Advisory Group on Branding
Report to Executive Committee

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

4th of May Teleconference with Bärbel, Pierre, Ingrid, Laura and Marion
Apologized: Svein, Eva

Before the meeting Bärbel and Svein meet to create a document for using the logo.
Pierre and Marion provided a top ten list of the benefits of IFOMPT

General Progress Report:

2016/2017 Charges

1 Develop a document that outlines the Benefits of membership of
   IFOMPT. Disseminate the document to MO's with clear guidance on
   its distribution.
   Pierre and Marion put together a list of the top ten benefits for
   IFOMPT members. With this list we will make a workshop with all
   MO members at the conference in Cape Town.

2 Develop a standardised power point/video presentation for MO use
   in promoting IFOMPT to their educational programmes and other
   possible opportunities.
   So far not discussed

3 Review and develop the guidance for the use of the logo and tagline
        and where necessary amend and distribute as appropriate.
   Bärbel, Svein and Aleksandros putting together a letter for the MO's
   – How to use the logo.

4 Describe the use of the logo and tagline at Conferences associated
        with IFOMPT.
Review any promotional documents for IFOMPT and develop as
necessary. Consider translating into other languages.
We didn't come that far, but we let design a roll-up

Also….
We decided to make some interviews with the "VIP" people at the
WCPT conference in Cape Town to put on twitter and on the website
(Ingrid's job). Therefore we got the agreement of the Executive
Committee to produce a roll-up with the IFOMPT Logo in the back of

the people – we will interview. The questions are not standardized – so far. It should be a spontaneous setting.

Matters that the Group would like to bring to the Attention of the Executive Committee:
When would it be possible to make a workshop on the top ten list for IFOMPT?

Submitted by: Marion
Date: 3rd of June 2017