# EURO CC Greece

"Dos & Don'ts"

1st workshop: "National/Supercomputing days/Dynamization sessions/equivalent"

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Example event: Dynamization Session

- Target audience: Pharmaceuticals, Biotechnology, Diagnostics, Medical Devices, Specialized Healthcare Services, and Biosciences in general

- Format: Zoom

- Agenda: Background presentations, general HPC info, business success stories, technical part at the end

- Content: Both business and technical

- ~60 registered in advance, ~70 attending
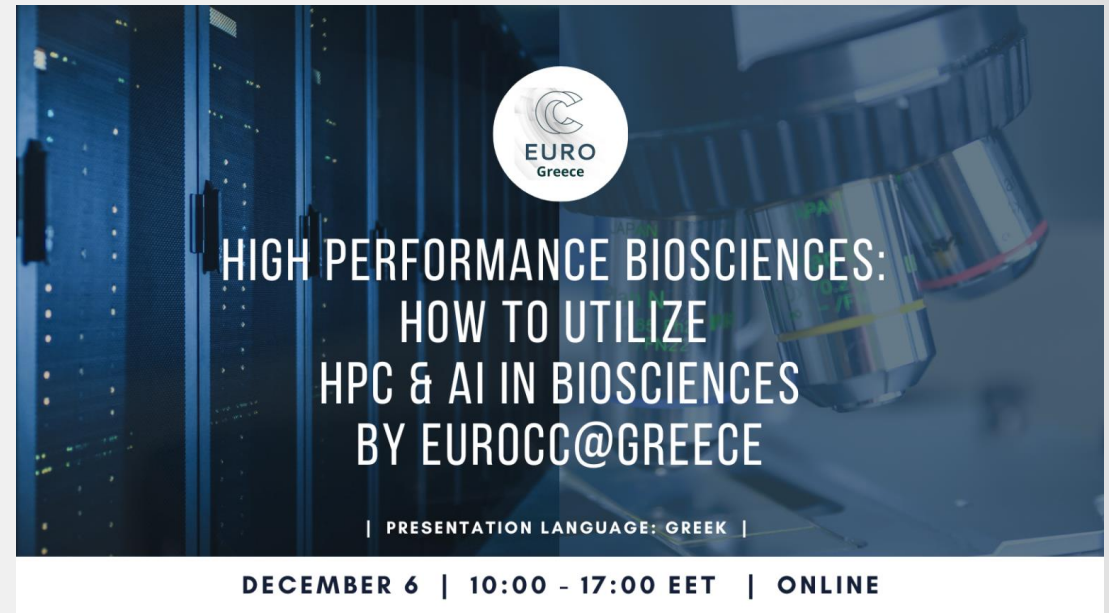
DON'T: Rely on assumptions

- What is interesting to the expert might not be interesting to the intended audience

- Sometimes, the focus on the technology aspect fails to communicate the business benefit

- The tone attracts the audience

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DO: know your audience

- Speak "their language"
  - Event titles, presentation content, promotional channels should reflect that
- Focus on aspects that interest them
  - E.g. for SMEs: Workflow integration, HR needs, financial benefits
- Make sure to provide sufficient background knowledge if needed
- Interact beforehand to gauge the tone and their needs

DON'T: Confuse the scope

- Deeply scientific presentations are best suited for conferences

- Audience composition may be heavily mixed in terms of background

- Does the content match the title?

DO: Go for interaction

- Be mindful of short attention spans
- If a presentation/session is lengthy, include interaction
  - Use Slido, QR codes, Q&A sections
- Engaging the audience gives you useful feedback
- Be prepared to present in various tones or depths and adjust to audience

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DON'T: Neglect the format

- "Corporate" vs. Scientific
- Presenting "raw" data may not make the enterprise/business benefit evident
- Don't forget that there may be recordings of events for posterity

DO: Aim for a polished look

- Well-rehearsed event/talk/speaker introductions
- Suitable/uniform zoom backgrounds
  - Support branding / NCC identity
- Think of the post-production
  - Exploit channels such as Youtube to present your existing material
- Recordings can act as your calling card

Thanks!