

Advisory Group on Branding Report to Executive Committee

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

The Group met on 10 February 2017.

General Progress Report:

Logo and tagline (group members: Bärbel Boergel, Svein Kristiansen, Aleksandros Sideris)

AIM : PRODUCE GUIDANCE and consider the following

- The new logo needs disseminating- we need a plan for where and how, who can use it/misuse/how to use it (there is some guidance on this – need to ask Ingrid)
- Logo should be on every MO and RIG website (front page)
- Facebook: will be discussed in the logo tagline group
- OMT THERAPIST are allowed to use IFOMPT LOGO on their website and also put it on the bottom of their letter
- The guidance of use, has to be described by the group ...and the follow up)
- letter / e-mails (in signature)
- Describe the use of the logo and tagline at Conferences associated with IFOMPT

Social Media (this need to be in association with the Communication group)

- How do we push this? How do we manage it? Twitter/FB
(We have gained 600 followers on twitter this week)
- Website
- We will need to consider terms of reference
- Please consider a short term plan – probably this will relate to logo being pushed
- Benefits doc should be easy to create also

Benefits for MOs_ (Group Members: Marion Schreiner and Pierre Roscher)

What is our message and to whom (bigger and broader than manual therapy)

Which groups do we want to do address ...and what is the message (using the strategic plan from Cincinnati)

- The value of IFOMPT- a document describing the benefits of being an MO of IFOMPT
- Distribution with a VIDEO clip (like the SA Practitioner Society) or with an Interview on WEBSITE / Twitter...

Why you want to be member of the IFOMPT as a MO country / as an individual

- The only musculoskeletal organisation in the world where membership is only eligible through examination
- The only member for musculoskeletal physiotherapy in WCPT...connection with WCPT (what is our profit there?)
- International monitoring which ensures programmes reaches a required standard for entry to become an MO.
 - Reciprocal Recognition – that means each MO's recognize the qualification of the OMT status from other MO's. (When you want

to be member of MACP or AAOMPT – you will be accepted). If you want to work in their country, they will write an supportive letter (standardised by IFOMPT) and will provide you with the required informations to be able to work in their countries.

- World class conference
 - that deliver the opportunity to have a great networking, sharing the excellent knowledge around the world- getting the latest and best evidence based practice – trends in musculoskeletal physiotherapy
 - lower rate for your members
- International consensus on guidelines
 - there is a drive to develop different guidelines which will be developed by the experts around the world in the topic (...english speaking)
- Development of OMPT worldwide supporting countries where programmes are under developed.
- Provide support to countries where political agenda challenges OMPT
- Generic....

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

None

Submitted by: Marion Schreiner

Date: March 2017