

**Advisory Group on Marketing and Communication
Report to Executive Committee
November 2019**

Meetings/Interactions of the Advisory Group in this Reporting Period:

Gotogo Meeting 16th of September 2019

General Progress Report:

1. Video for promoting IFOMPT 2020 from regional ambassadors (question from Amy)
 - guidelines for video
 - guidelines for posting on social media

we don't have any guidelines in IFOMPT, we suggested Amy, that she could send the ambassadors an example of the video and ask them to translate it in their mother language and post them on twitter under #ifomptdownunder.
2. Videocompetition Round 3
 - voting conditions
 - launching
 - video for 3rd launching

Laura informed Ken what to do, Pierre prepared the 3rd round video, it was launched in Japan. The closing date for the 3rd round will be the 30th of June 2020.
3. new communication platform (from Pierre) called slack, **please check the youtube video before the meeting**
 - <https://youtu.be/9RJZMSsH7-g>

we decided to make a trial in the AGMC and if it is successful, we would recommend it to the whole IFOMPT family
4. sunglasses
I tried to win sunski for sponsoring our conference with sunglasses, because the committee thinks we should try to get some recycled sunglasses. Unfortunately, sunski is a too small company to sponsor us (they offered us 3 pair of sunglasses for free). Eva is now searching for another option.
5. Website (Renée will update you here)
6. Trade Marks for IFOMPT (Laura will update you with more information)
Personal I can't see really the benefits from this, it will regenerate more work, with no big benefits

Matters that the Group would like to bring to the Attention of the Executive Committee:

Submitted by: Marion Schreiner

Date: 11th November 2019