

Ontology Summit 2012: Public Relations

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Objectives

- Actively engage media
- Reach a broader audience
- Increase profile of ontologies
- Make ontology familiar (at least for target audiences)
- Capture the imagination
- Tap into the broader zeitgeist

Basic Themes

- Educate re ontologies
- Ontologies are deployment-ready
- Ontologies are vital for industry success
- Ontologies are the future (you should get involved!)

Messages

- Big Systems can benefit in a big way from ontology
- Some of the great challenges of the 21st century - complexity, scale and federation require ontologies
- Statistics can take us only part of the way, we need explicit theories too