3rd conference of the EURO Working Group
on the Practice of Operations Research
Challenges in the deployment of OR projects

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PRACTICE OF OR

Objective: Discuss the Promotion of OR

Discussion group 2

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- OR potential and achievements are still not widely known and adopted

- Advisory companies doesn't promote OR as a key technology for the challenges the world faces

- What can we do as an OR community and work group to improve the visibility of OR and our achievements?

Promotion of OR

- Improve awareness of what OR is: lowering the amount of knowledge to understand what OR enables – less jargon

- Need to find ways to do more marketing with our limited resources - a lot of materials already available but that had/have low marketing impact for the general public

- Focus on value delivered – story telling – "OR does things that would be impossible to do without it" – leverage the UK impact magazine use cases for instance

- Learning:
  - Materials for High schools without much previous knowledge needed
  - Competitions (different levels – young/beginner to advanced)
  - Easier access to OR contents - Hub for easy to re-use content (videos, code snippets, documents, story telling)

  => More OR professionals & More people aware of what OR delivers

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Thank You