/news/>
- Community Mailing List: <http://lists.sti2.org/pipermail/community/>
- Slideshare: http://www.slideshare.net/STI_International
- Twitter: <http://www.twitter.com/sti2>
- Facebook: <http://www.facebook.com/pages/Semantic-Technology-Institute-International/>
- Google+: <http://plus.google.com/113671443303514151965>
- LinkedIn: http://www.linkedin.com/company/sti-international_2
- XING: <http://www.xing.com/companies/stiinternational/>

IKS Community

- Website: <http://www.iks-project.eu>
- IKS Community Mailing List <iks-community@iks-project.eu>
- IKS Press Release: <http://www.iks-project.eu/news-and-events/press-releases>
- IKS Project News: <http://www.iks-project.eu/projects/news>
- IKS Twitter: https://twitter.com/#!/iks_project

The Campaign

The campaign started with a “Save the date” announcement through the established channels and will cover two (possibly three) press releases over the preparation time of the European Data Forum.

An overview of the planned action in the PR campaign can be seen in the list below.

- Week 2.-6.4. 2012:
 - Speaker announcement: Nigel Shadbolt (done),
 - Topic announcement: Wikidata,
 - EDF2012 announcement: EU Data Cloud,
 - Additional activities: EC mailing list announcements
- Week 9.-13.4. 2012:
 - Speaker announcement: Andreas Both
 - 1st press release finalized
 - Side tracks announcement: EU Data Cloud, Hackathon
- Week 16.-20.4.2012:
 - Speaker announcement: Rufus Pollock,
 - 1st press release distribution
 - Announcement of invited speakers
- Week 4.-8.6.2012: EVENT

On site promotion activities

Additionally to the promotion before the European Data Forum, on site activities to strengthen the impression of the event are planned.

Conference Bags

Each participant of the European Data Forum 2012 will get a conference bag (with EDF logo print) that contains a detailed program of the event, project flyers, on site information material as city map of Copenhagen, CBS campus map, and CBS fact sheet and (maybe) a EDF2012 branded USB stick.

Video material from the European Data Forum

A very important aspect that is relevant for the EDF2012 is the video material of the event.

Videlectures.NET¹¹ records all presentations and talks during the EDF2012.

VideoLectures.NET is a free and open access educational video lectures repository. All videos are accompanied by slides, and can easily be shared through different social media channels, can be commented and rated.

¹¹ <http://videlectures.net/>

A very broad media coverage of the EDF2012 is achieved by videos taken at the event that include interviews with the keynote speakers, European Commission representatives and the organizers, as well as impressions from the event and short captures of participants at the event. This service will be provided by DROBE¹², a Copenhagen based online media agency. DROBE will also provide short video clips introducing the program and the keynote speakers of the two conference days that will be shown on video walls (or TVs) during the EDF event.

All video materials of the EDF2012 event are made available on YouTube and the Web site. The video material might also be used for press releases of future European Data Forums.

Measuring the impact

The impact of the campaign for the European Data Forum 2012 can be measured in different dimensions. The number of participants that attended the event is the main indicator how successful the promotion was. But also other vertices, especially in relation to the channels used for promotion, are relevant when talking about impact.

Following criteria are monitored to measure the success of the promotional campaign for the EDF2012:

- Number of registrations
- Number of travel support request
- Number of paper/demo/poster submissions
- Web site statistics
- Twitter statistics
- Number of Tweets
- Followers
- Hashtag #edf2012 mentioned
- Twitter account @EUDataForum mentioned
- LinkedIn group
- Number group member
- Number discussion
- Facebook likes
- Google +1s

EDF 2012 in numbers

¹² <http://www.drobe.dk/>

The European Data Forum had 219 registrations (online and on-site). Out of these, 10 persons canceled their registration and 54 persons didn't show up at the event. There were a total number of 155 attendees at the two days of the event. This lies over the expected rate of 30% to 35% not attending at a conference without any fee.

There were 41 submissions for presentations of which 11 were selected to give a presentation at the EDF2012. The program was completed by 4 keynote and 4 invited talks (two of these by Danish representatives).

Table 1 - General Statistics of EDF2012

Date	Number of news on data-forum.eu	Number of registrations	Number of requests for travel support (and amount requested)	Page impressions of data-forum.eu (unique visitors, since Feb 2012)
30-Mar-2012	1	16		1980
5-Apr-2012	2	23		2746
13-Apr-2012	3	37	6 (1.480€)	3042
23-Apr-2012	4	57	7 (1.730€)	3672
30-Apr-2012	5	68	7 (2.080€)	4479
8-May-2012	6	81	7 (2.080€)	5099
15-May-2012	6	126	13 (4.570€)	6628
23-May-2012	7	145	15 (5.210€)	8676
29-May-2012	9	175	17 (6.010€)	10445
7-Jun-2012	10	219	17 (6.010€)	19764

Table 2 - Twitter statistics

Date	Tweets by EUDataForum	Twitter followers	#edf2012 mentioned	Twitter account @EUDataForum mentioned
30-Mar-2012	6	36	24	20
5-Apr-2012	9	40	24	28
13-Apr-2012	18	53	24	40
23-Apr-2012	21	53	38	52
30-Apr-2012	23	53	38	54

8-May-2012	24	58	38	56
15-May-2012	24	62	83	57
23-May-2012	28	67	109	63
29-May-2012	33	70	158	65
7-Jun-2012	55	93	276	78

Table 3 - LinkedIn group, Facebook page and Google+ page statistics

Date	LinkedIn number of group members	LinkedIn number of discussions	Facebook page likes	Google+ page number of +1
30-Mar-2012	86	2	21	19
5-Apr-2012	95	3	26	21
13-Apr-2012	97	3	26	21
23-Apr-2012	105	3	28	22
30-Apr-2012	108	5	30	28
8-May-2012	115	6	31	29
15-May-2012	116	6	33	32
23-May-2012	120	7	39	33
29-May-2012	122	9	41	47
7-Jun-2012	126	10	49	54

Appendix

Press release – Pre event

The pre event press release in different languages is also available at <http://www.data-forum.eu/about/press-area>.

English Language

European Data Forum 2012 – The New Meeting Point for the European Data Economy!

The European Data Forum 2012 (EDF2012) – taking place on 6-7 June 2012 at the Copenhagen Business School (CBS), Denmark – is a meeting place for industry, research, policy-makers and community initiatives to discuss the challenges of Big Data and the emerging Data Economy, as well as to develop suitable action plans for addressing these challenges.

On 6-7th June 2012 in Copenhagen, Denmark, for the first time ever, the brand-new forum for the European data economy will be launched, discussing issues along the data value chain, open data and big data! Organised by the European Commission and four

partially EU-funded projects, the European Data Forum 2012 will be established as an annual conference discussing relevant data topics for the future!

Small and Medium-sized Enterprises (SMEs) will be of particular focus within the EDF2012, as they are driving innovation and competition in many data-driven economic sectors. Topics discussed at the European Data Forum range from novel, data-driven business models (e.g. data clearing houses), to technological innovations (e.g. Linked Data Web) and societal aspects (e.g. open government data as well as data privacy and security).

EDF2012 Facts

What: European Data Forum 2012 (EDF2012)

Where: Copenhagen Business School(CBS), <http://www.cbs.dk/>, Copenhagen, DK

When: June 6 to June 7, 2012

More Information: <http://www.data-forum.eu/>

Registration (EDF2012 is free of charge): <http://www.data-forum.eu/registration>

Twitter: <https://twitter.com/#!/EUDataForum> , Hashtag: #EDF2012

Press Area: <http://www.data-forum.eu/about/press-area>

Programme and Call for Participation

The programme of the two day conference is currently in the process of being finalised, but the conference team (<http://www.data-forum.eu/about/organizers>) is nevertheless happy to announce the following keynote speakers who have already been confirmed: Andreas Both, Head of Research at Unister, Nigel Shadbolt, University of Southampton and Rufus Pollock, Open Knowledge Foundation. You can find more information and details about the programme at: <http://www.data-forum.eu/program>. Information about the EDF2012 keynote speakers can be found at: <http://www.data-forum.eu/program/keynotes>.

Aside from the aforementioned keynote speakers, there will be special sessions with guest speakers and talks by presenters who will be selected through the 'Call for Participation'. Furthermore, a Kick-off session of FP7 SME Call Projects will take place, as well as the Workprogramme 2013. Additionally, Khalil Rouhana, of the European Commission, will be presenting opportunities for SMEs.

The peak of the EDF2012 programme is the conference dinner with keynote speakers planned for the evening of June 6th in the area of the famous Copenhagen Tivoli. The proceedings of the EDF2012 will be published at CEUR-WS.org.

If you are interested in participating as a guest speaker for the EDF2012, please read the Call for Participation (<http://www.data-forum.eu/join/call-participation>) and submit your presentation proposal no later than the 15th of May, 2012: <http://www.data-forum.eu/registration> - Please note: 15th of May 2012, 10.00pm CET is the deadline for submission of your proposal for a presentation!

EDF2012 Side Events: EDF2012 Hackathon and EU Data Cloud

Aside from the main conference programmes including several keynote speakers and presentations on data relevant topics, the following two secondary events will take place at the EDF2012:

EDF2012 Hackathon (<http://www.data-forum.eu/program/hackathon>)

When: June 6, from 3.30 to 06.00pm CET and June 7, from 09.00am to 03.00pm CET
Scope: 30 to 50 participantsFocus: "Integrating Linked Open Data into Business Content Management"

Audience: Senior Developers, Software Architects looking for ways to make use of web-based data resources and linking them into their customer business solutions.

Remark: Main results of this Hackathon will be presented in the course of the closing session of EDF2012.

Realising and exploiting the EU Data Cloud (<http://www.data-forum.eu/program/eu-data-cloud>)

When: June 6, from 3:30pm to 6pm.

What: We especially encourage representatives of EU institutions, such as Eurostat, Publications Office of the European Union, etc. to join us.Focus: In this session, we will explain the opportunities and vision of the EU data cloud, as well as demonstrate tools that enable participation in this exciting data space.

Registration - Travel Support - Sponsoring

Registration and participation in the European Data Forum 2012 is free of charge:

<http://www.data-forum.eu/registration>

There is also an opportunity (limited number) for financial travel support - please see respective guidelines here: <http://www.data-forum.eu/registration/guidelines-financial-travel-support>

If you are interested in positioning your organisation at the European Data Forum 2012, please note the Sponsor Information at: <http://www.data-forum.eu/join/sponsor-information>

EDF is based on a cross-project cooperation of LATC (Linked Open Data Around-the-Clock, <http://latc-project.eu/>), LOD2 (Creating Knowledge out of Interlinked Data, <http://lod2.eu/>), IKS (Interactive Knowledge Stack, <http://www.iks-project.eu/>), and PlanetData (<http://planet-data.eu/>). It is supported by the European Commission and brought to you by STI International (<http://www.sti2.org/>).

The EDF2012 conference team is looking forward to meeting you in Copenhagen in June!

EDF 2012 Press Contacts

EDF2012 Dissemination Chair

Martin Kaltenböck, Semantic Web Company, Austria Email: m.kaltenboeck@semantic-web.at

Local Dissemination Chair, Copenhagen

Rasmus Ulslev Pedersen, Copenhagen Business School, Denmark Email: rup.itm@cbs.dk

EDF2012 Press Area: <http://www.data-forum.eu/about/press-area>

German Language

European Data Forum 2012 – der neue Treffpunkt der europäischen Datenwirtschaft!

Das European Data Forum 2012 (EDF2012) findet am 6.-7. Juni 2012 an der Copenhagen Business School (CBS) in Kopenhagen, Dänemark statt, und ist ein Treffpunkt für

Vertreter und Entscheidungsträger aus Industrie, Forschung und Community Initiativen, um die Herausforderungen von „Big Data“ und der soeben entstehenden „Data Economy“ zu diskutieren, sowie geeignete Maßnahmen und Aktivitäten zu entwickeln, um den hierbei auftretenden Herausforderungen gerecht zu werden.

Zum ersten Mal findet heuer am 6.-7. Juni 2012 das Forum für die europäische Data Economy (Datenwirtschaft) in Kopenhagen, Dänemark statt. Es werden Themen aus den Bereichen Data Value Chain (Daten Wertschöpfungskette), Open (Government) Data (Offene Regierungsdaten) und Big Data diskutiert und analysiert. Organisiert von der Europäischen Kommission und vier, teilweise EU-finanzierten, europäischen F&E Projekten, wird das European Data Forum im Jahr 2012 als jährlich stattfindende Tagung ins Leben gerufen, um Daten-relevante Aspekte der Zukunft zu diskutieren.

Das Hauptaugenmerk des EDF2012 liegt speziell auf Kleinen und Mittleren Unternehmen (KMUs), da diese die Innovationen und den Wettbewerb in vielen daten-relevanten Wirtschaftsbereichen vorantreiben. Themen, welche auf dem European Data Forum diskutiert werden reichen von neuartigen, daten-getriebenen Geschäftsmodellen (z. B. data clearing), über technologische Innovationen (z.B. Linked Data Web) bis hin zu gesellschaftlichen Aspekten (z. B. Open Government Data, Datenschutz und Datensicherheit).

EDF2012 Fakten

Was: European Data Forum 2012 (EDF2012)

Wo: Copenhagen Business School(CBS), <http://www.cbs.dk/>, Kopenhagen, DK

Wann: 6. – 7. Juni, 2012

Mehr Informationen: <http://www.data-forum.eu/Andmeldung> (die Teilnahme am EDF2012 ist kostenlos): <http://www.data-forum.eu/registration>

Twitter: <https://twitter.com/#!/EUDataForum> , Hashtag: #EDF2012

Pressebereich: <http://www.data-forum.eu/about/press-area>

Das Programm - Aufruf zur Teilnahme

Das endgültige Programm der zweitägigen Konferenz befindet sich noch in der finalen Planungsphase. Nichtsdestotrotz freut sich das Organisationsteam (<http://www.data-forum.eu/about/organizers>) bereits jetzt, die folgenden Keynote Speaker ankündigen zu können: Andreas Both, Unister, Nigel Shadbolt, University of Southampton und Rufus Pollock, Open Knowledge Foundation. Mehr Informationen und Details zum Programm sind unter <http://www.data-forum.eu/program> zu finden. Detaillierte Informationen zu den Keynotes gibt es hier: <http://www.data-forum.eu/program/keynotes>

Abgesehen von den oben genannten Hauptrednern wird es Sessions mit eingeladenen Referenten und Vorträge von GastsprecherInnen geben, welche aus einem Pool der BewerberInnen ausgewählt werden. Darüberhinaus findet die Auftaktveranstaltung der im 7. Rahmenprogramm geförderten KMU Projekte (SME Call) sowie des Arbeitsprogramms 2013 statt. Hier wird Khali Rouhana von der Europäischen Kommission die konkreten Möglichkeiten und Vorteile für KMUs aufzeigen.

Einer der Höhepunkte des EDF2012 Programms ist das Tagung-Dinner mit Keynote Speakern, welches für den Abend des 6. Juni im Areal des berühmten Kopenhagener Tivolis geplant ist. Der Tagungsbericht (EDF2012 Proceedings) des EDF2012 wird auf CEUR-WS.org veröffentlicht.

Wenn Sie an einer Teilnahme als Vortragende/r im Rahmen der EDF2012 interessiert sind, lesen Sie bitte den „Call for Participation“ (<http://www.data-forum.eu/join/call-participation>) und reichen Sie Ihren Vortrag bis spätestens 15. Mai 2012 hier ein

<http://www.data-forum.eu/registration> - Zu beachten: Die Deadline für Ihre Präsentationsbewerbung ist der 15. Mai 2012, 22:00 Uhr!

EDF2012 Side Events: EDF2012 Hackathon und EU Data Cloud

Begleitend zum Hauptprogramm finden die folgenden zwei Nebenveranstaltungen während des EDF2012 statt:

EDF2012 Hackathon (<http://www.data-forum.eu/program/hackathon>)

Wann: 6. Juni, 15:30 bis 18:00 Uhr und 7. Juni, von 09:00 bis 15:00 Uhr

Umfang: 30 bis 50 Teilnehmer

Fokus: Integrating Linked Open Data into Business Content Management
Zielgruppe: Senior Software Entwickler und Software Architekten, die nach Wegen suchen, web-basierte Datenquellen mit Unternehmenslösungen zu verknüpfen.

Anmerkung: Die wichtigsten Ergebnisse des Hackathons werden im Zuge der Abschluss Session der EDF2012 am 7. Juni im Hauptprogramm präsentiert.

Realisierung und Nutzung der EU Data Cloud (<http://www.data-forum.eu/program/eu-data-cloud>)

Wann: 6. Juni, 15:30 bis 18:00 Uhr.

Was: Wir ermutigen insbesondere Vertreter von EU Institutionen, wie Eurostat oder dem Amt für Veröffentlichungen der Europäischen Union, etc. zur Teilnahme.
Fokus: In dieser Sitzung werden die Möglichkeiten und Visionen der EU Data Cloud erläutert, sowie Möglichkeiten demonstriert, welche die Teilnahmen an diesem spannenden EU Datenraum erlauben.

Anmeldung - Reisekostenunterstützung - Sponsoring

Die Anmeldung und Teilnahme am European Data Forum 2012 ist kostenlos <http://www.data-forum.eu/registration>. Es gibt die Möglichkeit der Beantragung einer Reisekostenunterstützung (begrenzt) – die entsprechenden Richtlinien finden Sie hier: <http://www.data-forum.eu/registration/guidelines-financial-travel-support>.

Wenn Sie daran interessiert sind, Ihr Unternehmen am European Data Forum 2012 zu positionieren, finden Sie alle notwendigen Informationen für Sponsoren hier: <http://www.data-forum.eu/join/sponsor-information>.

Das EDF2012 basiert auf einer Kooperation der Projekte: LATC (Linked Open Data Around-the-Clock, <http://latc-project.eu/>), LOD2 (Creating Knowledge out of Interlinked Data, <http://lod2.eu/Welcome.html>), IKS (Interactive Knowledge Stack, <http://www.iks-project.eu/>) und PlanetData (<http://planet-data.eu/>). Das Forum wird von der Europäischen Kommission unterstützt und von STI International (<http://www.sti2.org/>) präsentiert.

Das EDF2012 Konferenzteam freut sich auf Ihren Besuch der EDF 2012!

EDF 2012 Presse Kontakte

EDF2012 Dissemination Chair

Martin Kaltenböck, Semantic Web Company, Austria Email: m.kaltenboeck@semantic-web.at

Local Dissemination Chair, Copenhagen

Rasmus Ulslev Pedersen, Copenhagen Business School, Denmark Email: rup.itm@cbs.dk

Danish Language

Europæiske Data Forum 2012 – Det nye Mødested for Den Europæiske Data Økonomi!

Det Europæiske Data Forum 2012 (EDF2012) – der finder sted den 06-07 juni 2012 på Copenhagen Business School (CBS), Danmark – er et mødested for industri, forskning, politiske beslutningstagere og EU fællesskabets initiativer for at diskutere Big Data udfordringer, og handlingsplaner for at tackle disse udfordringer.

Den 6.-7 juni 2012 i København, Danmark, for første gang nogensinde, vil det helt nye forum for den europæiske data økonomi blive lanceret, diskutere emner langs hele dataværdikæden, åbne data og store data! Arrangeret af Europa-Kommissionen og fire delvist EU-finansierede projekter, vil det europæiske data Forum 2012 etableres som en årlig konference til at diskutere relevante fremtidige emner!

Sma' og mellemstore virksomheder (SMV'er) vil være i særligt fokus inden for EDF2012, fordi de er drivkraft for innovation og konkurrence i mange data-drevne økonomiske sektorer. Emner som drøftets på det Europæiske Data Forum spænder fra nye data-drevne forretningsmodeller (f.eks data clearing huse) til teknologiske innovationer (f.eks sammenkædede web data) og samfundsmæssige aspekter (f.eks åbne offentlige data samt data beskyttelse og sikkerhed).

EDF2012 Fakta

Hvad: Det Europæiske Data Forum 2012 (EDF2012)

Hvor: Copenhagen Business School (CBS), <http://www.cbs.dk/> , København, DK

Når: 6. juni to 7 juni 2012

Mere information: <http://www.data-forum.eu/>

Registrering (EDF2012 er gratis): <http://www.data-forum.eu/registration>

Twitter: ! <https://twitter.com/EUDataForum> , Hashtag: # EDF2012

Tryk Område: <http://www.data-forum.eu/about/press-area>

Program og Call for deltagelse

Programmet for de to dages konference er i øjeblikket i færd med at blive færdiggjort, men konferencen holdet (<http://www.data-forum.eu/about/organizers>) er alligevel glade for at meddele følgende hovedtalerne: Andreas Both, leder af forskningen på Unister, Nigel Shadbolt, University of Southampton og Rufus Pollock, Open Knowledge Foundation. Du kan finde flere oplysninger og detaljer om programmet på:

<http://www.data-forum.eu/program>. Oplysninger om de EDF2012 hovedtalerne kan findes på: <http://www.data-forum.eu/program/keynotes>.

Udover de førnævnte hovedtalerne, vil der være særlige møder med gæstetalere og foredrag med oplægsholdere, der vil blive udvalgt via 'Call for participation«. Desuden vil et Kick-off møde i FP7 SMV Call projekter finde sted, samt arbejdsprogrammet 2013. Derudover vil Khalil Rouhana fra Europa-Kommissionen præsentere muligheder for SMV'er.

Toppen af EDF2012 programmet er konferencemiddag planlagt til om aftenen den 6. juni i det berømte Københavns Tivoli. Referatet af EDF2012 vil blive offentliggjort på CEUR-WS.org.

Hvis du er interesseret i at deltage som gæstetaler for EDF2012, bedes du læse Call for deltagelse (<http://www.data-forum.eu/join/call-participation>) og indsende dit præsentation forslag senest den 15. maj 2012: <http://www.data-forum.eu/registration> - Bemærk: 15 maj 2012, 22:00 er fristen for indsendelse af jeres forslag til en præsentation!

EDF2012 Side Events: EDF2012 hackathon og EU-data Cloud

Bortset fra de vigtigste konference programmer, herunder flere hovedtalere og præsentationer på relevante data emner, vil de følgende to sekundære begivenheder finde sted på EDF2012:

EDF2012 hackathon (<http://www.data-forum.eu/program/hackathon>)

Hvornår: 6. juni fra 15:30 til 18:00 og 7. juni 9:00 til 15:00

Omfang: 30 til 50 deltagere

Fokus: "Integration af forbundne åbne data i erhvervsrettet content management"

Målgruppe: Senior udviklere, softwarearkitekter på udkig efter måder at gøre brug af web- baserede data ressourcer og knytte dem til deres kunder forretningsløsninger.

Bemærkning: De vigtigste resultater af denne hackathon vil blive præsenteret i løbet af det afsluttende møde i EDF2012.

Udnyttelse og udnytte EU-data Cloud (<http://www.data-forum.eu/program/eu-data-cloud>)

Hvornår: 6. juni 15:30 til 06:00.

Hvad: Vi tilskynder repræsentanter for EU-institutioner, såsom Eurostat, Publikationskontori EU, etc. til at slutte sig til os.

Fokus: I denne session, vil vi forklare de muligheder og visioner for EU-data skyen, samt demonstrerer værktøjer, der gør det muligt at deltage i denne spændende dataplads.

Registrering – Rejse Støtte – Sponsorer

Registrering og deltagelse i det europæiske data Forum 2012 er gratis:

<http://www.data-forum.eu/registration> Der er også en mulighed (begrænset antal) for finansiell rejse støtte - se venligst de respektive retningslinjer her: <http://www.data-forum.eu/registration/guidelines-financial-travel-support>

Hvis du er interesseret i at placere din organisation på European Data Forum 2012, bemærk venligst sponsor Information på: <http://www.data-forum.eu/join/sponsor-information>

EDF er baseret på et tværgående projekt samarbejde LATC (åbne web data "round-the-clock", <http://latc-project.eu/>), LOD2 (at skabe viden ud af indbyrdes forbundne data, <http://lod2.eu/Welcome.html>), IKS (Interactive Viden Stack, <http://www.iks-project.eu/>), og PlanetData (<http://planet-data.eu/>). Det er støttet af Europa-Kommissionen og bragt til dig af STI International (<http://www.sti2.org/>).

Den EDF2012 konferencen holdet ser frem til at møde dig i København i juni!

EUF 2012 Presse Kontakt

EDF2012 Formidlings Kontakt

Martin Kaltenböck, Semantic Web Company, Østrig E-mail: m.kaltenboeck@semantisk-web.at

Lokal Formidlings Kontakt, København

Rasmus Ulslev Pedersen, Copenhagen Business School, Danmark E-mail: rup.itm@cbs.dk

EDF2012 Presse Område: <http://www.data-forum.eu/about/press-area>

French Language

European Data Forum 2012 – Le Nouveau Rendez-vous du marché européen de la donnée!

L'European Data Forum 2012 (EDF2012) a lieu à la Copenhagen Business School (CBS), au Danemark, les 6 et 7 juin 2012. L'EDF se veut lieu de rendez-vous des industriels, chercheurs, décideurs économiques, pour échanger sur les challenges du Big Data et le marché émergent de la donnée, ainsi que pour initier les actions qui répondront à ses enjeux.

Lors de cette toute première édition du Forum européen de la donnée (European Data Forum) seront évoqués les enjeux de la chaîne de valeur de donnée, de l'open data et du big data. Organisé par la Commission Européenne et quatre projets en partie financés par l'Union Européenne, l'EDF est destiné à devenir une conférence annuelle sur l'avenir de l'utilisation, du traitement et du statut de la donnée.

Les petites et moyennes entreprises (PME) seront un des thèmes majeurs de cette première édition de l'EDF, en tant qu'actrices de l'innovation et de l'émulation dans de nombreux secteurs dont le modèle économique est centré sur la donnée.

Au programme de l'European Data Forum 2012 : les innovations technologiques (ex : Linked Data Web), les nouveaux modèles économiques autour de la donnée (ex : data clearing houses), et les aspects sociétaux (ex : l'ouverture des données publiques, la confidentialité et la sécurité des données).

European Data Forum 2012 (EDF2012)

Lieu: Copenhagen Business School (CBS), <http://www.cbs.dk/>, Copenhague, Danemark

Dates: 6 et 7 juin 2012

En savoir plus: <http://www.data-forum.eu/>

Inscription (accès gratuit): <http://www.data-forum.eu/registration>

Twitter: <https://twitter.com/#!/EUDataForum>, Hashtag : #EDF2012

Presse : <http://www.data-forum.eu/about/press-area>

Programme et Appel à participation

Le programme des deux journées est en cours de finalisation ; cependant l'équipe de la conférence (<http://www.data-forum.eu/about/organizers>) est heureuse de pouvoir d'ores et déjà annoncer la participation des keynote speakers suivants : Andreas Both, Directeur de la recherche de Unister, Nigel Shadbolt, Université de Southampton et Rufus Pollock, Open Knowledge Foundation. Vous retrouverez le détail du programme à

l'adresse: <http://www.data-forum.eu/program> et les informations relatives aux keynote speakers de l'EDF2012 ici : <http://www.data-forum.eu/program/keynotes>.

En parallèle vous pourrez assister à des workshops et entretiens spécifiques de conférenciers sélectionnés lors de l'Appel à Participation (Call for Participation). En outre, se tiendra une session de lancement des appels à projets du FP7 SME et un atelier de travail sur le contenu des appels à projets de 2013. Nous aurons aussi l'honneur d'accueillir, Khalil Rouhana de la Commission Européenne qui présentera les opportunités pour le marché des PME.

Le point d'orgue de la conférence EDF2012 sera le dîner avec les keynote speakers prévu le 6 juin en soirée dans les fameux jardins de Tivoli de Copenhague.

Les Actes de l'EDF2012 seront publiés sur le site CEUR-WS.org.

Si vous souhaitez intervenir en tant que speaker lors de l'EDF2012, merci de prendre connaissance de l'Appel à participation (<http://www.data-forum.eu/join/call-participation>) et de soumettre votre proposition de présentation avant le 15 mai 2012 à 22h00 : <http://www.data-forum.eu/registration>

EDF2012 - Evénements partenaires : EDF2012 Hackathon et EU Data Cloud

En parallèle de la conférence principale se dérouleront deux autres événements :

EDF2012 Hackathon (<http://www.data-forum.eu/program/hackathon>)

Date et horaires : le 6 juin de 15h30 à 18h00 et le 7 juin de 9h00 à 15h00

Capacité : 30 à 50 participants

Focus : "Integrating Linked Open Data into Business Content Management"

Audience : Développeurs Seniors, Architectes logiciels à la recherche d'idées pour intégrer et valoriser les données issues du Web dans les solutions métiers de leurs clients. A noter : les principaux résultats de cet Hackathon seront présentés lors de la session de clôture de l'EDF2012.

Realising and exploiting the EU Data Cloud (<http://www.data-forum.eu/program/eu-data-cloud>)

Date et horaires : le 6 juin, de 15h30 à 18h00.

Contenu : nous sollicitons en particulier la participation des représentants des institutions de l'UE, telles qu'Eurostat, le Bureau des Publications de l'Union Européenne, etc.

Focus : nous détaillerons les opportunités et visions du cloud des données de l'UE, et expérimenterons les solutions qui ouvriront les portes de cet espace de données exceptionnel.

Inscriptions - Transports - Sponsoring

La participation à l'European Data Forum 2012 – réduit – de sponsoring des frais de voyage ; les conditions sont à consulter ici: <http://www.data-forum.eu/registration/guidelines-financial-travel-support>

Si votre société souhaite être sponsor de l'organisation de l'European Data Forum 2012, vous trouverez toutes les informations sur cette page : <http://www.data-forum.eu/join/sponsor-information>

EDF est le fruit de la coopération de plusieurs projets : LATC (Linked Open Data Around-the- Clock, <http://latc-project.eu/>), LOD2 (Creating Knowledge out of Interlinked Data, <http://lod2.eu/Welcome.html>), IKS (Interactive Knowledge Stack, <http://www.iks-project.eu/>), et PlanetData (<http://planet-data.eu/>). L'événement est soutenu par la Commission Européenne et initié par STI International (<http://www.sti2.org/>).

Toute l'équipe de la conférence EDF2012 est impatiente de vous retrouver à Copenhague en juin 2012 !

Contacts presse EDF 2012

EDF2012 Dissemination Chair

Martin Kaltenböck, Semantic Web Company, Autriche Email: m.kaltenboeck@semantic-web.at

Local Dissemination Chair, Copenhagen

Rasmus Ulslev Pedersen, Copenhagen Business School, Danemark Email: rup.itm@cbs.dk

Centre de presse EDF2012 : <http://www.data-forum.eu/about/press-area>

Serbian Language

Evropski forum podataka 2012 – Novo sastajalište Evropske ekonomije podataka!

Evropski forum podataka 2012 (European Data Forum - EDF2012) – koji se održava 6. i 7. juna 2012. godine u Poslovnoj školi u Kopenhagenu (Copenhagen Business School - CBS), u Danskoj – je sastajalište industrije, istraživanja, tvoraca politike i inicijativa zajednice u cilju razmatranja izazova velike količine podataka (Big Data) i nadolazeće Ekonomije podataka, i u cilju razvoja odgovarajućih planova delovanja da se odgovorilo ovim izazovima.

6. i 7. juna 2012. godine u Kopenhagenu, u Danskoj, po prvi put će se održati potpuno novi forum za Evropsku ekonomiju podataka, na kojem će se raspravljati o lancu vrednosti podataka, otvorenim podacima i velikoj količini podataka! Organizovan od strane Evropske komisije i četiri projekta koji se delimično finansiraju od strane Evropske unije, Evropski forum podataka 2012 će biti ustanovljen kao godišnja konferencija na kojoj se raspravlja o odgovarajućim temama o podacima vezanim za buduća vremena!

Mala i srednja preduzeća (MSP) će biti u posebnom fokusu u okviru EDF2012, pošto ona čine pokretačku inovaciju i konkurenciju u mnogim privrednim sektorima koji se zasnivaju na podacima. Teme koje će biti zastupljene na Evropskom forumu podataka se kreću od novih, poslovnih modela koje pokreću podaci (npr. centar za razmenu podataka), do tehnoloških inovacija (npr. Linked Data Web) i društvenih aspekata (npr. proaktivno objavljivanje javnih informacija kao i privatnost i bezbednost podataka).

EDF2012 Činjenice

Šta: Evropski forum podataka (European Data Forum 2012 - EDF2012)

Gde: Poslovna škola u Kopenhagenu (Copenhagen Business School - CBS),
<http://www.cbs.dk/>, Kopenhagen, DK

Kada: 6. i 7. jun 2012. Godine

Više informacija na: <http://www.data-forum.eu/>

Registracija (EDF2012 je besplatan forum): <http://www.data-forum.eu/registration>

Tviter: <https://twitter.com/#!/EUDataForum> , Hashtag: #EDF2012

Press prostor: <http://www.data-forum.eu/about/press-area>

Program i Poziv za učešće

Program konferencije koja traje dva dana je trenutno u završnoj fazi izrade, ali tim koji organizuje konferenciju (<http://www.data-forum.eu/about/organizers>) je i pored toga voljan da objavi spisak glavnih predavača koji su već potvrdili dolazak: Andreas Both, Rukovodilac istraživanja u Unisteru, Nigel Shadbolt, Univerzitet Sautempton i Rufus Pollock, Fondacija otvoreno znanje. Više informacija o programu možete da pronađete na : <http://www.data-forum.eu/program>. Informacije o glavnim predavačima na forumu EDF2012 se nalaze na: <http://www.data-forum.eu/program/keynotes>.

Pored gore pomenutih glavnih predavača, biće i specijalnih sesija sa gostujućim predavačima i diskusije od strane prezentatora koji će biti izabrani preko "Poziva za učešće". Osim toga, održaće se i početna sednica FP7 Projekata za poziv za mala i srednja preduzeća (FP7 SME Call Projects), kao i Radni program 2013 (Workprogramme 2013.) Uz to, Khalil Rouhana, iz Evropske komisije, će prezentovati mogućnosti za mala i srednja preduzeća.

Vrhunac programa foruma EDF2012 je konferencijska večera sa glavnim predavačima koji su planirani za 6. jun uveče u poznatom kopenhaskom Tivoliju. Radovi sa foruma EDF2012 će biti objavljeni na CEUR-WS.org.

Ako želite da učestvujete kao gost predavač na forumu EDF2012, molimo Vas da pročitate Poziv za učešće (<http://www.data-forum.eu/join/call-participation>) i da dostavite predlog prezentacije najkasnije do 15.05.2012. godine na : <http://www.data-forum.eu/registration> - Imajte u vidu sledeće: 15.05.2012. u 22.00h po srednjeevropskom vremenu je krajnji rok za dostavljanje predloga prezentacije!

EDF2012 Prateći program: EDF2012 Hackathon i EU Data Cloud

Pored glavnog konferencijskog programa koji obuhvata glavne predavače i prezentacije sa temama koje se odnose na podatke, održaće se još dva dodatna događaja u toku foruma EDF2012:

EDF2012 Hackathon (<http://www.data-forum.eu/program/hackathon>)

Kada: 6. juna, od 15.30 do 18.00 po srednjoevropskom vremenu i 7. juna od 09.00 do 15.00 po srednjoevropskom vremenu

Obim: 30 do 50 učesnika

Fokus: "Integrisanje povezanih otvorenih podataka u upravljanje poslovnim sadržajem " Slušaoci: Viši programeri, softverski arhitekti koji traže načine da iskoriste izvore podataka zasnovanih na webu i da ih povežu u korisnička poslovna rešenja.

Napomena: Glavni rezultati Hackathona će se predstaviti u toku završne sesije foruma EDF2012.

Realizacija i iskorisćavanje EU Cloud (<http://www.data-forum.eu/program/eu-data-cloud>)

Kada: 6. juna od 15.30 do 18.00.

Šta: Posebno podstičemo predstavnike institucija Evropske unije, kao što su Eurostat, Kancelarija za publikacije Evropske unije, itd. da nam se pridruže.

Fokus: Na ovoj sesiji, objasnićemo mogućnosti i viziju EU data cloud, i takođe ćemo demonstrirati alate koji omogućavaju učesće u ovom uzbudljivom prostoru podataka.

Registracija – Podrška za putne troškove – Sponzorstvo

Registracija i učestvovanje na Evropskom forumu podataka 2012 je besplatno:

<http://www.data-forum.eu/registration> Postoji takođe i mogućnost (ograničen broj) za finansijsku podršku za putne troškove – molimo Vas da pročitate odgovarajuće smernice na: <http://www.data-forum.eu/registration/guidelines-financial-travel-support>

Ako želite da pozicionirate svoju organizaciju na Evropskom forumu podataka 2012, molimo Vas da pročitate informacije o sponzorisanju na: <http://www.data-forum.eu/join/sponsor-information>

EDF se zasniva na saradnji projekata LATC (Linked Open Data Around-the-Clock, <http://latc-project.eu/>), LOD2 (Creating Knowledge out of Interlinked Data, <http://lod2.eu/Welcome.html>), IKS (Interactive Knowledge Stack, <http://www.iks-project.eu/>), i PlanetData (<http://planet-data.eu/>). Podržan je od strane Evropske komisije i predstavljen od strane STI International (<http://www.sti2.org/>).

Tim koji organizuje konferenciju EDF2012 se raduje susretu sa Vama u Kopenhagenu u junu!

EDF 2012 Press kontakti

EDF2012 Sedište za širenje informacija

Martin Kaltenböck, Semantic Web Company, Austrija Email: m.kaltenboeck@semantic-web.at

Lokalno sedište za širenje informacija, Kopenhagen

Rasmus Ulslev Pedersen, Kopenhaska poslovna škola, Danska Email: rup.itm@cbs.dk

EDF2012 Press prostor: <http://www.data-forum.eu/about/press-area>

Press release – Post event

The post event press release in different languages is also available at <http://www.data-forum.eu/about/press-area>.

English Language

data, data, data – data nearly everywhere!

The First Edition of the European Data Forum in Copenhagen June 2012 was a huge success!

The 1st edition of the European Data Forum (EDF2012) took place on 6-7 June 2012 at the Copenhagen Business School (CBS), Denmark as an official event of the Danish Presidency of the Council of the European Union.

This new meeting place for industry, research, policy-makers and community initiatives dedicated two days to discussing the challenges of (Big) Data and the emerging Data Economy, and brainstorming suitable action plans for addressing these challenges.

The European Data Forum – EDF2012

On 6-7th June 2012 in Copenhagen, Denmark, the brand-new forum for the European data economy was launched, discussing issues along the data value chain, open data and big data. Organised by the European Commission and four EU-co-funded projects, this 1st edition of the European Data Forum 2012 was established as an annual conference discussing relevant data topics for the future.

Small and Medium-sized Enterprises (SMEs) were a particular focus within the EDF2012, as they are driving innovation and competition in many data-driven economic sectors. Topics discussed at the European Data Forum range from novel, data-driven business models (e.g. data clearing houses), to technological innovations (e.g. Linked Data Web) and societal aspects (e.g. open government data as well as data privacy and security).

The European Data Forum (EDF) is set to become an annual conference on data related issues in Europe.

EDF2012 Review

More than 150 interested participants joined the first edition of the European Data Forum on 6 -7 June 2012 at the Copenhagen Business School (CBS), Denmark. The two-day conference was a colourful mixture of four keynote speakers, four specially invited speakers, as well as eleven pre-selected presentations (from the EDF2012 call for presentations with forty-one submissions) from academia, industry, public sector and community initiatives. In two of the focal EDF2012 programme sessions, project leads introduced fourteen new projects of the SME initiative on digital content and languages (co-funded by the European Commission).

In parallel to the main EDF2012 track, 20 participants participated in aHackathon, where small groups were working on practical problems and applications. On the 6th of June, a 2 hours session on 'Realizing and exploiting the EU Data Cloud' attracted about thirty-five workshop participants.

EDF2012 started with a warm welcome by conference chair Sören Auer (TU Chemnitz / University of Leipzig) followed by Márta Nagy-Rothengass (Head of Unit Technologies for Information Management at European Commission) who kicked-off the 1st edition of the European Data Forum 2012 (EDF2012) with her keynote speech on 'Leveraging the data potential in Europe'.

Andreas Both (Head of Research at Unister) presented Unister's rapid development from a small start-up, to a large-scale enterprise with about 1500+ employees within an impressively brief 10-year time frame, and his company's criteria for success in the field of data management.

Nigel Shadbolt (University of Southampton) promoted the potential and benefits of open data in Europe, and introduced the new UK Open Data Institute.

Rufus Pollock (Open Knowledge Foundation) showcased the need for open data in today's society and economy, using several real world examples. He also pointed out the importance of standardisation in open data related issues.

In addition, several engaging talks were given by notable organisations including the Danish Ministry of Finance, Microsoft Denmark, IBM Europe, the Food and Agricultural Organisation (FAO) of United Nations or opencorporates.org. These as well as many more presented at the European Data Forum manifold topics of the data value chain and the rising data economy including technological innovations, novel and data-driven business models, large-scale applications or social aspects (open data, data privacy and security).

A final highlight of EDF2012 programme was the conference dinner on the evening of the 1st conference day in the area of the famous Copenhagen Tivoli. The proceedings of the EDF2012 will be published at CEUR-WS.org.

The EDF2012 was closed by the two conference chairs, Dieter Fensel (University of Innsbruck) and Sören Auer (TU Chemnitz / University of Leipzig), and by Richard Swetenham (Head of Unit, Access to Information at European Commission).

EDF2012 Facts & Figures

What: European Data Forum 2012 (EDF2012)

Where: Copenhagen Business School (CBS), <http://www.cbs.dk/>, Copenhagen, DK

When: June 6 to June 7, 2012

More Information: <http://www.data-forum.eu/>

Programme EDF2012: <http://www.data-forum.eu/program>

Twitter: <https://twitter.com/#!/EUDataForum> , Hashtag: #EDF2012

Twitter Stream #EDF2012: <https://twitter.com/#!/search/%23edf2012?q=%23edf2012>

Press Area: <http://www.data-forum.eu/about/press-area>

Photos EDF2012: <http://www.flickr.com/photos/lod2/>

Slide Deck EDF2012: <http://www.slideshare.net/EUDataForum>

Video Lectures of EDF2012: coming soon announced on EDF website

EDF2012 Post Event Video: <http://youtu.be/arcRI5fW9Ag>

The next European Data Forum is already in planning phase for April 2013 in Dublin, Ireland.

EDF 2012 Press Contacts

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EDF2012 Press Area: <http://www.data-forum.eu/about/press-area>