

FACILITATED SESSION
THURSDAY, 25TH AUGUST 2005
MARKETING AND DISSEMINATION OF INFORMATION

DO OTHER USERS HAVE PROBLEMS WITH MARKETING AND DISSEMINATION OF INFORMATION AND IF SO, WHAT ARE THEY?

- Content & availability of the information, format, size, language, timing and distribution and level of personnel involved
 - User-targeted reports
 - Condensed, easy to read
 - Glossy summary report
 - Table of supporting documents in summary report
- Knowing and understanding the customer and customer needs
 - Identify champion
 - Know the level of customer
 - Convincing the customer that they have a need
- Show benefits of testing before succeeding with marketing
 - Benefit analysis of the various testing programmes
 - Using implementation projects
- Dissemination of information
 - 3-monthly presentation of findings
 - Using industry forum to distribute hard copy
 - HVSIA article for appropriate magazines, newspapers, flyers, etc. DJ to take responsibility.
- Educating new-generation of engineers/technologists, decision-makers and users
 - TRAC
 - Educating at school level
 - 3-pronged approach
 - decision-makers
 - new entrants
 - existing industry
 - site visits
 - hardcopy
 - specialist PROs
 - mentorship programmes

HOW CAN WE IMPROVE THE MARKETING AND DISSEMINATION OF INFORMATION RELATED TO HVS TECHNOLOGY?

Establish a Task Group.