

Herinneringen (Memories)



Rob Schlooz – Maastricht University

23-11-2018

“Herinneringen” is gefinancierd binnen het Interreg V programma Vlaanderen-Nederland, het grensoverschrijdend samenwerkingsprogramma met financiële steun van het Europees Fonds voor Regionale Ontwikkeling. Meer info: www.grensregio.eu

Communication

Enhancing the impact of the project

Objective WP2 – lead by Maastricht University

Build up the network which will ensure and strengthen the durability / continuity of the project results



Communication

Enhancing the impact of the project

Activities

1. PR and communication requirements according to INTERREG programme Manual
2. Communication plan and -means
3. Development of a dissemination and communication plan specifically for each target group
4. Profiling towards regional and international companies
5. Identifying possible collaborations concerning demonstration and valorisation of knowledge, technologies and products



Communication

Enhancing the impact of the project

- Internal communication
 - within the project
- External communication
 - with the general public



Internal communication

- Project meetings
- Teleconferences
- Communication platform
- Sharepoint environment
- Setup at Maastricht University
- Security
- Maintenance guaranteed
- Accessible for all partners based on login credentials



Sharepoint - homepage

My UM Maastricht University x IPH members - Home x

https://vre.maastrichtuniversity.nl/sites/iphmembers/SitePages/Home.aspx

Maastricht University

Newsfeed OneDrive Sites Schlooz Rob (TGX) ?

BROWSE PAGE

IPH members WP1: Projectmanagement WP2: Communication WP3: Identification biomarkers profiles for diagnosis of SAD WP4: Preclinical validation biomarker profiles in animal models for SAD WP5: Retrospective clinical validation potential biomarker profiles WP3 WP6: Clinical validation selected biomarker profiles patient population representing AD continuum WP7: Validation potential new therapeutic options

EDIT LINKS

Home

Notebook

Documents

Recent

Drop Off Library

Calendar

Site Contents

EDIT LINKS

IPH members

SHARE FOLLOW EDIT

Search this site

Interreg Project Herinneringen

Interreg EUROPESE UNIE

Vlaanderen-Nederland

Europees Fonds voor Regionale Ontwikkeling

Calendar

November 2018

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	31	1	2	3
4	5 2:00 pm - 4:30 pm WP meeting	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23 11:30 am - 4:30 pm Annual Meeting Herinneringen	24

Windows taskbar: 12:58 22-11-2018



Sharepoint – WP1

The screenshot displays a SharePoint web page for Maastricht University. The browser address bar shows the URL: <https://vre.maastrichtuniversity.nl/sites/iphmembers/wp1/SitePages/Home.aspx>. The page header includes the Maastricht University logo and navigation links: Newsfeed, OneDrive, Sites, and a user profile for Schlooz Rob (TGX). The main content area is titled 'Wp 1: Projectmanagement' and features a navigation bar with links to IPH members, WP1: Projectmanagement, WP2: Communication, WP3: Identification biomarkers profiles for diagnosis of sAD, WP4: Preclinical validation biomarker profiles in animal models for sAD, WP5: Retrospective clinical validation potential biomarker profiles WP3, WP6: Clinical validation selected biomarker profiles patient population representing AD continuum, and WP7: Validation potential new therapeutic options. The left sidebar contains a 'Home' section with links to Notebook, Documents, Recent, Drop Off Library, and Site Contents, along with an 'EDIT LINKS' button. The main content area is divided into two columns: 'Newsfeed' and 'Documents'. The 'Newsfeed' column displays a list of posts from e.roggen and w.dejonckheere, including updates on meeting agendas, collaboration agreements, and presentation availability. The 'Documents' column shows a list of files and folders, including 'Interreg Kick-off meeting 20180126', 'WP meetings', 'Collaboration Agreement', 'Boardmeetings', 'Programmareglement 3_0', 'Contact list Herinneringen project', 'VRE trusted site - explorer view', and 'Herinneringen - finale versie'. The bottom of the page features a taskbar with various application icons and a system tray showing the time as 12:55 on 22-11-2018.



Sharepoint – WP2

The screenshot displays a SharePoint site for Maastricht University. The browser address bar shows the URL: <https://vre.maastrichtuniversity.nl/sites/iphmembers/wp2/SitePages/Home.aspx>. The page title is "Wp 2: Communication".

Navigation Bar:

- BROWSE
- PAGE
- Newsfeed
- OneDrive
- Sites
- Schlooz Rob (TGX)
- Settings
- Help

Site Structure:

- IPH members
- WP1: Projectmanagement
- WP2: Communication**
- WP3: Identification biomarkers profiles for diagnosis of sAD
- WP4: Preclinical validation biomarker profiles in animal models for sAD
- WP5: Retrospective clinical validation potential biomarker profiles WP3
- WP6: Clinical validation selected biomarker profiles patient population representing AD continuum
- WP7: Validation potential new therapeutic options

Left Sidebar:

- Home
- Notebook
- Documents
- Recent
- Drop Off Library
- Site Contents
- EDIT LINKS

Newsfeed:

- Start a conversation
- Reijnders R (TGX)
<http://www.grensregio.eu/projecten/herinneringen>
February 8 | Like | Reply | Follow Reijnders R (TGX) | ...
- SHOW MORE POSTS

Documents:

- + new document or drag files here
- ✓ Name
- Annual meeting 2018
- Communications
- PAS Festival 2018, Maastricht
- Newsletters
- Logo's
- Leidraad-promotie-en-publiciteit
- Herinneringen Template
- Communication and Dissemination Plan HERINNERINGEN (1)
- persberichten



Sharepoint – WP3

The screenshot shows a web browser window displaying a SharePoint site for Maastricht University. The address bar shows the URL: <https://vre.maastrichtuniversity.nl/sites/iphmembers/wp3/SitePages/Home.aspx>. The page title is "Wp 3: Identification biomarkers profiles for diagnosis of sAD". The site is part of the "IPH members" group. The navigation bar includes links for "Newsfeed", "OneDrive", "Sites", and a user profile "Schlooz Rob (TGX)". The main content area is divided into two columns: "Newsfeed" and "Documents". The "Newsfeed" column shows a list of posts by "e.roggen" with dates and interaction options (Like, Reply, Follow). The "Documents" column shows a list of files, including "Chemical list", "Selection of iPSC lines and phenotypes", "Presentation, Board meeting 3AdaptedNewScenariosOnly (1)", "Hainzl et al (1998)_Mechanisms for selective toxicity of fipronil insecticide and its metabolites and hotoproduct", and "Cam et al (2018)_Induction of amyloid-beta42 production by fipronil and other pyrazole insecticides". The bottom of the browser window shows the Windows taskbar with various application icons and the system clock indicating 12:55 on 22-11-2018.

Maastricht University

Newsfeed OneDrive Sites Schlooz Rob (TGX) ?

Wp 3: Identification biomarkers profiles for diagnosis of sAD SHARE FOLLOW SYNC EDIT

IPH members WP1: Projectmanagement WP2: Communication **WP3: Identification biomarkers profiles for diagnosis of sAD** WP4: Preclinical validation biomarker profiles in animal models for sAD WP5: Retrospective clinical validation potential biomarker profiles WP3 WP6: Clinical validation selected biomarker profiles patient population representing AD continuum WP7: Validation potential new therapeutic options

Home Notebook Documents Recent Drop Off Library Site Contents EDIT LINKS

Newsfeed

Start a conversation

e.roggen
Slide with mechanistic overview on anaesthetics available.
March 8 Like Reply Follow e.roggen ...

e.roggen
The WP3 chemical list was updated by Erwin, 07022018
February 7 Like Reply Follow e.roggen ...

e.roggen
The WP3 chemicallist was updated by Erwin, 06022018
February 6 Like Reply Follow e.roggen ...

e.roggen
The WP3 Chemical list was updated by Erwin.
February 2 Like Reply Follow e.roggen ...

SHOW MORE POSTS

Documents

+ new document or drag files here

✓	Name	
	Chemical list	...
	Selection of iPSC lines and phenotypes	...
	Presentation, Board meeting 3AdaptedNewScenariosOnly (1)	...
	Hainzl et al (1998)_Mechanisms for selective toxicity of fipronil insecticide and its metabolites and hotoproduct	...
	Cam et al (2018)_Induction of amyloid-beta42 production by fipronil and other pyrazole insecticides	...



External communication

- Press release
- Logo / branding
- Project website
- Project identity
- Promotional material (eg
- Newsletters
- Attendance at relevant events (o
 - Lecture during Pleasure arts & Science
 - Approx. 130 attendants
 - Annual Meeting (public)
 - Workshops and seminars for specialists and laymen
 - Other activities
- Relevant publications



Project Website

Conditions

- Layout
 - Sections
- Content
 - Target audience?
 - General public / Scientific community / companies
- User friendly
- Statistics
- Platform to disseminate project progress to general public



Project website



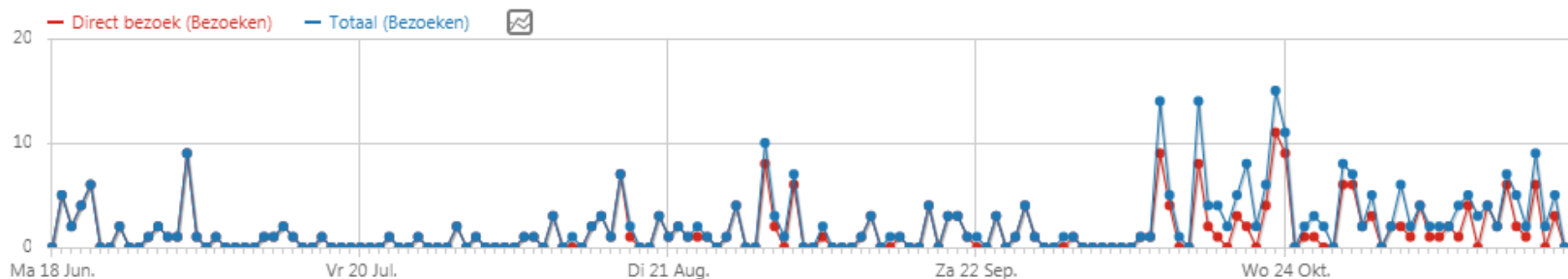
Statistics

- Generated by the backend of the project website
- Provides very useful information, eg.
 - Number of visits
 - Length of visits
 - Unique visitors
 - Origin of visitors (referrals, locations)
- Data is used to optimize website exposure



Statistics

Trends van de periode



238 directe bezoekers, **73%** van de bezoeken



22 via zoekmachines, **7%** van de bezoeken



0 via campagnes



2 opvallende sociale netwerken



2 opvallende sleutelwoorden



29 via websites, **9%** van de bezoeken



35 via sociale netwerken, **11%** van de bezoeken



2 opvallende zoekmachines



10 opvallende websites, (via **13** verschillende url's)



0 opvallende campagnes



Statistics

Bezoekers samenvatting



324 bezoeken



6 minuten 17s gemiddelde duur bezoek



37% bezoeken hebben verlaten (welke na één pagina de website hebben verlaten)



10,4 acties (pagina bezoeken, downloads, outlinks en interne zoekacties) per bezoek



0,29 s gemiddelde generatietijd



3.249 paginaweergaven, **958** unieke paginaweergaven



76 downloads, **59** unieke downloads



58 outlink, **50** unieke outlinks



425 max acties in één bezoek



Statistics

Bezoekers samenvatting



324 bezoeken



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3.249 paginaweergaven, **958** unieke paginaweergaven



76 downloads, **59** unieke downloads



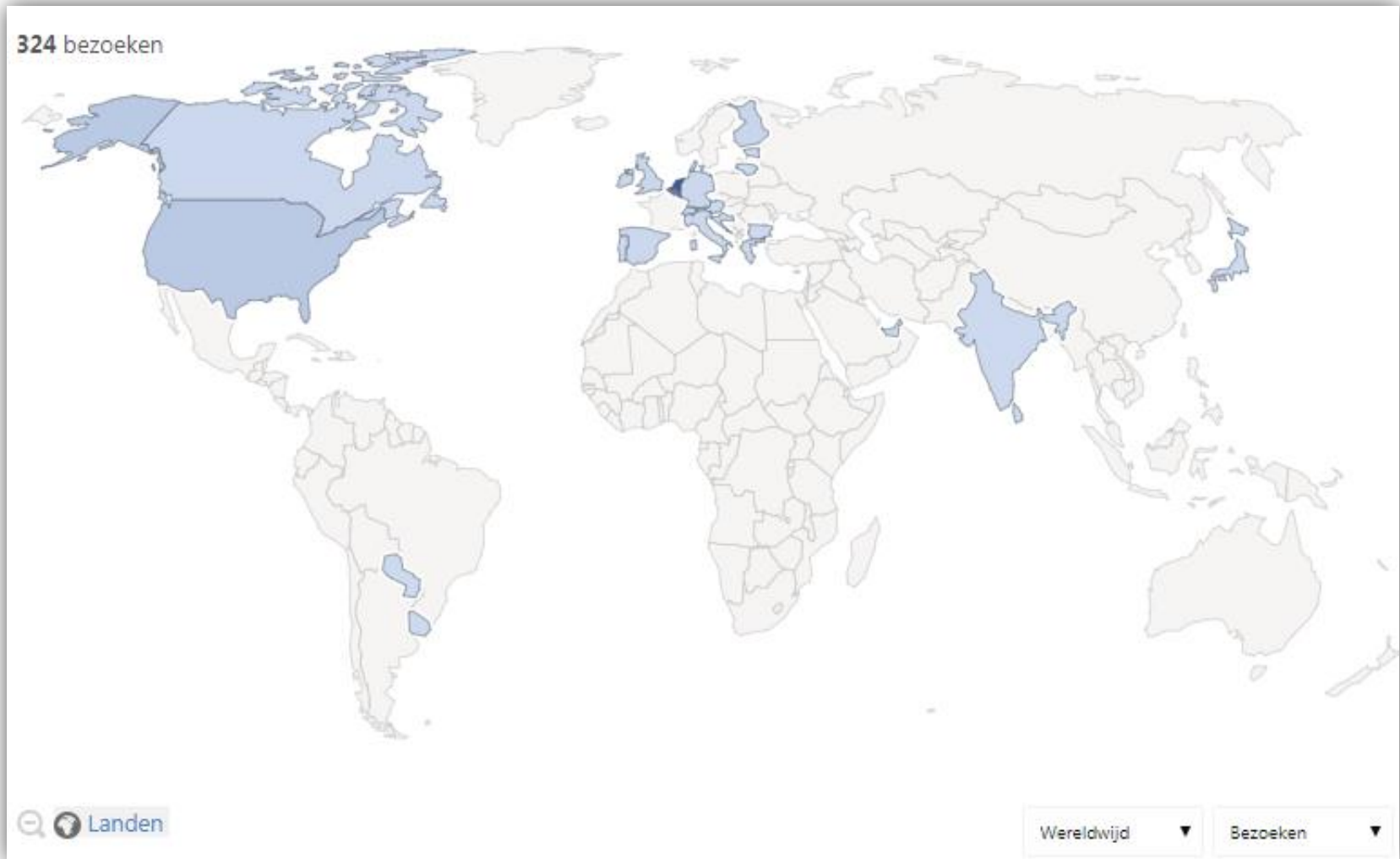
58 outlink, **50** unieke outlinks



425 max acties in één bezoek





Statistics



Statistics

Verwijzers ?

VERWIJZER	▼ BEZOEKEN	ACTIES	ACTIES PER BEZOEK	GEMIDDELTE TIJD OP WEBSITE	BOUNCE- RATIO
 (sociaal netwerk) LinkedIn	33	73	2,2	22 s	33%
(sleutelwoord) Sleutelwoord niet gedefinieerd	21	61	2,9	32 s	48%
(website) www.alzheimer-europe.org	10	22	2,2	3 minuten 1s	60%
(website) www.grensregio.eu	4	13	3,3	4 minuten 13s	50%
(website) com.google.android.gm	3	11	3,7	2 minuten 27s	33%
(website) com.slack	2	4	2	7 s	50%
 (sociaal netwerk) Facebook	2	4	2	18 s	50%
(website) m.facebook.com	2	2	1	0 s	100%
(website) owa.student.kuleuven.be	2	9	4,5	1 minuten 54s	0%
(website) www.facebook.com	2	2	1	0 s	100%
(website) www.linkedin.com	2	3	1,5	32 s	50%
(sleutelwoord) herrinerings eu 23 november	1	5	5	7 minuten 38s	0%
(website) t.co	1	1	1	0 s	100%
(website) webmail.klinikum-dessau.de	1	1	1	0 s	100%



Using social media to enhance exposure



Rob Schlooz
Project Manager at Maastricht University
6d

An interesting position for
within the INTERREG project

<https://lnkd.in/erYrqGZ>

#vacancy

#herinneringen

#interreg

#toxgensolutions



Rob Schlooz
Project Manager at Maastricht University
1mo

The first annual Meeting of the INTERREG funded Memories project will take place at **KU Leuven** on November 23rd. Attendance is free of charge, but registration is required, see linked item.

www.herinneringen.eu

#alzheimersdisease



Erwin L Roggen • 1st
Managing Director at ToxGenSolutions BV (TGS)
1mo

The project **#Herinneringen** (Memories) is about to finish the first year of its search for a cost-effective and minimally invasive method allowing for accurate diagnosis of (sporadic) **#alzheimersdisease** before significant damage ...see more



www.herinneringen.eu



en about the INTERREG project

...see more

ALZHEIMER KUN JE BETER VOORKOMEN DAN GENEZEN

Erwin Roggen, CEO ToxGenSolutions BV, projectleider
'HERINNERINGEN', Brightlands

Het is belangrijk om beter te begrijpen welke processen in de hersenen - onder invloed van milieufactoren en leefstijl - kunnen leiden tot vergeetachtigheid en eventueel dementie. Hoe helpt deze kennis om met nieuwe diagnosemethoden en behandelingen vroegtijdig het verlies in levenskwaliteit van de getroffen personen - en hun familie - te beperken?

AGENDA

za 8 september 21:15-21:45u
Lecture Hall 1, 0.009 - NL
Locatie 5: Kapoensstraat 2

za 8 september 22:15-22:45u
Lecture Hall 1, 0.009 - EN
Locatie 5: Kapoensstraat 2

Co-funding

This project is being co-funded by:

