



Phabuloμs

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PHABULOμS

Pilot-line providing highly advanced & robust manufacturing technology for optical free-form μ-structures

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Executive Summary

In with the framework of Work Package 7 (Dissemination and communication) under Grant Agreement 871710, we present herein Deliverable D7.6 *Events strategy, planning and calendar* aiming to support PHABULOuS to establish an efficient, accurate and sustainable pilot line for the manufacturing of freeform micro-optical components for the optoelectronic and photonic industry. The Events strategy covers the scope, objectives and KPIs of events according to the key target stakeholders and the messages to be disseminated. The event calendar details the events and outcomes for 2020 and a list of provisional events for 2021, 2022, and 2023.

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1. Content of Deliverable

Deliverable 7.6 sets out an events strategy, planning and calendar to support PHABULOU S in its aim to establish an efficient, accurate and sustainable pilot line for the manufacturing of freeform micro-optical components for the optoelectronic and photonic industry.

Section 2 details the strategy for events, which includes the scope and aims of events according to the pilot line's key objectives for each phase of the project, the key target groups, and key messages. This section also covers the role of social media in the promotion of PHABULOU S events as well as the KPIs for measuring the effectiveness/success of each event.

Section 3 contains a calendar of PHABULOU S events as follows:

Table 3: lists the face-to-face PHABULOU S events with event outcomes organized from January-March 2020 and the face-to-face events postponed due to the Covid-19 pandemic.

Table 4: details the online PHABULOU S events and outcomes held between April-September 2020 and provisional events for October-December 2020.

Table 5: a provisional calendar of PHABULOU S events for 2021, 2022 and 2023.

2. Events Strategy

2.1. Scope of events

In the Description of Work (DoW) contained in the Grant Agreement (GA), and as specified in Deliverable 7.2 (Project dissemination and communication strategy), it was planned to use the following face-to-face C-level events to promote all aspects of the pilot line :

- Technical conferences and symposia
- Leading photonics exhibition events such as OFC, Photonics West and ECOC
- Leading application-oriented events such as MEDICA and NIL Industrial Day
- Various EPIC technical meetings and networking events
- Pilot line workshops giving visibility to the commercial partners of the pilot line.

The criteria for the selection of events remains unchanged and is based on the projected trends of market reports for various application fields. Examples include:

- LIDAR (from 2019 Special report on LiDAR for Automotive and Industrial Applications Technology, Industry and Market Trends for EPIC. By EPIC & YOLE Development SA)
- Displays and imagers (from 2020 Global 3D Sensors Market 2020-2024)
- Automotive lighting and ADAS (by 2020 Global automotive advanced driver assistance system (ADAS) market, and Global automotive led lighting market 2019-2023, by TECHNAVIO)
- AR/VR vision systems (from 2019 Global Smart Glass Market 2019-2023, by TECHNAVIO)
- Solid-state and structured lighting (from 2019 Status of the Solid-State Lighting Source Industry 2019, by YOLE)
- Consumer electronics and wearables (from Special report on Medical Wearables Technology, Industry and Market Trends for EPIC, By EPIC & YOLE Development SA)

- High-end cameras (from 2019 Special report on Status of the Camera Module Industry: Focus on Wafer Level Optics Technology, Industry and Market Trends for EPIC. By EPIC & YOLE Development SA)

2.2. Key objectives of events

The key objectives of PHABULOuS events are:

1. To create broad awareness and understanding of the aims of the PHABULOuS project and the services provided by its pilot line.
2. To validate the pilot line services through the implementation of at least 20 external pilot cases.
3. To create a free-form micro-optics eco-system and marketplace, comprising stakeholders at the decision-maker level from key end-user companies and associations in order to stimulate demand for micro-optics and motivate SMEs to participate in the pilot line.

The precise aims of PHABULOuS events will vary according to the target stakeholders and the following four phases of the project:

Phase 1 (Years 1-3): acceleration and technology validation. In this phase, the production capabilities of freeform microlens arrays (FMLAs) will be matured, qualified and upscaled from MRL 5-6 to MRL 8-9 in respect of 6 industrially relevant use cases: general lighting, automotive lighting, transport lighting, AR/VR, micro-displays, and wearables. In order to ease the application of the use cases, integration capabilities will be provided by the pilot line, which will require establishing processes and schemes to enable the manufactured free-form micro-optics components to be integrated into the targeted devices/products.

Key objectives of PHABULOuS events in phases 1:

- To focus on branding, i.e. to broaden awareness of the aims, objectives and technology of the PHABULOuS pilot line to all target groups.
- To promote the aims and results of the project to potential pilot line customers in order to maximise the number of SMEs applying to participate as pilot cases.
- To support the generation of a free-form micro-optics eco-system and marketplace, comprising a group of stakeholders at the decision-maker level from key end-user companies and associations to stimulate demand for micro-optics and motivate SMEs to participate in the pilot line. The eco-system will comprise decision-makers from key companies, international photonics associations and end-user associations, e.g., the European Microscopy Society and VR/AR association, that are interested in engaging with the European micro-optics ecosystem.

Phase 2 (years 3 and 4): Once the technology is validated, all pilot line processes and services will be validated through at least 20 industrially relevant pilot cases, chosen within a large palette of application fields through a competitive call organized during the project.

Key objectives of PHABULOuS events in phase 2

- Continue to promote the PHABULOuS pilot line to all target groups
- Continue to support the generation of the micro-optics eco-system and marketplace
- Focus on maximising the number of SMEs applying to participate in the validation process in phase 2
- Greater focus on the commercial aims of the pilot line to maximise the number of pilot line users and investor involvement to ensure the sustainability of pilot line

Phase 3 (year 4 and beyond): during this phase, PHABULOuS will actively search for the first pilot line customers to commercialize and sustain the PHABULOuS pilot line.

Key objectives of PHABULOuS events in phase 3

- Continue to promote the PHABULOuS pilot line to all target groups
- Focus on commercializing and sustaining the pilot line by actively searching for the future customers.
- Greater focus on the commercial aims of the project to maximise the number of pilot line users and investor involvement to ensure sustainability of the PHABULOuS pilot line.

2.3. Key target groups

PHABULOuS events will target the following 8 groups:

Group 1: Technology providers along the value chain

Companies that can offer PHABULOuS services along the value chain to technically support the pilot line to serve its customers. They are stakeholders from the marketplace.

Group 2: Costumers of PHABULOuS pilot line

Comprises companies and end-users who will use/integrate the components, i.e., manufacturers of automotive & solid-state lighting, Daylight & PV, AR/VR devises, micro displays and imagers, Security & branding, consumer electronics and wearables. This is another key stakeholder as high demand pull from this sector will increase user participation in the pilot line. It also comprises SMEs that want access to the pilot line for prototyping, pilot, and volume production of micro-optics-based products. This is a key stakeholder group as their degree of participation will determine the success of the project and sustainability of the pilot line.

Group 3: Research and scientific community

Engagement with this group is important for encouraging new collaborative research proposals and to stimulate young scientists and engineering students to research in micro-optics technology.

Group 4: Policy Makers & Funding Agencies

Includes the EU Commission, Photonics21 PPP and national agencies. Engagement with this group is important as increased awareness of the importance of photonics/PHABULOuS for jobs, training and economic growth will help to maintain and secure future funding for photonics.

Group 5: General public and the media

Important to engage with this group to provide transparency on how EU citizen's taxes are being spent.

Increased awareness among the public on the importance of free-form micro-optics manufacturing for the growth and stability of the European economy will put pressure on politicians to continue to support future initiatives in micro-optics and more broadly in photonics. Also, broadening awareness of this technology and photonics in general will attract young people to study science/photonics and ensure a future, gender-balanced supply of expertise for the photonics industry.

Group 6: Standards & Regulatory Bodies

This is an important target group as the adoption of standards for materials and free-form micro-optics manufacturing processes and protocols will be crucial for the success of the pilot line.

Group 7: Other EU pilot lines

Comprises e.g., PhotonHub, PIXAPP, MIRPHAB, PIX4Life and InPulse. It is important for PHABULOuS to identify and exploit synergies with these and future EU pilot lines to share contacts, grow the network and find new opportunities for collaboration.

Group 8: Investors

As mentioned in the Deliverable D7.7 on “Investor user eco-system development strategy”, this group is crucial to enhance investor confidence in PHABULOuS technologies for pilot line customers to secure investment to develop their projects.

2.4. PHABULOuS's key messages

PHABULOuS has the following key messages:

1. In the next five years, global demand for micro-optics, particularly for free-form micro-optical components is predicted to grow exponentially because of the cost and functional advantages of this technology for a wide range of applications and markets including lighting, consumer electronics, automotive, AR/VR and aeronautics.
2. Europe has a golden opportunity to occupy a big share of the micro-optics market because, unlike the rest of the world, the European photonics industry has the state-of-the-art machinery, expertise and experience required to ramp up the manufacturing of micro-optics.
3. The EU funded PHABULOuS project seeks to increase micro-optics manufacturing in Europe by creating a sustainable pilot line with the aim of reducing the barriers that have hitherto prevented SMEs from fully exploiting the commercial opportunities of photonics technology.
4. The PHABULOuS pilot line aims to enable European SMEs to fully exploit the commercial opportunities provided by micro-optics in four stages:
 - Phase 1 (year 1- 3) aims to mature, qualify and upscale FMLA production capabilities in order to acceleration and technology validation
 - Phase 2 (year 3 and 4) will focus on validating the technology. All pilot line processes and services will be validated through at least 20 industrially relevant pilot cases.
 - Phase 3 (year 4 and beyond) will focus on commercializing and sustaining the pilot line by actively searching for the first customers
5. By the end of the project, the PHABULOuS pilot line will have the capacity to serve at least 20 pilot cases and will demonstrate its sustainability and ability to keep serving European companies with low/full rate production of free-form micro-optics and additional pilot line services after the end of the project.
 - The PHABULOuS project will provide immediate benefits to pilot line customers
 - The maturation of free-form micro-optics manufacturing processes and functionalities will increase their manufacturing readiness

6. The pilot line will significantly reduce R&D and production costs and time to market. This will make pilot line users more competitive as they will be able to release products earlier than the rest of the pack, benefit from increased revenues, corner higher market shares and open new markets for their products.
7. PHABULOuS will create a free-form optics eco-system and market place, comprising decision makers from key end-user companies and associations with the aim of stimulating demand for micro-optics and motivating SMEs to participate in the pilot line.
8. The development of a strong, robust, and sustainable pilot line for micro-optics manufacturing in Europe will strengthen Europe's photonics ecosystem allowing Europe to keep talent in Europe and benefit from increased revenue, increased job-growth and training opportunities.

2.5. Social media

The use of social media (Twitter and LinkedIn) is used with our events strategy to increase visibility of PHABULOuS and reach out to the various stakeholders. This involves pre-meeting posts to promote the events and real time and post meeting posts to generate interest and to create content for the pilot line website. When communicating on Twitter or other social media about PHABULOuS activities, **#Photonics** are included together with **@Photonics21** and **@PhotonicsEU**

Examples of Social media posts to support PHABULOU_S events in 2020

<p>Promoting PHABULOU_S at Photonics West, Feb 2020</p>	<p>Promoting PHABULOU_S at EPIC Online Technology Meeting on Micro-Optics Manufacturing, Apr 2020</p>	<p>Promoting PHABULOU_S at EPIC Online Technology Meeting on Polymer Optics, Jul 2020.</p>
<p>Promoting PHABULOU_S at LpS Digital Conference, Sep 2020</p>	<p>Promoting PHABULOU_S at upcoming SIA Vision 2020, March 2021</p>	<p>Promoting PHABULOU_S webinar "A new era for micro-optics manufacturing" on 15 July 2020</p>
<p>Promoting PHABULOU_S at PIC Pilot Lines Conference, May 2020.</p>	<p>Promoting PHABULOU_S at EU #photonics Pilot Lines Executive Breakfast in San Francisco.</p>	<p>Promoting video of PHABULOU_S presentation at EPIC Online Technology Meeting on Micro-Optics Manufacturing, May 2020</p>

2.6. Promotional material used at PHABULOuS events

Visual identity: Promotional material used at all events, i.e., banners, roll ups and flyers will contain the PHABULOuS logo and other aspects of the project's visual identity to aid in branding and increasing visibility and awareness of the PHABULOuS project, particularly to the non-specialized community and stakeholders.

Acknowledgements: All material will acknowledge that the project is an initiative of the Photonics Public Private Partnership and the EU emblem and Photonics21 logo will be displayed prominently together with the text "Photonics Public Private Partnership". Similarly, all LinkedIn and Twitter posts promoting PHABULOuS events will include the links #Photonics, #PhotonicsEU, @Photonics21 and @PhotonicsEU.

Gender equality: All promotional material used at PHABULOuS events will use gender neutral texts and display a balance of female/male imagery.

2.7. KPIs for measuring the effectiveness/success of PHABULOuS events

The following table details the KPIs contained in the GA that will be used to measure the effectiveness/success of PHABULOuS events. The yearly and total project target numbers are estimates based on the experience matured in previous EU funded pilot line projects.

* Regarding the N^o of investor workshops, and due to the Covid-19 pandemic, the investors workshops were cancelled for the year 2020. However, we adjusted the KPIs to match the total targeted number of events (in this case 8) by the end of the project in 2023.

Table 1: Summary of KPIs used to measure the effectiveness/success of PHABULOuS dissemination events					
	Target Year 1 2020	Target Year 2 2021	Target Year 3 2022	Target Year 4 2023	Target project total
Social Media KPIs					
N ^o of tweets	20	30	40	50	140
N ^o of twitter followers	30	60	90	120	120
N ^o of twitter likes	200	300	400	500	1400
N ^o of LinkedIn posts	20	30	40	50	140
N ^o of LinkedIn followers	40	80	120	160	160
Event KPIs					
N ^o of technical presentations given	2	4	4	4	14
N ^o of EPIC meetings attended	6	6	6	6	24
N ^o of leading photonics expos and events such as OFC & Photonics West attended	5	5	5	5	20
N ^o of leading application-oriented expos and events attended	5	5	5	5	20
N ^o of workshops	2	2	2	2	8
N ^o of Webinars	1	1	1	1	4
N ^o of investor workshops *	0*	2	3*	3*	8
User Leads KPIs					
N ^o of potential pilot line customer leads obtained from events	30	30	40	60	160
N ^o of potential end user & supply chain	30	30	40	60	160

leads obtained from events					
Nº of user enquiries through helpdesk	10	20	40	40	110

2.8. Summary of type, aims and KPIs of PHABULOuS events by target group

The following table summarises the type, aims and KPIs of events used to disseminate the project's messages for each target group:

Table 2: Summary of the type, aims and KPIs of events used to disseminate the project's messages for each target group:	
Group 1	Technology providers along the value chain
Messages:	<p>PHABULOuS includes the companies that can offer PHABULOuS services along the value chain to technically support the pilot line to serve its customers.</p> <ul style="list-style-type: none"> • They are stakeholders from the marketplace. • The PHABULOuS infrastructure will have the inter-disciplinary expertise required to quickly scale from prototypes to higher volumes, while being cost-effective with faster delivery times. • Improved Competitiveness: shorter time to market will give companies a competitive advantage over their competitors and allow them to maximize the latest technology. • More efficient managerial processes: the development of reliable timelines will allow teams to reduce production costs and time and create schedules based on realistic lead times and headcount planning.
Key events	<ul style="list-style-type: none"> • Presentations at conferences, symposia, at leading photonics events such as OFC, Photonics West, ECOC and EPIC application-oriented events in fields such as micro-optics manufacturing and AR/VR devices, lighting and ADAS
Aims of events	<ul style="list-style-type: none"> • To promote faster and increased demand from end-users for free-form micro-optics-based devices by supporting the generation of a free-form optics ecosystem and marketplace, comprising decision makers from key end-user companies and associations with the aim of stimulating demand for micro-optics and motivating SMEs to participate in the pilot line. • Create a network that will comprise people at the decision maker level from key companies, international photonics associations and end-user associations, e.g., the European Microscopy Society and VR/AR association, that are interested in engaging with the European micro-optics ecosystem.
Event KPIs	<ul style="list-style-type: none"> • Nº of events attended • Nº of social media posts to promote events • Nº of potential pilot line customer leads obtained
Group 2	Customers of PHABULOuS pilot line
Messages:	<p>PHABULOuS will reach out to end-users who will use/integrate the free-form micro-optics components, and will address the key challenges faced by SMEs in commercialising free-form micro-optics products by providing the following benefits:</p> <ul style="list-style-type: none"> • A single-entry point to the pilot line and its services. • Increased margin revenue: increased awareness and proximity of companies to market needs, will enable companies to increase revenues by releasing products earlier than expected without compromising quality. • Higher Market Shares: releasing innovations ahead of the pack will also help to corner higher market shares and open new markets for their products. • Incorporation of free-form micro-optics technology in their end products will provide cost and functional benefits and will therefore give them a competitive

	advantage over their competitors.
Key events	<ul style="list-style-type: none"> • Conferences, Symposia, EPIC meetings, and leading photonics events such as OFC, Photonics West, ECOC, and main application specific events e.g., in the fields of automotive lighting, AR/VR, medical devices, security and branding. • Leading international photonics associations and end-user associations, e.g., the Microscopy Society of America, the European Microscopy Society and VR/AR associations. • Pilot line workshops giving visibility to the commercial partners of the project.
Aims of events	<ul style="list-style-type: none"> • Maximise applications to participate in the 20 pilot-case validation in Phase 2 • Maximise customers for commercialisation of the pilot line in Phase 3. • Increasing SME participation in pilot line by promoting free-form micro-optics technologies among end-users with special focus on connecting them with already existing integrator companies, so they can become end-users of the pilot line
Event KPIs	<ul style="list-style-type: none"> • N° of events attended • N° of social media posts to promote events • N° of potential end user & supply chain leads obtained
Group 3	Research and scientific community
Messages:	<ul style="list-style-type: none"> • PHABULOuS offers exciting opportunities for new collaborative research into the next generation of micro-optics components and devices.
Key events	<ul style="list-style-type: none"> • Presentation of publications at international conferences. • Participation with presentation of results at international events with industry. • Workshops.
Aims of events	<ul style="list-style-type: none"> • Disseminate the latest results towards Photonics actors. • Encourage new collaborative research proposals. • Stimulate young scientists and engineering students to research in photonics based medical technology.
KPIs	<ul style="list-style-type: none"> • N° of publications • N° of events attended • N° of social media posts to promote events • N° of collaborative research proposals
Group 4	Policy Makers & Funding Agencies
Messages:	<ul style="list-style-type: none"> • New devices from the commercialisation of PHABULOuS technology will generate revenue, job-growth and training opportunities for Europe and reinforce Europe's photonics ecosystem and Europe's leading position in the global photonics market.
Key events	<ul style="list-style-type: none"> • High-profile events, such as Photonics21 annual meetings and H2020 promotional events. • Leading international photonics and application specific events • EPIC invitation-only VIP networking events.
Aims of event	<ul style="list-style-type: none"> • To increase awareness of politicians/policy makers on the importance of photonics/PHABULOuS for jobs, training and economy to maintain and secure future funding for photonics. • To promote top-line KPIs on user numbers, revenue generation and job-growth opportunities.
KPIs	<ul style="list-style-type: none"> • N° of events attended • N° of social media posts to promote events
Group 5	General public and the media
Messages:	<ul style="list-style-type: none"> • New devices from the commercialisation of PHABULOuS technology will reinforce Europe's photonics ecosystem and Europe's leading position in the global photonics market thereby generating revenue, job-growth and training

	opportunities for Europe,
Key events	<ul style="list-style-type: none"> • Public events promoting new Photonics solutions. • Flyers/Poster distributed at events.
Aims of events	<ul style="list-style-type: none"> • Give transparency on how EU citizen's taxes are being spent. • Increased awareness among the public on the potential that PHABULOuS/photronics have for the growth and stability of the European economy in order to put pressure on politicians to support future initiatives in photonics. • Increase visits to project website and downloads of public deliverables.
KPIs	<ul style="list-style-type: none"> • N° of events attended • N° of social media posts to promote events
Group 6	Standards & Regulatory Bodies
Messages:	Project technology needs to be aligned with international standards
Key events	Participation in EU commission's consultation & other worldwide regulatory bodies related to manufacturing of micro-optical components
Aims of events	Promote the project results and ensure that they are integrated & are contributing to future standards.
KPIs	<ul style="list-style-type: none"> • N° of events attended
Group 7	Other EU pilot lines
Messages:	It is critically important that PHABULOuS forms strong partnerships with the other pilot lines such as PhotonHub, PIXAPP, MIRPHAB, PIX4Life and InPulse
Key events	Annual Pilot Line workshop and sharing booths and costs of meetings at international events.
Aims of events	<ul style="list-style-type: none"> • To exchange best practices. • To share contacts and grow the network. • To identify and exploit synergies to develop new opportunities for collaboration
KPIs	<ul style="list-style-type: none"> • N° of events attended
Group 8	Investors
Messages:	Companies engaging with PHABULOuS represent unique opportunities for investment
Key events	<ul style="list-style-type: none"> • Annual workshops with investors starting 2021 • Regular events such as EPIC VIP dinners with EPIC Corporate Investors and Business Angels Dinners as well as EPIC technology workshops to be held in partnership with other pilot lines such as InPulse and MIRPHAB.
Aims of event	<ul style="list-style-type: none"> • Enhance investor confidence in PHABULOuS technologies. • To prepare user companies to maximize their chances to raise investment and create improved business certainty.
KPIs	<ul style="list-style-type: none"> • N° of events attended • N° of user company successfully raising investment

3. Calendar of events

Due to Covid-19 pandemic, since March 2020, all exhibitions and face to face events have been postponed or transformed into online events. Despite this situation, which is likely to continue for the foreseeable future, the pilot line has been successful in compensating for missing dissemination opportunities by planning countermeasures such as holding webinars and other online events.

Calendars of PHABULOuS events with event outcomes for 2020 and 2021-2023 are presented in the following tables:

3.1. Calendar of PHABULOuS face-to-face events held and cancelled in 2020

Table 3 shows the calendar of face to face PHABULOuS events organized from January-March 2020 and all face to face events cancelled from April-December 2020 due to the CD 19 pandemic.

3.2. Calendar of PHABULOuS online events in 2020

Table 4 details all the online PHABULOuS events held between April-September 2020 and provisional online events for the rest of 2020.

3.3. Provisional calendar of PHABULOuS events for 2021-2023

Table 5 is a provisional calendar of PHABULOuS events for 2021-2023.

As stated in the PHABULOuS Grant Agreement 871710, these calendars will be available on the pilot line website and calendars for 2021-2023 and onwards will be regularly updated as new dissemination opportunities emerge.

Table 3: Calendar of face to face PHABULOuS events with event outcomes for January-March 2020 (Months 1-3)

Key: PL = Potential Leads, U = User enquiries through helpdesk; V = approximate number of Visitors to booth/event

Events marked in yellow = face to face PHABULOuS events postponed or cancelled in 2020 due to travel restrictions

Date	Event	Dissemination activity (Partner)	Aims	Outcomes		
				PL	L	V
03 Feb 2020	EPIC world photonics Technology Summit, San Francisco USA	Presentation (EPIC)	Present the pilot line and its technologies to various companies from the photonics field to attract end-users	30	3	115
04 Feb 2020	Pilot lines Breakfast meeting	Presentation	Promote the synergy with other EU pilot lines & Present the pilot line and its technologies to attract end-users and possible collaborators	24	2	50
4-6 Feb 2020	Pilot Lines Booth, SPI Photonics West (PW), San Francisco, USA	Booth	Present the pilot line and its technologies to the photonics community to attract potential pilot line customers and end-users.	45	5	200
26-27 Feb	Project communication at Tech Watch W3+Fair Wetzlar, Germany	Booth	Present the pilot line and its technologies to attract end-users	10	2	60
Twice a year-Cancelled for 2020	European Photonics Venture Forum (EPVF)	Investors workshops	Promotes the pilot line and the investment in free-from micro-optics manufacturing			
30 Mar - 1 April 2020 (Postponed)	Pilot lines day, Brussels, Belgium	Presentation	Promote the pilot line and its technologies to attract end-users and collaborators			
7-8 May 2020 (Postponed)	EPIC Meeting on Advanced Microoptics: Simulation Fabrication & Characterization at Nanoscribe, Karlsruhe, Germany	Presentation	Promote the pilot line and its technologies to attract end-users and pilot line customers			
11-12 May 2020 (Postponed)	NIL Industrial Day, Berlin, Germany	Booth	Promote the pilot line and its technologies to attract end-users and pilot line customers			
12-14 May 2020 (Postponed)	Optatec, Frankfurt, Germany	Booth	Promote the pilot line and its technologies to attract end-users and pilot line customers			
3-4 Sep 2020 (Postponed)	EPIC World Industrial Quantum	Presentation	Promote the pilot line and its technologies to attract end-users and pilot line customers			

	Photonics Technology Summit at University of Glasgow, UK					
29-30 Oct 2020 (Postponed)	EPIC Meeting on Automation for Manufacturing (Packaging and Testing) at PI, Karlsruhe, Germany	Presentation	Promote the pilot line and its technologies to attract end-users and pilot line customers			
31-31 Oct 2020 (Postponed)	European Space Generation Workshop, Madrid, Spain	Panel Discussion	Promote the pilot line within the space industries			
5-6 Nov 2020 (Postponed)	EPIC Meeting on Micro-Optics for display imaging sensing and metrology at IMT, Greifensee, Switzerland	Presentation	Promote the pilot line and its technologies to attract end-users			
8-9 Dec 2020	EPIC Meeting on Medical Devices at Philips Innovation Services, Eindhoven, The Netherlands	Presentation	Promote the pilot line and its technologies to attract end-users and pilot line customers			
15-16 Dec 2020 (Postponed)	EPIC Meeting on MicroLEDs at CEA-LETI, Grenoble, France	Presentation	Promote the pilot line and its technologies to attract end-users and pilot line customers			
17/03/2021 - 18/03/2021	SIA Vision, Paris, France	Presentation (HELLA)	Promote the pilot line technologies and attract end-users			

Table 4: Calendar of Online PHABULOU S events and event outcomes for April-December 2020 (Months 4-12)**Key: PL = Potential leads, U = User enquiries through helpdesk; V = approximate number of views online**

Date	Event	Status	Dissemination activity (Partner)	Aims	Outcomes		
					PL	U	V
22/04/2020	EPIC Online Technology Meeting on Micro-optics Manufacturing	Completed	Presentation (CSEM)	Promote the pilot line services as a one-stop-shop for free-form micro-optics manufacturing	35	5	4,200
29/04/2020	EPIC Online Technology Meeting on Freeform Optics for AR/VR	Completed	Presentation (LIMBAK)	Promote the pilot line services and advantages for the AR/VR/MR industries	25	4	3,400
19/05/2020	PIC Pilot Line Conference - AngelTech Online Summit	Completed	Presentation (CSEM / EPIC)	Promote the pilot line technologies to attract end-users and pilot line customers	4	1	30
27/05/2020	EPIC Online Technology Meeting on Automotive Lighting	Completed	Participation (CSEM)	Promote the pilot line technologies to attract end-users in the automotive sector	28	4	6,500
03/06/2020	PHABULOU S Webinar on Micro-Optics Manufacturing (with Swiss Photonics)	Completed	Webinar (CSEM)	Promote the pilot line services as a one-stop-shop for free-form micro-optics manufacturing in EU	3	2	70
08/06/2020	EPIC Online Technology Meeting on Co-packaged Optics (in cooperation with COBO & EA)	Completed	Participation (VTT + CSEM)	Promote the pilot line and technology scouting in the packaging industries	10	2	3,824
12/06/2020	EPIC Online Technology Meeting on Structured Light and Computer Vision	Completed	Participation (SMO)	Promote the pilot line technology within structured light industries	10	1	3,100
03/07/2020	EPIC Online Technology Meeting on Lithography	Completed	Presentation (JR + SMO)	Promote the pilot line services and attract end-users	40	3	3,330
06/07/2020	EPIC Online Technology Meeting on Polymer Optics	Completed	Participation (MPH)	Promote the pilot line and technologies to attract end-users	15	2	3,100
15/07/2020	PHABULOU S Webinar on	Completed	Webinar (CSEM)	Promote the pilot line services as a	3	1	20

	Micro-Optics Manufacturing (with Swiss Photonics)			one-stop-shop for free-form micro-optics manufacturing in EU			
03/09/2020	LpS Online Digital Conference	Completed	Presentation "Quality Control of Freeform Microlens Arrays" (CSEM)	Increase visibility of the pilot line	3	1	40 to 70
14/09/2020	EPIC Online Technology Meeting on Vision and Imaging Camera Systems	Completed	Participation (CSEM)	Promote the pilot line services to the imaging and camera industries	26	2	2,614
21/09/2020	EPIC Online Technology Meeting on Micro-LED for Automotive Lighting (in cooperation with DVN)	Completed	Presentation (SMO)	Promote the pilot line and technologies to attract end-users in the automotive sector	75	5	5,190
02 November	AngelTech Live II	Upcoming	CSEM	Promote the pilot line and technologies to attract end-users and pilot line customers	-	-	-

Table 5: Provisional Calendar of PHABULOuS Events for 2021 - 2023

Date	Event	Status	Dissemination activity (Partner)	Aims
08/03/2021-08/03/2021	EPIC World Technology Summit San Francisco, USA	Planned	Presentation (EPIC)	Present the pilot line services to the photonics community and attract end-users
09/03/2021-11/03/2021	Photonics West, San Francisco, USA	Planned	Booth (EPIC)	Present the pilot line and its technologies to the photonics community to attract potential pilot line customers and end-users
09/03/2021-09/03/2021	Pilot Lines Breakfast, San Francisco, USA	Planned	Presentation	Present the pilot line and its technologies to attract end-users and possible collaborators
17/03/2021-18/03/2021	EPIC Meeting on Freeform Optics at Optimax , Rochester, NY, USA	New date for meeting postponed from 2020	Networking (EPIC)	Increase visibility of the pilot line
23/04/2021-24/04/2021	European Space Generation Workshop,	New date for meeting postponed	Panel (EPIC)	Promote the pilot line within the space community

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	Madrid, Spain	from 2020		
01/06/2021 -02/06/2021	EPIC Meeting on Micro-Optics for display, imaging, sensing and metrology at IMT Greifensee, Switzerland	New date for meeting postponed from 2020	Presentation (EPIC)	Promote the pilot line and technologies to attract end-users
14/06/2021 -14/06/2021	PIC Pilot Line Conference, Brussels, Belgium	New date for meeting postponed from 2020	Presentation (CSEM)	Promote the pilot line and technologies to attract end-users and collaborators
15/06/2021 -16/06/2021	AngelTech PIC International Conference, Brussels, Belgium	New date for meeting postponed from 2020	Booth (EPIC)	Promote the pilot line and technologies to attract end-users and collaborators
27/10/2021 -28/10/2021	EPIC Meeting on Automation for Manufacturing (Packaging and Testing) at PI, Karlsruhe, Germany	New date for meeting postponed from 2020	Networking (EPIC)	Promote the pilot line and technologies to attract end-users and pilot line customers
25/01/2022 -27/27/2022	Photonics West, San Francisco, USA	Planned	Booth (EPIC)	Present the pilot line and its technologies to the photonics community to attract potential pilot line customers and end-users
13/03/2022- 18/03/2022	Light+Building, Frankfurt, Germany	Planned	Booth (EPIC)	Present the pilot line and its technologies to the lighting industrials to attract potential pilot line customers and end-users
2022	Relevant EPIC events onsite + online*	In progress	EPIC	Promote the pilot line and technologies to attract end-users and pilot line customers
2022	Relevant fairs and events onsite + online**	In progress	PHABULOuS Partners	Promote the pilot line and technologies to attract end-users and pilot line customers
2023	Relevant EPIC events onsite + online*	In progress	EPIC	Promote the pilot line and technologies to attract end-users and pilot line customers
2023	Relevant fairs and events onsite + online**	In progress	PHABULOuS Partners	Promote the pilot line and technologies to attract end-users and pilot line customers

* Relevant EPIC events onsite + online: are events that will be organized by EPIC on free-form optics, micro-optics, wafer-level optics manufacturing, LEDs & micro-LEDs, lighting, automotive and ADAS, AR/VR, wearables etc.

**Relevant fairs and events onsite + online: international events, conferences and exhibitions that are relevant to PHABULOuS such as ECOC, CLEO light+ building, SPIE photonics West, SPIE Advanced Lithography Conference, NIL Industrial Day, etc.

4. Conclusion

In this report, we have set out a comprehensive events strategy and calendars of events to achieve PHABULOuS objectives of creating a broad awareness and understanding of the PHABULOuS pilot line services; maximizing the number of companies applying to use PHABULOuS's technologies and services, and creating an investor/user eco-system to stimulate demand for micro-optics and ensure the long term sustainability of the pilot line.

To this end, we have provided a calendar of events used to target specific stakeholder groups in 2020 and a provisional calendar for 2021, 2022 and 2023 together with the KPIs used for measuring the effectiveness/success of each type of event.

The strategy is both detailed and comprehensive and we believe that it will be effective in helping PHABULOuS achieve its goal of creating a successful European pilot line for testing, validating and upscaling the manufacture and implementation of freeform micro-optical components for the optoelectronic and photonics industry.

5. Degree of Progress

The deliverable is 100% fulfilled. Statistics on the number of relevant leads as well as the maintenance of the website will be carried out during the whole course of the pilot line.

6. Dissemination Level

The Deliverable D7.6 "Events strategy, planning and calendar" is public and will therefore be available to download on the pilot line's website on demand.