

# *metalogue*

**METALOGUE: Deliverable D8.4**

## **Project promotional materials**

**The METALOGUE Consortium**

**April 2014**

**Version N°: 1**

**Main Authors:**

Dimitris Koryzis

Ilias Iliadis

Maria Mpitsika

Dimitris Spiliotopoulos



**Project funded by the European Community under the  
Seventh Framework Programme for  
Research and Technological Development**

<b>Project ref. no.</b>	ICT – 611073
<b>Project title</b>	METALOGUE – Multiperspective Multimodal Dialogue: dialogue system with metacognitive abilities

<b>Document status</b>	<b>Final version</b>
<b>Contractual date of delivery</b>	28 February 2014
<b>Actual date of delivery</b>	28 February 2014
<b>Document number</b>	D8.4
<b>Deliverable title</b>	<b>Project promotional materials</b>
<b>Dissemination level</b>	Public
<b>Type</b>	Other
<b>Number of pages</b>	9
<b>WP contributing to the deliverable</b>	WP 8
<b>WP / Task responsible</b>	UoP / HEP
<b>Contributing partners</b>	All
<b>Reviewers</b>	Internal
<b>Author(s)</b>	HEP, UoP, UDS, DFKI, DC, ESSEX
<b>EC Project Officer</b>	Pierre-Paul Sondag
<b>Keywords</b>	Leaflets, posters

**Table of Contents**

**1. EXECUTIVE SUMMARY ..... 4**

**2. PROMOTIONAL MATERIAL..... 5**

**3. APPENDICES ..... 6**

    3.1 APPENDIX 1: LEAFLETS (MAY 2014)..... 6

    3.2 APPENDIX 2: FLYER (MAY 2014)..... 7

    3.3 APPENDIX 3: GENERIC POSTER (JUNE 2014)..... 9

## **1. Executive Summary**

This document describes deliverable D8.4, of work package 8 which is related to the dissemination and exploitation of the project results. D8.4 is about the creation of the project promotional material for effective project presentation. The document contains detailed descriptions of leaflets and posters accompanied by the full text and figures.

## 2. Promotional Material

Within the dissemination task of the METALOGUE project the development and production of dissemination material is foreseen. It will be used for the various dissemination and networking events to be attended throughout the project as well as project partnerships with academia and industry. For this task a set of leaflets and posters has been produced.

**Leaflet**        The 4-page leaflet was specifically designed for the communications with Call centres by DialogConnection mainly as well as other partners. It contains examples of dialogue and is designed to trigger the interest of potential partnerships for data collection and deployment of Metalogue.

**Flyer**         The shorter flyer is a 2 A4 page summarised version of the 4-page leaflet for the same use but for broader audience without the very technical details.

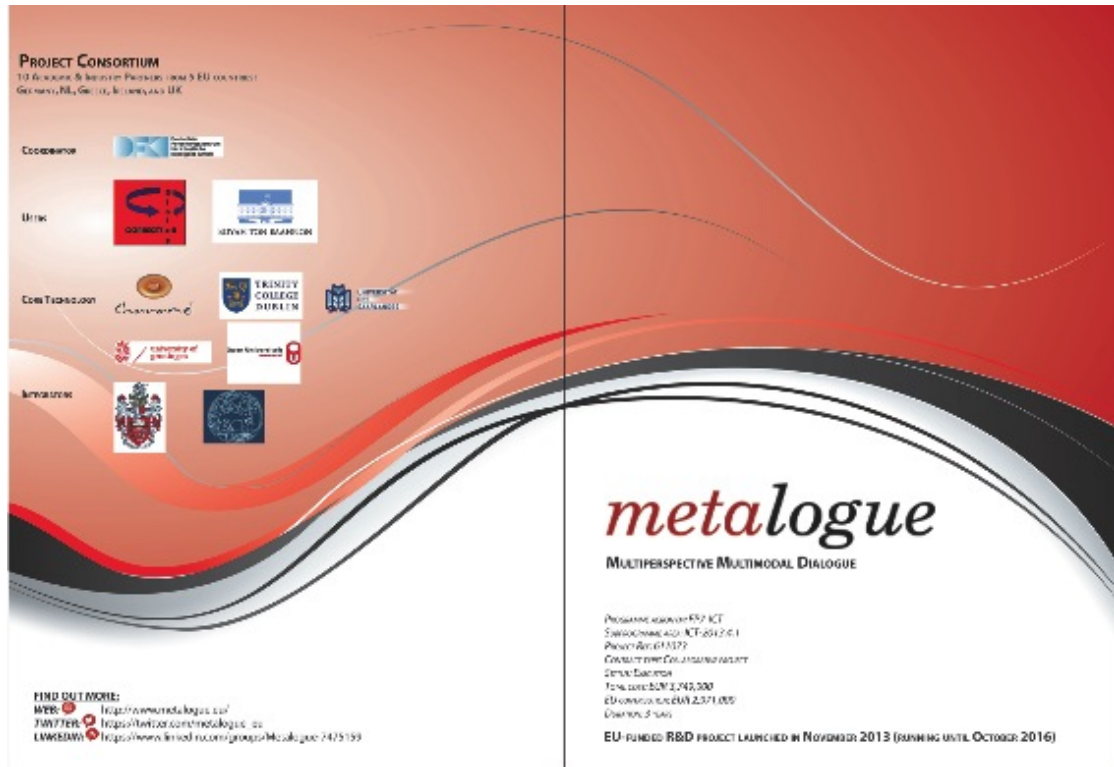
**Poster**        The designed poster is the generic traditional means of dissemination with a generic and concise presentation of the Metalogue project.

The promotional material will be updated per need basis to cover the progress throughout the duration of the project.

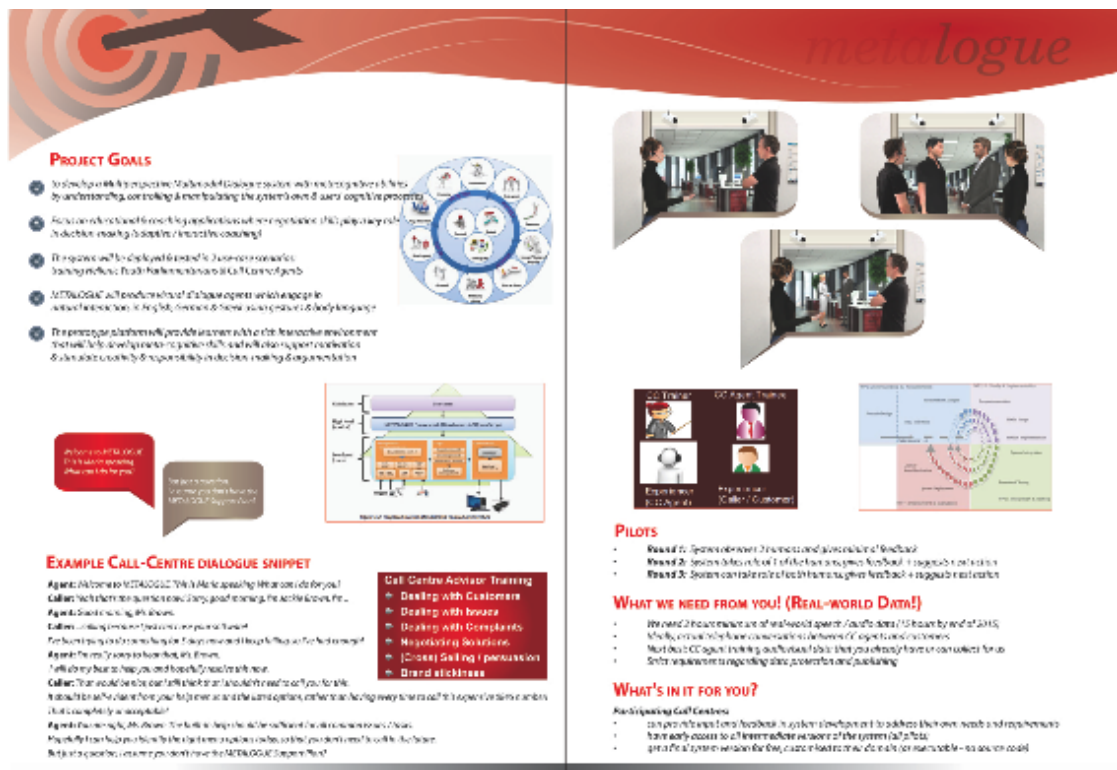
### 3. Appendices

#### 3.1 Appendix 1: Leaflets (May 2014)

Outside:



Inside:



3.2

### 3.2 Appendix 2: Flyer (May 2014)



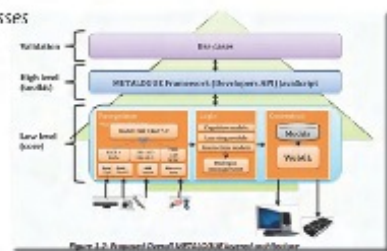
**meta**logue

**MULTIPERSPECTIVE MULTIMODAL DIALOGUE**  
EU-FUNDED R&D PROJECT LAUNCHED IN NOVEMBER 2013 (RUNNING UNTIL OCTOBER 2016)

PROGRAMME AGREEMENT: FP7-ICT  
SUBPROGRAMME AREA: ICT-2013.4.1  
PROJECT REF: 611073  
CONTRACT TYPE: COLLABORATIVE PROJECT  
STATUS: EXECUTING  
TOTAL COST: EUR 3,149,000  
EU CONTRIBUTION: EUR 2,971,000  
DURATION: 3 YEARS

#### PROJECT GOALS

- ➊ to develop a Multiperspective Multimodal Dialogue system with metacognitive abilities by understanding, controlling & manipulating the system's own & users' cognitive processes
- ➋ Focus on educational & coaching applications where negotiation skills play a key role in decision-making (adaptive / interactive coaching)
- ➌ The system will be deployed & tested in 2 use-case scenarios: training Hellenic Youth Parliamentarians & Call Centre Agents
- ➍ METALOGUE will produce virtual dialogue agents which engage in natural interaction, in English, German & Greek using gestures & body language
- ➎ The prototype platform will provide learners with a rich interactive environment that will help develop meta-cognitive skills and will also support motivation & stimulate creativity & responsibility in decision-making & argumentation



#### EXAMPLE CALL-CENTRE DIALOGUE SNIPPET

**Agent:** Welcome to METALOGUE. This is Maria speaking. What can I do for you?

**Caller:** Yeah that's the question now! Sorry, good morning, I'm Jackie Brown, I'm ..

**Agent:** Good morning, Ms. Brown.

**Caller:** .. calling because I just can't use your software! I've been trying to do something for 3 days now and I keep failing, so I've had enough!

**Agent:** I'm really sorry to hear that, Ms. Brown. I will do my best to help you and hopefully resolve this now.

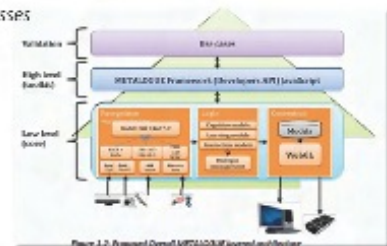
**Caller:** That would be nice, but I still think that I shouldn't need to call you for this. It should be self-evident from your help menus and the listed options, rather than having every time to call this expensive 0845 number! That's completely unacceptable!

**Agent:** You are right, Ms. Brown. The built-in help should be sufficient for all common issues / tasks. Hopefully I can help you identify the right menu options today, so that you don't need to call in the future. But just a question, I assume you don't have the METALOGUE Support Plan?



## PROJECT GOALS

- to develop a Multiperspective Multimodal Dialogue system with metacognitive abilities by understanding, controlling & manipulating the system's own & users' cognitive processes
- Focus on educational & coaching applications where negotiation skills play a key role in decision-making (adaptive / interactive coaching)
- The system will be deployed & tested in 2 use-case scenarios: training Hellenic Youth Parliamentarians & Call Centre Agents
- METALOGUE will produce virtual dialogue agents which engage in natural interaction, in English, German & Greek using gestures & body language
- The prototype platform will provide learners with a rich interactive environment that will help develop meta-cognitive skills and will also support motivation & stimulate creativity & responsibility in decision-making & argumentation



## EXAMPLE

### CALL-CENTRE DIALOGUE SNIPPET

**Agent:** Welcome to METALOGUE. This is Maria speaking. What can I do for you?

**Caller:** Yeah that's the question now! Sorry, good morning, I'm Jackie Brown, I'm ...

**Agent:** Good morning, Ms. Brown.

**Caller:** ... calling because I just can't use your software!

I've been trying to do something for 3 days now and I keep failing, so I've had enough!

**Agent:** I'm really sorry to hear that, Ms. Brown.

I will do my best to help you and hopefully resolve this now.

**Caller:** That would be nice, but I still think that I shouldn't need to call you for this.

It should be self-evident from your help menus and the listed options, rather than having every time to call this expensive 0845 number!

That's completely unacceptable!

**Agent:** You are right, Ms. Brown. The built-in help should be sufficient for all common issues / tasks.

Hopefully I can help you identify the right menu options today, so that you don't need to call in the future.

But just a question, I assume you don't have the METALOGUE Support Plan?



### 3.3 Appendix 3: Generic poster (June 2014)

**metalogue**

**MULTIPERSPECTIVE MULTIMODAL DIALOGUE**  
EU-FUNDED R&D PROJECT LAUNCHED IN NOVEMBER 2013 (RUNNING UNTIL OCTOBER 2016)

**PROJECT GOALS**  
to develop a Multiperspective Multimodal Dialogue system with metacognitive abilities by understanding, controlling & manipulating the system's own & users' cognitive processes  
Focus on educational & coaching applications where negotiation skills play a key role in decision-making (adaptive / interactive coaching)  
The system will be deployed & tested in 2 use-case scenarios: training Hellenic Youth Parliamentarians & Call Centre Agents  
METALOGUE will produce virtual dialogue agents which engage in natural interaction, in English, German & Greek using gestures & body language  
The prototype platform will provide learners with a rich interactive environment that will help develop meta-cognitive skills and will also support motivation & stimulate creativity & responsibility in decision-making & argumentation

**PROJECT CONSORTIUM**  
10 ACADEMIC & INDUSTRY PARTNERS  
FROM 5 EU COUNTRIES:  
GERMANY, NL, GREECE, IRELAND, AND UK

**COORDINATOR** German Research Center for Artificial Intelligence

**USERS** BOYAH TON EAAHNON

**CORE TECHNOLOGY** Chameleon TRINITY COLLEGE DUBLIN UNIVERSITÄT DES SAARLANDES

university of groningen Open Universiteit [www.ou.nl](http://www.ou.nl)

**INTEGRATORS** University of Essex

**DIALOGUE SNIPPET**

**FIND OUT MORE:**  
**WEB:** <http://www.metalogue.eu/>  
**TWITTER:** [https://twitter.com/metalogue\\_eu](https://twitter.com/metalogue_eu)  
**LINKEDIN:** <https://www.linkedin.com/groups/Metalogue-7475159>