CCP4:
PR, Conferences and Workshops

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Who's involved?

- Daresbury CCP4 staff
  - Alun Ashton, Charles Ballard, Martyn Winn, Maeri Howard-Eales, Peter Briggs

- Harry Powell

- Others:
  - Newsletter contributors
  - People at workshops & conferences (developers and expert users)

What is PR?

From `Dictionary.com`:

public relations
pl. n Abbr **PR**

1. *(used with singular verb)* The art or science of establishing and promoting a favourable relationship with the public.

2. *(used with a pl. verb)* The **methods and activities** employed to establish and promote a **favourable relationship** with the **public.**

3. *(used with a sing. or pl. verb)* The degree of success obtained in achieving a favourable relationship with the public.

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Who are our public?

- **User base**
    - Academic/non-profit institutions
    - Commercial organisations

- **Software Developers**
    - Contributors to the suite
    - Users of the CCP4 libraries *e.g. SOLVE*
    - Packages using CCP4 programs *e.g. SHARP, ARP/wARP*

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Why bother having a favourable relationship with our public?

- **Promote new and improved software**
  - Raise profile of individual programs
  - Citations for program developers

- **Sell more commercial licences**
  - Funds new developments, workshops etc *(including this one!)*
  - Pays for many of the people at this meeting *(including me!)*

- **Developers**
  - Continue to contribute software & use the libraries/programs
  - Continue to make improvements to CCP4 software

- **Inform and educate next generation of Pxers**
  - Part of CCP4's remit to educate and promote best practice
  - Results in "better science" **;)**

What methods and activities do we employ?

- **Technical support**
- **CCP4 publications**
    - *Informal newsletter*
    - *Journal-style newsletter*
- **Presence at conferences**
    - *Exhibition stands*
    - *Satellite workshops*

- *Website and mailing lists (`www.ccp4.ac.uk, ccp4bb, ccp4-dev`)*
- *Study Weekend*
- *Conference talks and posters by individuals*
- *Publications*

<u>Technical Support</u>

- Provided by CCP4 staff at Daresbury
- `ccp4@ccp4.ac.uk`, `ccp4gui@ccp4.ac.uk`
- All kinds of everything:
  - general queries, problems, bug reports, suggestions

- This is the CCP4 shopfront!
  - Need to address problems quickly and effectively
  - People who get good support are more likely to use the software in future
  - Please support our efforts in addressing user problems

<u>Newsletters</u>

- ***news@ccp4*** *(ed. Maeri Howard-Eales)*
    - Informal "lightweight" glossy newsletter
    - Publicise releases, meetings, new staff, CCP4-related news
    - Sent to commercial customers & distributed at conferences

- **CCP4 Newsletter on Protein Crystallography**
  (ed. Charles Ballard)
    - "Traditional" newsletter
    - Articles on new software, methods and methodology
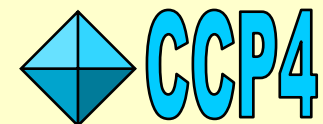   - Now web-only publication
    - `http://www.ccp4.ac.uk/newsletters.html`

Conferences ...

PR Conferences and Workshops

Conferences

- **Generally organised by DL staff (& Harry!)**

- **Focus on non-UK conferences for 2004:**
  - American Crystallographic Association (ACA) *Chicago*
  - Asian Crystallographic Association (AsCA) *Hong Kong*
  - European Crystallographic Association (ECM) *Budapest*

- **Exhibition stands**
  - Posters advertising latest release, future developments
  - Free copies of CCP4 manual, newsletters
  - Staff on hand to answer user questions, demonstrate software, and talk to developers
  - Good opportunity to meet non-UK users and developers!

Conferences

- **Exhibition stands**
  - Posters advertising latest release, future developments
  - Free copies of CCP4 manual, newsletters
  - Staff on hand to answer user questions, demonstrate software, and talk to developers

- **Workshops focused on using CCP4 software**
  - *e.g.* 1-day satellite workshop at ACA 2004
    - *Practical talks on MOSFLM, SCALA, REFMAC, CCP4mg ...*
    - *In conjunction with the PDB*
  - Possibly also @ ECM, AsCA…?

Conferences

- **Opportunity to promote the software to non-UK users**
  - Often they are less familiar with using CCP4
  - Helps get over the energy barrier
    - *Generally people like to use what they know*
  - Particular interest in MOSFLM and REFMAC
  - Can also provide useful feedback for developers
  - It's fun! :)

In conclusion…

It's a good idea to promote the software, because
- Fits in with the educational aims of the CCP4 project
- Results in more users (and keeps the ones we've got)
  - Citations
  - Commercial licences

PR can be done in a variety of ways
- Technical support is important
- Newsletters can promote new software and developments
- Conference exhibitions and satellite workshops
  - Educate and inform users particularly outside UK (& in UK?)
  - Give good feedback to developers
- Please get involved!