

Target Group	Goal	Main message	Activity/Channel	When	Personal Comments on the release type
Industrial Actors / Consulting Companies	Raise Awareness on possibilities induced by the theoretical work	This is an interesting research work; You may want to check it out.	Twitter/LinkedIn	As soon as the paper resulting from the theoretical investigations goes out	Ideally you want to use a non-obvious dissemination of your idea. You want to make it known without having too much fuss around it => Avoid raising false expectations.
Industrial targets/Researchers	Show the broadness of the project, bring it into concrete life.	We built antennas especially designed for this purpose.	Photos: Instagram*/Webpage	When you received the manufactured antennas	* Instagram seems highly inappropriate for me. It is highly unlikely that the targeted audience is actually checking Instagram. It is hard to build some kind of following community on my individual research.
Industrial Actors / Consulting Companies	Show a fully operating system	Tests have been done and are good.	News release: Ideally you want a bigger channel to communicate for you, either through KTH either through 'technical' press	After pushing a paper on experimental results.	This corresponds to a milestone in the TRL, it shows concreteness of the project. A hidden goal is to attract actors in your project, 'make them feel it is happening and that they don't want to miss it'
Researchers	Make the scientific community aware of some interesting challenges and fun ways to address them.	Storytelling: From theory to real world	Researchers dedicated magazine: Allows technical details as well as less formal description than usual journal articles.	At the end of the project	