

**Advisory Group on Marketing and Communication  
Report to Executive Committee  
2020**

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**Advisory Group Report - Period 2016 -2020:**

**In 2016 We started the group as Marketing and Branding Group.** In 2018 merged with the communication group and became the **Advisory group of Marketing & Communication.**

Core Group: Marion Schreiner (Chair), Baerbel Borgel, Pierre Roscher, Vesa Lehtola, Eva Backer Hansen, Laura Finucane, (EC liaison), Lenerdene Levesque (SC liaison) and Ingrid du Toit (Office).

Subgroup: Svein Kristiansen (Videos), Ingela Lundholm (General), Ina Diener (Communication Group)

The purpose of the group was to ensure the continuous flow of communication between MOs and Executive and the Standards Committees. Further, to ensure the branding strategy is optimally delivered.

We have achieved our objectives in the following way:

**Develop and disseminate a document/s that outline the benefits of membership of IFOMPT for the various stakeholders**

We acknowledged that we have two target audiences, namely the existing members and potential new members and the message needs to be customized for each of these. These would also be used to promote IFOMPT through social media and conferences. Our outputs supporting this work have been;

- A Flyer outlining the Benefits infographic
- A video on the benefits of membership – this was later translated into French by the French RIG.

Further work to translate these items into other languages should be considered going forward.

**Review and develop the guidance for the use of the logo and tagline and, where necessary, amend and distribute as appropriate. Describe the use of the logo and tagline at conferences associated with IFOMPT**

A document was produced outlining the use of the logo and distributed to the members encouraging the MO's to use the logo on their websites, letterheads etc and

to also encourage their individual members who have met the IFOMPT requirements to use the logo.

### **Enhance IFOMPT presence and participation in social media.**

A comprehensive document on the use of social media was developed and distributed to the membership.

We have encouraged the use of social media and our twitter followers have increased from 1000 (2013) to nearly 9000. FB over 5000 friends. Numerous WhatsApp groups have been created for ease of communication.

We still feel there is an opportunity to increase our reach and use of social media to enhance our profile and promote IFOMPT. We recommend that there should be a social media strategy developed as part of the overall strategy.

### **Investigate best ways to enhance communication between IFOMPT members (individuals, groups, committees, etc.).**

A comprehensive communication document was completed outlining the various lines of communication within IFOMPT.

The members of the advisory group were given the responsibility to approach individual MO's who do not respond to requests for information which has been successful in some situations.

### **Promotion of IFOMPT**

We ran a competition (#ifomptdownunder) to promote the benefits of IFOMPT with the winners receiving a free registration to the 2020 IFOMPT conference in Melbourne. This will be honoured now in 2022.

We have met face to face twice within the period of 2016-20.

In Reno (2018) we promoted the benefits video and launched the competition with a video at the beginning of the conference in Reno (Ken and Laura with the "Blues brothers show – brilliant). We provided each MO and the EC and SC committees with sunglasses as a trademark for IFOMPT (we gave these away as prizes and were greatly sought after!).

We also manned an interactive booth promoting IFOMPT through the participation of games which was a huge success and included answering questions about IFOMPT, World map (identifying RIG and MO countries) and of course testing manual skills (palpating animals)!

In Geneva (2019) we also ran a very successful booth using the same blueprint as Reno. We also had the opportunity to bring all the MO's together with a city tour (sponsored by svomp), boat trip and later a cheese fondue. These activities are important for IFOMPT to bring everyone together and get to know each other (that everybody feels part of the family) – we think it worked out quite well. (Still remembering the Yodeling)

I want to thank all of those who made up the advisory group for their commitment to delivering our charges which I believe we have mostly fulfilled in this time. The enthusiasm and energy have made the task easy and very enjoyable. I have stepped back as the chair of the AGMC and Haideh Plock will become the new chair of our group and will take us forward in the next few years.

Marion Schreiner  
September 2020