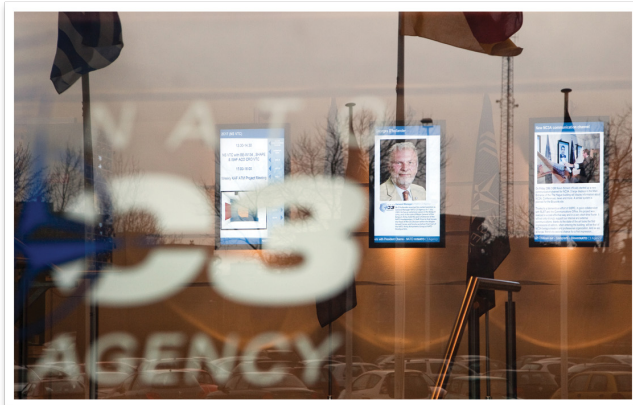


## Cross media communication no ‘rocket science’ for NATO C3 Agency

The C3 Agency (NC3A) is a NATO agency with offices in The Hague (NL) and Brussels (BE) and has over 850 employees. In a work environment such as NATO’s, where many different nationalities work together and where there are frequent meetings and conferences with international visitors, effective and well-structured (internal) communication is an absolute must. For this reason, NC3A opted for Netpresenter software in November 2009. Barely a month after giving the go-ahead for the implementation of the software, the first monitors were officially put into use. And so NC3A has proven that cross-media communication does not have to be difficult or time-consuming.



### “Netpresenter is an indispensable addition”

“We kept getting more and more signals from within the organisation that we needed to significantly improve our internal communication. Even higher management wanted to take it to the next level. That is why we started structuring our internal communication over two years ago. Our aim was to offer our employees and visitors information the way that suited them best. That is why we now use various media, such as SharePoint (blogs, news and information), the N3CA Communicator (a bimonthly print and digital magazine) and poster campaigns throughout the building. Additional to this we now have large TV screens in both buildings on which we run Netpresenter. In our opinion Netpresenter is an indispensable addition to the other communication tools that we use,” says Richard van Nijnatten. He is the creative media manager at NC3A’s Creative Media Centre, which supports the management in the choice and development of creative media for strategic internal and external communication.

### “Extra important for visitors”

Van Nijnatten: “There are various screens carrying different information. For instance we have ‘hot news’ screens for general information about NC3A and NATO, screens with conference planning information, booking details and more information concerning planned conferences. There are also screens with information about planned conferences, such as speakers, topics and locations. The screens even point the visitor in the right direction using arrows to make sure they find their way to their specific VCT or conference room. Besides this we also have a number of smaller screens mounted alongside the doors to a number of ‘virtual meeting rooms’ (meeting via HD video teleconference system). These screens display the schedule for that room, that day.

According to Van Nijnatten the Netpresenter screens are especially important for visitors; “As visitors do not have access to any of the other communication channels that we use internally, the TV screens are particularly important to share important information with our visitors.”

### “Very sensitive information”

The information that is broadcasted is not the same for every location. “At the moment the agency has various channels in use; NC3A News, NC3A and NATO general information, references to a range of conference rooms and a daily update on the conference room. Most of the messages are automatically generated from SharePoint. “Here at NC3A our messages often contain classified information. Not all of this information can be published via Netpresenter, that is why it is very important that messages are checked to determine if the content is suitable for publication on the TV screens. →



We have implemented an extra step of the software that allows someone from the Communications Office to screen and if necessary amend messages before they are broadcast," explains Van Nijnatten.

## “Due to the extensive feedback we know the system is appreciated”

“Netpresenter being appreciated as a communication tool shows due to the fact that not just employees send us input for Netpresenter messages, but outsiders as well. Another pointer is that people will often start talking about the system or a Netpresenter message of their own accord. By the way, the large amount of reactions we get when there has been a spelling mistake in a message also demonstrates the range this medium really has,” says Van Nijnatten.

He expects that after the good example they have set, many will follow: “We aim to further expand the amount of screens and channels in the future. This would mean that we could supply our Brussels offices with TV screens and information, as we do in The Hague. Besides this we are also considering installing the Netpresenter Player (screensaver, pop-up) on all of our PC workstations.”

### NATO C3 Agency

The NC3A is a NATO agency that is engaged in C4ISR technologies (Communication, Command, Control, Computers, Intelligence, Surveillance, Reconnaissance). The agency supplies cutting-edge technologies to NATO organisations and NATO and PfP (Partnership for Peace) members. NC3A has over 850 employees, headquarters in The Hague and Brussels and various offices in Norfolk, USA (ACT), Mons (SHAPE), Stavanger, Kabul and Kandahar.

[www.nc3a.nato.int](http://www.nc3a.nato.int)

### Sector

Scientific information supplier (non-profit)

### Challenge

Improving internal communication and, by using both traditional and new media, inform employees in a pleasant and structured manor.

### Solution

An effective internal communication mix in which SharePoint plays a central role. Many of the messages published in SharePoint are also published on various large TV screens in the building (dynamic Digital Signage). The information published is not the same for each location; there are screens aimed at employees and visitors.

### Advantages

- Quick implementation: just one month from go-ahead to launch;
- Use of a mix of traditional and new media so that employees are approached using the media that suits them;
- Changes can be made quickly and from any location;
- This new way of communication is highly appreciated by employees. This is demonstrated by the amount of messages employees submit to broadcast via Netpresenter.



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Netpresenter is a leading developer of innovative end-to-end visual broadcast solutions, such as emergency alert notification, enterprise communications and narrowcasting. It has offices in The Netherlands, US and UK. Its 1 million users can be found, among others, at Nokia, Sony, Jaguar and GE.