



ICS Publications & Communications Committee Minutes

09:00 – 12:00, Monday 29th August 2011

Crowne Plaza Hotel, Glasgow, Scotland

Attending: Jerzy Gajewski (Chair), Jacky Cahill, Simone Crivellaro, Nina Davis, Daniela Marschall-Kehrel, Jane Meijlink, Katherine Moore, Susie Orme, Tomasz Rechberger

In attendance: Dan Snowdon, Dominic Turner, Avital Rosen, Limin Liao

Apologies: Ian Pearce

Welcome to new members

JG welcomed the new PCC members, Jacqueline Cahill and Nina Davis.

Approval of London, January 2011 meeting minutes

1. The minutes were approved by JM and SC.

Discussion regarding ICS 2012 promotion

2. JG welcomed Limin Liao, ICS 2012 Annual Meeting Chair, and Avital Rosen, Senior Project Manager of Kenes to the meeting. JG explained the purpose of this meeting was to discuss promotional plans for 2012 and how the PCC could contribute.
3. An electronic congress newsletter was discussed as a potentially desirable item for future ICS meetings. The PCC would like to survey ICS members about the interest in an e-congress newsletter. The ICS office will include this question on the survey to members after the annual meeting. The question should outline possible costs to the ICS.

Action: ICS office to include a question in the membership survey regarding the desirability of an electronic newsletter at future annual meetings.

4. AR reported that the 2012 marketing plan will be distributed soon after Glasgow concludes. More focus will be given this year on translation into local languages, e.g. Korean and Japanese. AR explained that it is vital to work with Asian search engines in order to reach the Asian market. Social media is becoming more important globally, and there is evidence that it works.

5. Engagement with the press was discussed. AR recommended that a professional PR company be used, although the associated costs are very high. The ICS would need to consider whether there was a sufficient return on investment to justify this cost. DS suggested that the local organising committee would be especially helpful for press relations in Beijing 2012. LL agreed and offered to distribute leaflets to conferences in the region. LL and the LOC can also assist with media contacts and relations. Kenes will focus on regional and international promotion.
6. LL asked for translated leaflets from Kenes as soon as possible. AR explained that the leaflets would be translated for electronic use only as printing many leaflets in other languages would prove over expensive.
7. A one page leaflet could be printed in local languages as a compromise option. Kenes agreed to update the press guidelines in association with the PCC and the office. It was also agreed that approval of promotional materials would continue in the same manner, whereby items were first sent to the office for checking and then by the office to the PCC Chair for final approval.

Action: Kenes to update the press guidelines in association with the PCC and the office.

8. JM asked Kenes to reconsider having white text over a dark blue background, as this was quite difficult to read.
9. LL asked if there would be a press conference in Beijing – this was confirmed, and Limin would be invited to speak at the conference.
10. The group discussed delegate bags. LL confirmed that bag sponsorship would be permitted. JG suggested that the bags have a longer strap as this year they are rather short.
11. AR outlined that social media will require more attention, particularly in the future. This should be looked at sooner rather than later. AR agreed to send a social media proposal to the PCC and this could then be discussed.

Action: Avital Rosen to send a social media promotion plan to the PCC. The plan to then be discussed by the PCC via Webex or teleconference.

LL and AR left the meeting (09:45)

Merchandise

12. The committee discussed that scarves and ties would be suitable items to test the interest in ICS merchandise. SO offered some further thoughts on how best to design the scarves. ICS colours and tasteful logos should be used. A suggestion was made to check what EAU and AUA offer. ND suggested a shawl/pashmina might be of more interest to members than a scarf. SO and JG agreed to be first points of contact in the PCC for discussions relating to merchandise. It was agreed to investigate merchandising further, with a view to purchasing 100 of each item and selling these during ICS 2012.

Action: Office, Jerzy and Susie to work further on ICS merchandising with an aim to offer trial items for sale by ICS 2012.

Business arising from London minutes

13. E-news: a new graphical layout has been added.
14. JM asked that voting information and reminders not be solely promoted via e-news as not all members read this bulletin. DS explained that the office would always send individual notices regarding voting to all members, in addition to using e-news to remind people to vote. DS asked the PCC to review future voting notices to determine if these were eye catching enough and sufficient to encourage members to vote.
15. Book reviews for ICS News: JG had not heard from Ian Pearce on this subject so an alternate reviewer would need to be found. JM encouraged the PCC to be pro-active about which books could be reviewed in future issues of ICS News.
16. Bowel incontinence in ICS News: KM reported that she had tried but it had not been possible to find someone to write an article this year. JM and JC agreed to keep this item on the ICS News planner as it is important to report on this area.
17. Complimentary ICS News copies: The original plan was to send one copy of ICS News to each continence society. The Continence Promotion Committee was to provide a list, although a final list has not been received to date.

Action: Jenny from the ICS office to speak to the CPC Chair about the ICS News distribution list. To cc in Daniela.

New ICS News Editor

18. The committee discussed JM's eventual replacement as ICS News editor. This would need to take full effect from 2013. The editor must have a firm grasp on ICS business and the job role should reflect the exact work involved. KM offered to help redraft the job profile. JM recommended that the editor should be considered for full support (travel and accommodation) in order to attend the annual meetings. The group once again applauded JM on her excellent work as ICS News editor. The group agreed that Jane's photo should be added to future ICS News editions to better promote Jane's work as editor.

Action: JM and KM to work on revised job profile for ICS News editor

Action: Jane's photo to be added to future ICS News editions

Fact Sheets

19. JM recommended that a procedure be created for updating the fact sheets as the process has been complicated this year. The procedure should include reminders of all persons who should comment and contribute to the fact sheet updates. JM reminded the office that the Fistula fact sheet must be included in the forthcoming revision. The fact sheets should be considered for any further revisions in 2012. Daniela will be PCC lead for the fact sheet changes.

Action: ICS Office/Jenny to check latest fact sheet drafts with Daniela with a view to a full print run for the 2011 edition of the fact sheets.

Action: ICS office/Jenny to work with PCC on a procedure for updating fact sheets.

Website

20. The PCC discussed having the links on the left-hand side of the ICS homepage listed in alphabetical order. DT explained that the links are in order of which would be of most interest to ICS members. DT agreed that a review of the ICS website was again due as content has grown significantly over the past three years. DT clarified that a website review and update is a large job, which could take over a year to fully complete. The PCC offered to assist with the review. DT agreed to share the review plans with the PCC. The new design will aim to offer a clearer interface.

21. JM asked for the ICS fact sheets to be linked via ICS publications

Action: Dom/Jenny to link the latest Fact Sheets booklet to ICS Publications on the homepage.

22. DT was asked to move the ICS search facility to the top of the ICS homepage, as this seemed to be a more logical place for it to be located.

Action: Dom to move the ICS search facility to the top of the ICS homepage.

23. KM asked for the committee terms of reference documents to be linked to each committee, via the website.

Action: Dom/Jenny to link committee terms of reference to each committee on the ICS website.

24. JG thanked the ICS office for their excellent work on the ICS website.

ICS News

25. JM outlined that the ICS News guidelines had been updated and were now robust. The 20 pages for ICS News was being filled each issue quite comfortably. A suggestion was made for a box to be added to ICS News showing all honorary members to date.

Action: Box to be added to ICS News showing all honorary members to date.

26. A post-Glasgow article is required for Urology News. As usual, the deadline for content is shortly after the conference. JM asked for PCC member to assign themselves to review particular areas of the programme.

AOB

27. The committee discussed social media further. This form of promotion could be utilised to gain younger ICS members. This will be further discussed upon receipt of the Kenes report.

28. JG recommended that the PCC meet in January 2012. JG will ask the Trustees for a budget for this mid-term meeting.

Action: JG to ask ICS trustees to approve budget for PCC mid-term meeting.

Date of next meeting: January 2012 (TBC)