To the members of the Euro-CASE Board

Dear colleagues,

Thank you again for your contribution to the success of last year's European IST Prize.

We are now launching this year's Prize scheme.

Please find attached suggestions of promotion activities (see attached "List national promotion"):

- Disseminate the IST Prize flyer/Winners book widely to your network (if you have not received the form allowing you to order the documents, please contact us).

- Organise or outsource an email campaign towards possible applicants, IT Associations, Chambers of Commerce, Secretariats of Trade and Industry, universities and research institutes, science and technology parks, foundations, industrial associations, .. (see attached "Email campaign").

- Insert advertisements in relevant journals and newspapers (contact Euro-CASE for budget).

- Use existing meetings on IST, FP6 or other relevant meetings to present the European IST Prize and disseminate documents.

- Organise hyperlinks to the European IST Prize Web site, not only from your Academy's Web site, but also from other relevant organisations' Web sites.

- Organise a national "Info Meeting" (2 hours) involving national Prize Winners and your members of the evaluation group/Executive Jury. Euro-CASE can provide slides in English. Contact Euro-CASE for budget.

- Use your press contacts.

As you know, the European Commission does not provide the monetary Prizes in 2005. We are allocating all our resources to raise €700,000. Consequently we can not mention any amounts in the flyer or on the website. We have prepared a cover note to explain the situation (attached "Cover note individual").

Please also find attached a list of statement on the European IST Prize and its Winners which can be useful in your promotion ("Statement for publicity purposes").
Please send us your proposal for promotion and corresponding budget.

We count on your support and thank you in advance for your contribution to this year's Prize scheme.

Best regards,
Alain Mongon

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