

NEM 19th General Assembly meeting

Digital Catapult, 101 Euston Road,
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NEM 2015 challenges

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2015 challenges



- Content, content, content !

Strategy challenges



- PPP on content
 - Vision, impact, program by year end
- NEM, cluster of clusters
 - Enlarge our clusters community
- NEM leadership
 - Publish position papers (eAccessibility, Immersivity, interactivity, ...)
 - Launch dedicated content initiatives
- NEM International
 - Focus the actions (India, EMEA, Africa)

Mobilizing challenges



- **Mobilize NEM stakeholders and new comers**

- **NEM workshops** : Organize NEM workshops on dedicated topics to focus NEM's profile, to reach out to the creative sectors by "going to where they are", ...
- **NEM webinars** : Organize NEM webinars (1-2h) on a dedicated exploratory topic
- **NEM & Accessibility** : Investigate accessibility of content for those suffering from disabilities
- **NEM & Users** : Understand the changes of users' experience and behavior over the time
- **NEM & Youngh** : Involve younger people
- **NEM & Finance** : Make connection with new economy, start up financing
- **NEM Summit 2015** : Frankfurt Book Fair, October 14-18 2015
- **NEM AG 2016** : Mobilize NEM stakeholders and new comers @ NEM Portugal

Save the dates !



NEM 2015 events

- @ **Future en Seine** - Paris / Nadia Echchihab – June 11-21
- @ **Digital Week** – Nantes / Gérard Le Bihan – September 17-27
- @ **FBF – Frankfurt** / Nina Klein – October 14-18
- @ **iMinds** – Brussels / Simon Delaere – October ?
- ...

Dissemination challenges



- **NEM news letters**
 - Issue a quarterly NEM news letter on NEM web site
- **NEM social network**
 - Increase NEM member to NEM social network registration and use (Twitter, LinkedIn, Facebook, ...)
- **NEM AG, NEM Summit, NEM workshop, NEM webinars, ...**
 - Involve our clusters partners

Thanks to all
contributors to

#NEM_ETP

Thanks
to all of you

www.nem-initiative.org

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