



Pilot Launch Event

October, 26 2017

d-LAB

A programme of
 MOBILE
WORLD CAPITAL
BARCELONA

IRISBOND

isac

EMPOWERING PEOPLE WITH DISABILITIES THROUGH MOBILE TECHNOLOGIES
ISAAC Awareness Month 2017 – Pilot launch

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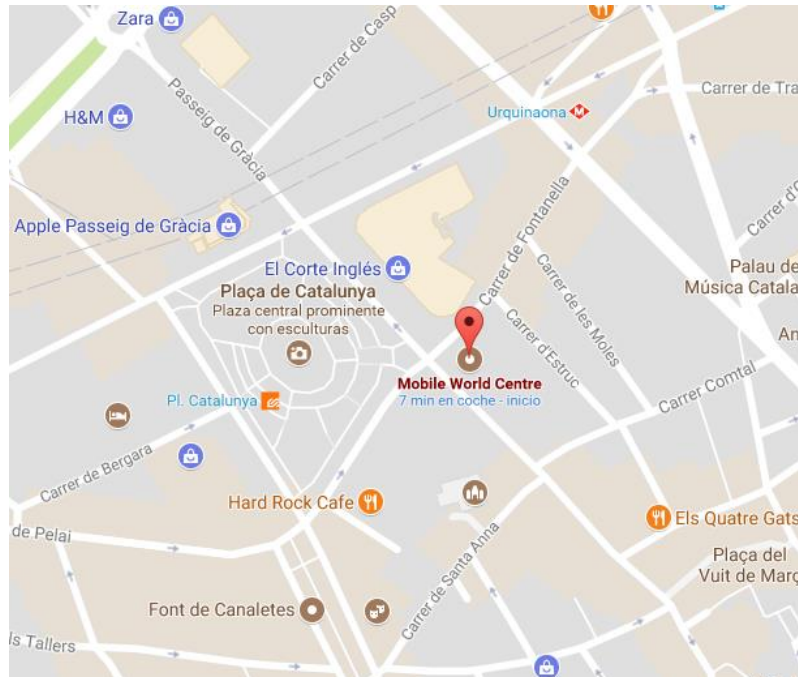
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Date and venue

- **October, 26 2017 – from 9:45 to 11:20 h**
- **Mobile World Centre**
 - Carrer de Fontanella, 2
 - 08002 Barcelona



Objective

- Promote and build awareness about the importance of AAC to general audience
- Present Irisbond's eye-tracking technology as a AAC tool that empowers people with disabilities
- Launch the Irisbond pilot project, present the main objective of the pilot, present the use cases and the involved partners

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AGENDA

09:45 – 09:50 Welcome remarks

- *Juan Baselga, CMO & Corporate Engagement Director, MWCB*

09:50 – 10:00 Keynote session: AAC tools in daily life

- *Damaris Dominguez*

10:00 – 10:20 Keynote session: Alternative forms of communication

- *Sol Solís, Therapist, Specialist in SAAC*

10:20 – 10:35 Irisbond: an example of AAC technology

- *Eduardo Jáuregui, CEO, Irisbond*

10:35 – 10:45 Presentation of the Irisbond pilot project

- *Tomeu Sabater, d-LAB Project Manager, MWCB*

10:45 – 11:15 Round table and discussion

- *Moderated by ONCE Foundation*
 - Irisbond
 - Twitter
 - Institut Guttmann

11:15 – 11:20 Closing remarks

11:20 – 12:00 Networking coffee

Communications Actions

- **4 Oct First invitation + Social Media**
 - ✓ Send the first invitation email to all the contacts from your network (local + national)
 - ✓ Publish the event on your Social Media (attach the banner provided + registration web [link](#)) – Twitter, Facebook, LinkedIn etc.
 - ✓ Contact partners that can help in spreading the word within their comms channels; share the event banner with them & the short description of the event
- **10 Oct Follow up**
 - ✓ Send a follow up email to make sure everyone got the first communication
 - ✓ Repeat the actions on you social media channels (banner + registration web link)
- **17 Oct Second Reminder**
 - ✓ Send a second reminder
 - ✓ Re-publish information about the event on you social media channels
- **23 Oct Last Reminder**
 - ✓ Last chance to register for the event email

ISAAC Awareness Month 2017 – Pilot launch

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
25	26	27	28	29 Phone call MWCB - ISAAC
2	3	4 First invitation	5	6
9	10 Follow up	11	12	13
16	17 2 nd Reminder	18	19	20
23 Final reminder	24	25	26 EVENT	

Keep in mind

- **Emailing list**
 - ✓ d-LAB and Irisbond should coordinate the invitation list not to repeat the same contacts
 - ✓ There is a registration page in order to control the number of participants, always add it to your emails (<https://comunicacionalternativa.eventbrite.es>)
 - ✓ Remember that personalized invitations always work better than a mass email
 - ✓ If possible, add the information about the event in your newsletter
- **Social Media**
 - ✓ Spread the information about the event on a regular basis during October (at least 2 times per week)
 - ✓ Always use an image/banner + registration web link in all your communications across SM channels
 - ✓ Tag/mention all the project partners to have more visibility (*see on the next slides*)
- **Networks**
 - ✓ If possible, share the communication materials with other organizations interest in the subject, your partners or collaborators, so they can support and spread the event within their channels

Example of the invitation text in Spanish

Nos complace invitarte a la sesión sobre "**Comunicación Aumentativa y Alternativa (CAA)** ", con el objetivo de dar a conocer diferentes tecnologías, sistemas y dispositivos de comunicación utilizados por las personas con discapacidad.

En la sesión se presentará el piloto de Irisbond, que cuenta con la participación de d-LAB, Institut Gutmann y Twitter, y que tiene por objetivo evaluar cómo una tecnología de CAA basada en el control de dispositivos móviles con la mirada mejora la comunicación de las personas con discapacidad y el acceso a diferentes aplicaciones, empoderando a este colectivo en su día a día.

Este evento está incluido dentro del AAC Awareness Month de ISAAC, la organización internacional de CAA.

Conoce más sobre la jornada [aquí](#).

Example of the invitation text in English

We are pleased to invite you to the session on "Alternative and Augmentative Communication (AAC)". The aim of this event is to raise awareness of AAC and to inform the public about the many different ways in which people communicate using communication devices.

During the session we will also present the Irisbond project, with the participation of d-LAB, Institut Gutmann and Twitter, that aims to evaluate how this innovative AAC technology based on the control of mobile devices with eyes can improve the communication of people with disabilities and help them access different applications, empowering them in their daily life activities.

This event is included within the AAC Awareness Month of ISAAC, the international AAC organization.

Learn more about the day [here](#).

**event will be held in Spanish*

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TWITTER ACCOUNTS

Hashtag proposals: #aac

d-LAB	@dLAB_MWC
Irisbond	@Irisbond
Institut Guttman	@Iguttman
Twitter	@TwitterMktgES
ISAAC	@ISAAC_AAC

Please let us know if you use any other Social Media accounts to be mentions