



JUMPING JIVE

Project ID: 730884

Booth display

<i>Deliverable:</i>	D2.2
<i>Lead beneficiary:</i>	JIV-ERIC
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<i>Dissemination level:</i>	Public

Description

The JUMPING JIVE deliverable 2.2 consists of a 2x2.3m display, made of cloth stretched on a firm, easy to assemble aluminium tube frame (see Figure 1). Two LED-lights ensure uniform illumination and excellent visibility even in darker spaces. It is packaged in a portable trolley, lightweight, and easy to construct for 2 people. The display will be used in a booth at scientific conferences, fairs and large business events.



Figure 1. Image of the booth display with and without the LED lights.

Background

The European VLBI Network (EVN) uses Very Long Baseline Interferometry (VLBI) to connect radio telescopes from around the globe, making an Earth-sized virtual telescope that can see sharper than any other instrument. To use the EVN and maximize its scientific return, the Joint Institute for VLBI ERIC (JIVE) provides scientific and technical support to users and EVN telescopes. The goal of WP2 is to advocate the capabilities of the European VLBI Network (EVN) and the support provided by JIVE.

In the context of WP2, several materials have been developed, such as a brochure (deliverable 2.1), roll-up banners and generic business cards. The final addition to this set is the display, which will be used to attract attention at large meetings. Since the development of the brochure, all promotional materials are made with the help of the same graphical designer.



Using a single designer ensures a uniform and unique visual identity. Furthermore, JIVE owns the graphics, enabling us to re-design or add new small materials for dedicated meetings. This will allow us to highlight specific new results or technical developments for science meetings with a specific target audience.

This combination of promotional materials makes us very flexible. For smaller meetings, we can bring only those materials directly of interest to the particular audience. For larger meetings, we can use a more generic booth and materials with a broader message, or even multiple messages.

All materials will be made available to JIVE and EVN member for use in local meetings. The portability enables us to ship the materials to any meeting around the world.

Audience

The main audience for the materials designed so far is astronomers, with or without experience in radio astronomy and VLBI. Although the message applies mostly to peers, it is basic enough to enable using the display at events where it is necessary to represent JIVE and the EVN to a non-scientific audience, such as businesses events or science fairs. Future developments include supporting the ongoing activities in JUMPING JIVE, which requires including policymakers as a target audience.

Design of the booth

The display is typically the first thing that people will see from JIVE and EVN at a meeting. The names of JIVE and EVN, together with the main message, are printed on top to ensure that they are always visible even if people are standing in front of it. For the same reason, the lower part is kept simply white, with very limited visual information.

The design is kept simple in order not to distract from the main message. It also helps to mitigate the impression of VLBI being a 'difficult' technique. The image represents the information gathering using EVN radio telescopes, which are connected through their services offered by JIVE. The illumination of the sky is symbolic for shining a light in dark places, in this case the Universe, to improve our understanding.

We intend to create an open a welcoming space by using the display and roll-up banners in combination with one or two stand-up tables. This avoids creating a barrier between staff at the booth and visitors, which is a natural consequence from having low tables and seats. The stand-up tables can be used to display the brochures and some small hand-outs (pens, stickers, business cards), but should invite questions and discussion from the audience.



Future

To optimize the use of new promotional materials, the JIVE Outreach Team (JOT) is actively monitoring the participation of JIVE representatives in meetings around the world. The plan is to expand this to the EVN, by involving outreach staff from EVN institutes in identifying interesting meetings and potential participants.

With access to the graphics, there are plans to make additional small materials such as cardboard brochure holders, A0 posters, and templates for presentations and documents.

