Linked2Media Demonstration Session
during the conference
"Research and Innovation to foster the competitiveness of the European Agri-Food and Seafood sectors"

March 11, 2014
Athens, Greece

Project acronym: **Linked2Media**

Project full title: **An Open Linked Data Platform for Semantically-Interconnecting Online, Social Media Leveraging the Corporate Brand and Market Sector Reputation Analysis and Response Optimization Services**

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SEVT in collaboration with UBITECH performed a demonstration of the L2M platform in the margins the conference "Research and Innovation to foster the competitiveness of the European Agri-Food and Seafood sectors" which was organized by the Greek Presidency of the Council of the EU together with the Directorate General for Research and Innovation of the EC (DG RTD) in collaboration with the Federation of Hellenic Food Industries (SEVT) and the European and the Hellenic Technology Platform "Food for Life". The conference held in Athens, on 10 - 11 March 2014. The conference aimed to discuss research and innovation as valuable tools for fostering the competitiveness of the European food sector and for promoting healthy and safe diets among Europe's citizens.

The concept of this demonstration was SEVT to invite (via e-mail) the companies which had registered to the conference to visit its reception desk, to get informed for the platform and to see how it works through a short demonstration. The companies get informed by UBITECH staff who had put a laptop on the reception desk, showing the different elements and the functions of the platform.

The main objective of the demonstration session was to show the Linked2Media platform to the Greek food company representatives and to encourage them to test it. The demonstration session took place during the breaks of the first day of the conference using not a structured way to present it, like an organized seminar or workshop but having the possibility to perform one to one short demonstration of the platform and to ask for people to give us the general feeling and the impression they had for it. The demonstration attracted many representatives from companies and other organization being at the conference.

The general comments we received were the followings:
1) The platform was very interesting and it was perceived as a useful tool for the estimation of the brands' image and the identification of possible negative rumors at the website.
2) They were very interested in graphs and the analysis provided by platform making some comments for the accuracy of the analysis and time needed to perform it.