

Taskforce to plan and manage recording and publication of WP9 DEMOs

The three work package 9 DEMO cycles form the highlight of the technical work done inside SECREDAS. The DEMOs provide the opportunity for partners to test their technology in combination with others inside live on-road demonstrators. The main demonstrations will be held in the Dutch city of Helmond using automated vehicles on a dedicated stretch of road, as well as in Portugal using drones as vehicle simulators on a dedicated test site. Further smaller demonstrations will take place at various partner locations.

For each partner participating in the WP9 DEMOs, it is important that their technology not only works well, but also that the testing and validation is properly recorded and prepared for use in future marketing and exploitation activities towards prospective clients.



Courtesy: CRF.

For this purpose, we are in the process of setting up a dedicated Taskforce to plan and manage the recording and the public messaging of the DEMOs. The Taskforce, comprised of communication and marketing experts from the three DEMO-owner organisations as well as the work package 9 and work package 11 leaders, will take care of detailed planning, production of appropriate video(s), press-releases, media-invites and other dissemination material to highlight individual technologies and overall DEMO results.