



International Conference on Semantic
Web Business and Innovation (SWBI 2015)
Mi - Fr 07.10. bis 09.10. 2015
Valais-Wallis, CH
enable researchers build connections between
different digital applications

Monsters of Law
September 2015
Das (rechtliche) Verhältnis
der Deutschen zu
Wikipedia

WLM 2015
September
Fotos von Denkmälern für
Commons/WP

about messaging

TEST

Raum
94

Legende
Quartal

7 aspects of messaging

event	<i>“What’s it called?”</i>
date	<i>“When does it happen?”</i>
subject	<i>“What is it about?”</i>
target	<i>“Who do I address?”</i>
message	<i>“What do I want them to know?”</i>
ask	<i>“What do I ask them to do?”</i>
channels	<i>“How do I reach out to them?”</i>

A very general example →

general

event	<i>“What’s it called?”</i>	“ExampleCon!”
date	<i>“When does it happen?”</i>	23 March 2042
subject	<i>“What is it about?”</i>	networking for project managers in my field
target	<i>“Who do I address?”</i>	everyone there
message	<i>“What do I want them to know?”</i>	My project is great.
ask	<i>“What do I ask them to do?”</i>	Get involved.
channels	<i>“How do I reach out to them?”</i>	face to face, on-site

too...

general

event	<i>"What's it called?"</i>	"ExampleCon!"
date	<i>"When does it happen?"</i>	23 March 2042
subject	<i>"What is it about?"</i>	networking for project managers in my field
target	<i>"Who do I address?"</i>	everyone there
message	<i>"What do I want them to know?"</i>	My project is great.
ask	<i>"What do I ask them to do?"</i>	Get involved.
channels	<i>"How do I reach out to them?"</i>	face to face, on-site

ok

whatever

unspecific,
but well, ok

Peers? Partners?
Critics? Press? Different
motivation/objectives.

Sure. But everyone says
that. What's special
about yours?

How?

Not in advance, no
material?

**Compare a more specific
example. Same time,
same place →**

general

specific 1

event	<i>“What’s it called?”</i>	“ExampleCon!”	“ExampleCon!”
date	<i>“When does it happen?”</i>	23 March 2042	23 March 2042
subject	<i>“What is it about?”</i>	networking for project managers in my field	networking for project managers in my field
target	<i>“Who do I address?”</i>	everyone there	peers who look for a job
message	<i>“What do I want them to know?”</i>	My project is great.	My great project needs help in order to evolve.
ask	<i>“What do I ask them to do?”</i>	Get involved.	Join my project. I’m hiring.
channels	<i>“How do I reach out to them?”</i>	face to face, on-site	business card, 60 second Youtube video, f2f, job description (print/online)

**Or get completely
different messaging by
changing your target
group →**

specific 2 specific 1

event

“ExampleCon!”

“ExampleCon!”

date

23 March 2042

23 March 2042

subject

Change starts here:

networking for project managers in my field

networking for project managers in my field

target

tech journalists

peers who look for a job

message

No fancy talk, journalists need: facts + reason to write

My ~~great~~ project changes how your readers do [y]

My great project needs help in order to evolve.

ask

Notice the different objectives, which...

Write about my project.

Join my project. I'm hiring.

channels

...lead to different tools you need. And different preparation.

press release to select media, event info, fact sheet

business card, 60 second Youtube video, f2f, job description (print/online)

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ask	<i>“What do I ask them to do?”</i>
channels	<i>“How do I reach out to them?”</i>



messaging:

Why
determines
What
determines
How