

PUBLICATION AND COMUNICATION COMMITTEE
Sunday 14th October 2012,
Venue: China National Convention Centre (CNCC), Beijing
Room: 407
Time: 08.00-12.00

In attendance: Jerzy Gajewski (JG), Jacqueline Cahill (JC), Nina Davis (ND), Pamela Ellsworth (PE), Jeffrey Garris (JGa), Jane Meijlink (JM), Katherine Moore (KM), Dominic Turner (DT), Roger Blackmore (RB), Jennifer Ellis (JE), Sophie Mangham (SM)

Apologies: Simone Crivellaro, Stergios Doumouchtsis, Tomasz Rechberger, Daniela Marschall-Kehrel, Susie Orme, Ian Pearce

1. Welcome from Jerzy and introduction of committee members

2. Katherine Moore informed committee of the ICS 5 year strategy proposal

The ICS have never had a formal strategic plan we have therefore approved a company to provide a review of the current systems and they will then propose a strategic plan for ICS. This will look at areas of improvement, members will be consulted and they will look into the ICS's current financial revenues and income generation. This will link all ICS committees to the overall ICS vision.

Dominic Turner will send out a questionnaire in the next month to all members. In January the Board will follow this up at the Board meeting, the results of the questionnaire will be discussed in details. JG suggests ICS fact sheet be included with questionnaire and PE suggest including a question on the mission statement.

Actions: JM requested that she and PE are present at the January meeting. KM to ask board.

3. February meeting minutes were approved by KM and seconded by ND

4. New members and new chair

JM questioned if any members stepped down this year, JE confirm IP to step down and TR and SC to reappoint. No objections from the committee. JG suggested a midterm meeting to introduce new members as large amount of current committee to leave at 2013 meeting.

JG made a presentation on the current situation and future of the committee and suggested a "purpose change" of the committee with the new chair who will come in in 2014. PE suggested this should dovetail with new ICS strategy.

Action: JG to arrange mid-term meeting to introduce new members

5. Terms of Reference approved – No changes

6. JG thanked the office and JM for ICS news July 2012

7. Congress newsletter

JG proposed a congress newsletter for future annual meetings. JE questioned the need due to increased use of social media by the ICS. JG questioned how many members use social media. ND questioned if it is worth it as many get thrown out straight away and not read.

PE suggested having “Key Points” about the last meeting and “Upcoming” for the next meeting in ICS News, but JG confirmed that ICS News is too late after the meeting. DT confirmed that money is tight to allow for a congress newsletter in the budget. JC suggested a special edition post meeting e-news with pictures, JG confirmed that this should be within 4 weeks of the meeting. JM questioned what goes in NUU about the annual meeting, to be looked into.

Actions: JM to find what goes in NUU about the annual meeting

8. Wiki page

ND questioned if the wiki is staying on the new website as it is out of date. JE confirmed that the SSC has appointed someone to update continuously in the future. JM suggested a PCC/SSC collaboration on the wiki page.

9. Sponsored lectures/education courses

ND stated that she was not aware that ICS sponsored lectures, and that a review of each lecture should be done by ICS for the newsletter. JM confirmed that the Trustees do not allow ICS to review other society’s meetings, PE thinks that this would be good for e-news. JE confirmed that all sponsored lectures are asked for a review when they are given the funding, and several reviews have already been included in online news articles.

10. eNews

ND queried that she had seen old articles in e-news, but SM and DT confirmed that all old articles stay on the website.

11. ICS website update

DT introduce new website to the committee via PowerPoint presentation. DT confirms to JC that the most viewed pages are Standardisation, abstract database, scientific programme for annual meeting. The academic pages have the most hits, from Google. PE question whether geographical stats are used to gain more members and DT confirm most new members come from annual meetings. JE confirmed most of the ICS LinkedIn group members are from Greece and we are now looking at the possibility of affiliating with the Greek societies (e.g. The Urological Association of Northern Greece.)

DT explains the new layout of the doormat menu; JG agrees this will be more user friendly. JC agrees the new website is very nice!

DT also introduced the ICI product website. DT confirmed to JM that they will be collaborating with the CPC at a later stage with the project. DT confirmed to JM that the office is giving technical assistance to the website not financial. JG agreed that it was all arranged with CPC and Nurses committee. DT confirmed to JM that the website is not ready to present to the CPC, and that Mandy Fader is talking to Vasan Srin.

DT confirms that the website does not mention product names, and just uses generic terms. DT confirms that the new websites highlight the problem with the current logo.

12. New logo

JG questioned if we are changing the ICS logo. DT explained meeting logo change, and also confirmed that we are looking at changing the ICS logo to have a version for use in situations

where there is not enough room for the full logo.. JG would like to keep a full logo version to explain the full name of ICS to show what ICS stands for. DT confirms this could be kept on the “about” page of the website.

PE suggests that using multiple logos would be confusing. RB explained the ideas behind the new logo and positioning. JG suggests logo cannot be discussed fully today, and wants the logo versions emailed to the PCC.

Action: RB to send old, current, and new logo proposition sent to PCC for discussion.

13. ICS News

It is confirmed that JM is to run January and July 2013 newsletters, and PE to run the January 2014 newsletter. JM congratulated SM on her work on her first ICS newsletter. PE will be announced as the new editor in the July 2013 issue and introduced to committee chairs, but should be put on the editorial board of the newsletter now.

Action: JM to send PE list of key contacts for ICS News

Action: JM/SM to put PE on editorial board of newsletter now

Action: JG to remind all chairs in the trustee meeting that they need to contribute to the newsletter every issue.

Action: Everyone to look out for books to review

DT confirmed to JE that the newsletter branding will be co-ordinated with the new website. RB will work on branding and liaise with the PCC. It will be worked on between now and ICS news January 2013.

JM confirmed the newsletter procedure is up to date but PE is to keep an eye on guidelines as this issue progresses to ensure it is up to date and nothing is missing. JM confirms that the January 2013 Issue will be tricky as this has been a late annual meeting. Deadlines will also be tight as JM is away for 4 days in November.

JM would like to point out that Sender is very slow at submitting his article. Someone needs to be responsible for chasing Sender, deadline mid-November. JG will bring this issue up in trustee/chairs meeting.

Action: JG to chase Sender

JM is concerned about the quality of Kenes photographs. DT to ask for budget for professional photographer for next year's meeting JM queried the progress of the awards; KM confirmed they are being decided. JE confirmed that the winners that have already been decided are on slides and advertising around the venue.

Action: DT to ask for budget for professional photographer for next years meeting

JM is to review information and pictures available from the office after the meeting.

Action: SM to get slides from Limin on acupuncture SOA speaker

Action: SM to get slides from Jan Deprest

Action: SM to get names to JM of winners of scientific prizes

JM requested ideas on interesting points from the conference to include? ND suggested information on the webcasts, DT suggests debate and roundtable, ND confirms debate is important. JM and JG confirmed they will attend the debate to cover.

Action: meeting coverage for ICS news:

- DT Information on wbcasts
- JM and JG confirm they will attend the debate
- ND to cover Urological highlights
- JM to cover social
- JM and JC to cover "Meet the Continence societies" lunch
- JE to get public forum photos
- JC to cover Meet the Experts from expert point of view
- SM to cover Meet the Experts from host view

DT discussed ideas for the web article including a "top 5 medical apps" feature. PE suggested "what sites do doctors send patients to?". DT confirmed the post meeting survey great for these questions. PE suggested maybe certificates of attendance given only if survey is completed.

JG asked if the next PCC meeting should be held before or after ICS News, JM confirmed after would be best. The date of 9th February was proposed as best.

A review of the meeting goes in Urology News; with a deadline of 13th November for 8000 words volunteers are needed from the committee to help write it.

Action: JG suggest maybe certificates of attendance given if survey is completed? Query with Board

Action: SM Social media buttons should be added to the front of ICS news during the rebrand.

Action: JE to confirm PCC meeting 9th Feb

Action: DT to look into NAFC product review

14. ICS TV

DT explained the concept of ICSTV to the committee. PE suggested we plan interviews with Barcelona 2013 speakers. DT explained this year all webcasts were done in house as we had no industry support. All plenary sessions, 4 workshops, and as much as we can. It will all be on YouTube. DT explained that the Barcelona meeting next year will be better for industry support.

15. A ten minute break was taken

16. Committee group photo was taken

17. Factsheets

JG confirmed it was great to have one committee member responsible for overseeing the production and that ND did a great job. ND confirmed it was difficult to coordinate people, but that one leader is good for consistency. ND also stated that the office proof reading was great (JE/SM/RB) and would like to acknowledge help from Tomasz, Daniela and Pam. ND suggested a phone call for final revision, and JE suggested WebEx as you can view the documents onscreen.

ND confirmed the deadline for changes next year as May 2013 and that from 2013 the document will be revised every 3 years. JM suggested working with the SSC on the Factsheet as they have new documents coming out within the year. ND confirmed they will review with the SSC when there are big changes in a topic.

JG states fact sheets are not ready for patients. ND thinks they are good for patients. JC suggest adding a list of continence organisations to the back of the fact sheet. DT explains the plans for a new geomapping online system for continence organisations, SM's updated continence society database, and adding easy to read URLs for these organisations to the back of the fact sheet.

Action: ND arrange fact sheet phone call for final revision.

Action: JE to add factsheet to Feb agenda - possible collaboration with SSC?

18. Advertising

JG asks where we have a booth this year. DT speculates EAU as we have a European meeting. JG suggests SUFU, DT said we probably will not attend but will send materials.

Action: SM to confirm to JG which congresses the office is attending.

19. Promotional activity

Ties and scarves - JG confirmed we will be selling these at the conference, and queried whether to give free to the board? KM says no. PE suggested we also do a t-shirt, JG suggest we see how well the ties go down first. JM suggested having a picture of the items in the ICS Newsletter.

Give-aways - JG asks what free materials we are giving away; SM informs him the usual pins, pens, bags, as well as Barcelona tourism key-rings, magnets and notepads. DT confirms that there was no USB this year, and explains this was due to the lack of corporate sponsorship and we should have one in Barcelona. DT confirmed he would like to develop a mobile app for Barcelona, as they make more profit, and USB sticks are not so cutting edge any more. JG confirms we will stick with current freebies and review for Barcelona 2013.

Action: JG to review free items that we will have available at Barcelona exhibition.

20. Press affairs

JM is currently polishing up the press guidelines. PE queried if we worked with press/publications that are for patients. DT clarified that the mission of the society is to help the medical professionals who deal with incontinence rather than the patients. There are a lot of legal issues if we give patient advice. JM states that EAU and IUGA give patient advice and that the ICS are left behind. PE suggests we contribute articles to patient magazines, generic information rather than pharma based.

JG states the biggest issue is bringing local press to the meeting. JM asked what is happening with Limin's continence book, SM confirmed that this is nothing to do with the ICS and never has been, the Chinese Continence Association were going to launch their book at the meeting I believe was a promotion strategy.

JG states the problem with Kenes is that they do not talk to the PCC, they need to talk to the PCC more about press. JC is to take from JM on press affairs when JM leaves the committee.

Action: JM to teach JC procedures and practice of press affairs

Action: JE to send Kenes 2013 marketing plan to JG

Action: JE to request social media report from Kenes to send to JG

21. Budget

JG confirm that the budget is to include: ICS news, a mid-term meeting, and merchandise (which will be a separate request).

22. Mid-term meeting

JG states that the mid-term meeting is very important. All committee members must attend 2 out of 3 meetings.

23. JG thanks the committee and the ICS office for their hard work. Meeting Adjourned.