



Visibility and Accessibility

Ontology Summit 2011

May 19, 2011

Evangelists

- Goal is to articulate and convince readiness of ontology
- Summit Tracks + Communiqué **provide resources** to do so



- From the use case wiki, we wrote:

*Screen shot and key features —
Give a flavor of the use of ontology
in this case.*

- Should heed our own advice!

Accessibility

- Communiqué represents culmination of several months work. While the rest of the tracks are available on the ontolog website, they are not necessarily easy to get to
- Need to make the Communiqué + Tracks **accessible**

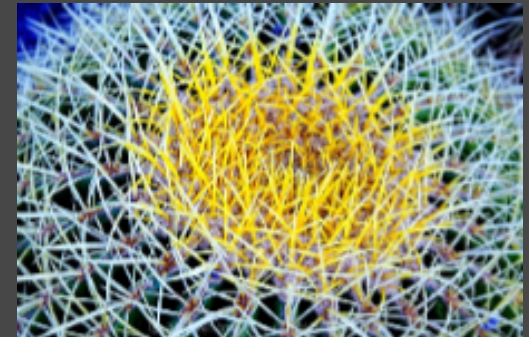


Some basic ideas:

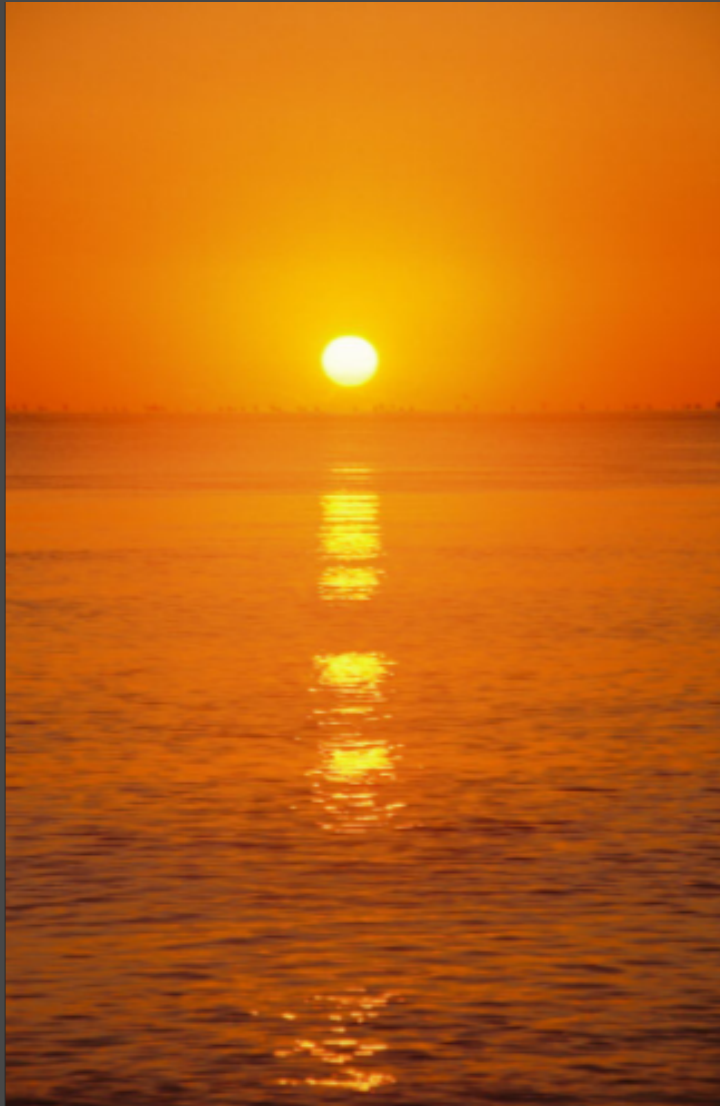
- Easy to **read**
 - Text Wrapping
 - Images
- Easy to **navigate**
 - Navigation bar
 - Overview
- We identified how to better communicate
 - Create access **interface** based on these same points

Visibility

- Broader / underlying message of the summit is that ontology *is* ready.
- Why “Making the Case” at all?
- Overarching takeaway should reinforce this view
- Connected with Ontolog and IAOA members, but **who else?**
- **Where** do the strategists and decision makers frequent?
 - More mainstream Technology + Business Blogs
 - Business Intelligence
 - Enterprise Architecture
- Create **Buzz**
 - Blog about the summit
 - Create resource where it is easy for people to find out / put together a story about what is going on (beyond just the summit)



Visibility



- Can help “Making the Case” easier, by adjusting the **broader background**
- Want larger cultural milieu to know about Ontology’s readiness
- Use the Summit to advance this goal as well
 - Messaging throughout should project **confidence**
 - Strive to make ontology a **common word**?

Summary

- Make sure that the resources persist in an **accessible** manner beyond the conclusion of the summit
- Make sure content is presented in an inviting way
 - creation of a **website**?
- Target audience awareness
 - Business + Tech Media + Blogs
 - Resource where others can easily put together a **story** about ontology
 - Blog ourselves!
- Broader background
 - Ontology as **commonplace** term
 - **Readiness** for industry is **now**