

Advertisements on the information screens at ANA Futura

Guidelines for what we advertise

Communicators:

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Disputes, half-time, licentiates

- Initially **disputes, licentiates** and **half-times** for people who are located at ANA Futura. ISP seminars are only advertised in the institution calendar.
- Advertised 2 weeks before they take place (if the information is available earlier, use the time management in Playipp).

Seminars/lectures

- **Seminars** that are arranged or held by people at ANA Futura.
- **External seminars** that are arranged by ANA Futura or that may be of particular interest to employees of ANA Futura.
- Seminars are advertised 2 weeks before they are held.

Building information

- **E.g. operating information.** Advertised approximately 2 weeks before (a longer time if there is information that has a significant impact on activities).
- **Procedures and other events in the building** (Advertised in 1-2 weeks depending on what they are about).
- **New advanced equipment.** The institution concerned informs its communicator who will do the advertisement and publish it on the screens. The advertisement will be on rotation for 1 week.

Staff

- **Presentation of new research groups.** The institution concerned will inform its Communicator who will do the advertisement and publish it on the screens. The advertisement will be on rotation for one week.
- **Presentation of new professors or other key people.** The institution concerned will inform its Communicator who will do the advertisement and publish it on the screens. The advertisement will be on rotation for one week.

Publications

- **Publications in journals with an impact factor of 8 or more are advertised.** The institution concerned will inform its communicator who will do the advertisement and publish it on the screens. The advertisement will be on rotation for one week.

Research grants

Grants are advertised for those who are located at ANA Futura. The communicators collaborate with the economists and receive information about who has received funds and advertise in a list (or an advertisement if only one person has received a grant.)

Examples of grants we will advertise:

- **Research Council** – November (spring/autumn)
- **Cancer Foundation** – November (spring/autumn)
- **Hjärt- och lungfonden** (common advertising, as list)
- **Wallenberg Foundations** – irregular and not so many. If several - one advertisement per grant.
- **Vinnova** – irregular
- **EU Projects** – One per grant
- **Service financing** (e.g. 5-year research financing from the Cancer Foundation)
- **CIMED** – once per year (<https://forskningsstod.vmi.se>)

The communicators will collaborate with finance staff and will get information about who has received funds and will advertise in a list or one per advertisement (depending on how many it involves).

Other

- **New clinical studies** that involve people from ANA Futura. The institution concerned will inform its communicator who will do the advertisement and publish it on the screens. The advertisement will be on rotation for one week.
- **Additional information:** The Communications Department has a mandate to post everything on the screens that it considers to be relevant information, without advice from the ANA Future communicators.



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