



LINKED2MEDIA WORKSHOP

March 28, 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**

Grant agreement no.: **286714**

SEVT organized on 28th of March 2014 in Athens, a workshop to present the L2M platform to its members which have been invited via electronic invitation to get registered to the workshop. The concept of the workshop was to have a small number of companies in order the participants to really test the platform. In the workshop room we had one laptop for each participant and we asked for them to perform various scenarios and analysis. In total we had 8 participants from 6 companies.

The agenda of the workshop included a short introduction of the project, a short demo of the platform and the real testing of it. The main objective of the workshop session was to present the Linked2Media platform to the Greek food company representatives, to ask form them to test it and to provide us feedback in order to improve it.

The workshop was very successful since the participants were very active and provided us with valuable feedback. The general impression was that the platform is very interesting and it can be very useful tool for a company. After the end of the workshop SEVT created accounts for the participants asking them to send back more feedback, to fill in the online questionnaire and to send input for the sources.

