

Publications and Communications Committee meeting - Monday 26th August 2013

Venue: Centre Convencions Internacional de Barcelona (CCIB) Room: M214 Time: 07.00-11.00

Chair: Jerzy Gajewski

Members: Jane Meijlink, Jacky Cahill, Pamela Ellsworth, Nina Davies, Jeffrey Garris, Katherine Moore, Tomasz Rechberger, Stelios Doumouchtsis, Mario Gomes

Also in Attendance: Jenny Ellis, Sophie Mangham, Dominic Turner, Roger Blackmore

Apologies: Sophie Fletcher, Simone Crivellaro, Daniela Marschall-Kehrel, Susie Orme, Grzegorz Surkont

1. Committee photos taken

2. Beijing minutes -JM approve, JC second

3. Welcome to new members

JG– Lots of members are leaving in 2013 after many years on the committee; JC is taking over the committee as new chair. Reiterated that all members must attend 2/3 committee meetings during their term on the committee.

JM – What happens if members are on several committees with meeting scheduled at the same time?

JG – if this is cleared with the chair in advance exceptions can be made.

4. Committee Terms of Office

5. Terms of Reference (ToR)

KM – would like to make committee aware that the ToR are to be reviewed as some responsibilities are now held by the office rather than the committee, so the ToR will be changed to reflect that. Committee will be more involved in providing scientific content and news.

JM questioned the “closed-ness” of the trustees

KM assured that the Board of Trustees and the PCC will continue to work together on transparency.

JG questioned with the ToR will be changed now

KM confirmed that the ToR will be looked at with regards to staff job roles and what they already do, and shift these responsibilities off the committee ToR.

JM questioned if scientific content will be transferred to staff as this would be a burden.

KM confirmed that responsibility for scientific content will still lie with the committee. The office staff will hold responsibility for the “Publications” side, and the committee will hold more of the “communications side. This is not a slight on the committee but ICS has skills in the office that we need to capitalise on. Scientific content will be sourced by the committee.

JG– Still unsure what will be moving to staff?

KM clarified again, over time certain responsibilities have been taken over by the office, but these have not been moved off the ToR.

PE – We need to clarify to members who to go to for what, with regards to committees and staff.

JM – “Who does what” article in the magazine on Committees and Staff.

JE – Jenny explained that she is working on Committee guidelines that will make this clear.

KM – we are not proposing that we amend the ToR now, we will wait until January as all committees are to be reviewed. The staff will also review the ToR with regards to their job roles.

PE – when will we find out the results of the review?

KM – unsure, probably by the PCC midterm meeting if will be one

JC – Aiming for a meeting in February as usual.

KM – they will have been made but not approved by Feb as all committee terms need to be reviewed

JM – Other committees have been producing publications without the knowledge of the PCC

KM – Yes, we need to integrate the work of all committees

JG – So it will be more of the Communications and Publications committee rather than the Publications and Communications Committee

KM – Exactly, the PCC will have a key role in Communication going forward.

Action – SM to send procedures to the committee for the ToR review so they can see the overlap and suggest a better way for things to be outlined in the ToR by Feb meeting.

JE left the meeting

6. ICS News

PE clarify that she/committee will be responsible for the scientific content and the office deals with the format and production

JG – All committee chairs ToR should contain the responsibility to provide an article for the newsletter

PE – Agree, this being written down will give us more leverage with the chairs when chasing, and give the chairs more accountability

JM – there should be a communications rep on each committee

PE – Where do I look to get content? Need a “who’s who” for transparency

ND – Where is the newsletter on the website? How are people told?

SM explains the location of newsletter on the website and the email notification to members.

JM – It should be on the website home page

SM – the website home page needs to be fresh and changing constantly, with the new banner system and news article system. When the publications section is transferred over to the new look it should be even easier to find the Newsletter

SD questioned the old/new look combination of the website

RB explains that it is a massive job to transfer the whole website and it will take time.

PE found it challenging to find lists of committee members on the website

RB informs that this is one of the first things that is going to be updated on the new website after Barcelona meeting.

Action – IT team to look into creating a quick list of all committee members/chairs available in a single view with email addresses.

PE – it should be easy for members to access the list of committee members to facilitate communication.

Action – Office to write “How to use the website” article for the ICS News

ND – All we talk about is processes, we need a list of processes going forward, everyone needs a background of the committee when they join. The office needs to do these.

PE – The committee forum should have all processes on

Action – Office to upload all processes to the forum.

JG – We still want ICs news to be printed

ND – It could be an extra opt in service on membership for a paper newsletter £5-10 a year

KM – that is a nice idea, but in fact no matter who opts in the cost is £11,000 up front. The printed newsletter is probably a thing of the past.

JM – Could we source advertising?

KM – this is very difficult, the journal NUU already struggles, and has been unsuccessful as many journals are. We do not object to having adverts, but it is just not realistic.

Action – SM Write a procedure on how to contact people for the newsletter articles.

JG – Maybe we could have other committee members come to PCC meetings?

PE- this is not feasible as meetings are scheduled concurrently.

KM- going forward we are going to implement a trustee liaison for each committee.

Action – articles to include in the newsletter: upcoming courses, how to become a member

Action – SM to include visual ICS “adverts” to break up the text, for example for membership

JG – could we include biographies for new committee chairs/General Secretary?

JC agrees

Action – In the July 2014 newsletter include an introduction to Adrian Wagg, as now General Secretary. Also smaller features on other key committee members. PE/SM

JC – We need to include more from the members on what they have been up to

PE agrees

JM – I keep asking for patient involvement in ICS news

PE – that is a top down decision – we need to be told by the trustees if we want to be targeting the patients from the new strategy, then we can include this.

SM – we need to ask the committees/members for more scientific content and interesting articles. More like the prolapse article and Chinese medicine article.

Action - SM/PE to go out to members requesting articles

JM – Can I still submit articles?

SM – Of course, you are still an ICS member!

PE thanks Jane

7. Press release/Annual Meeting Press

JG– is it worth the return on investment? Shall we just feed the press an article reviewing the meeting?

JM – they come for the science and phone directly through to the editor the latest breaking research.

SM – We made the front cover of Urology News

PE – The urology news article was written by JM and sent through to them, NOT from the press themselves.

Action – SM to look into writing the Urology News article with PE this year.

PE – Still, we do not know what return we got from the press conference?

JG – We need the Local organising committee to work on this

ND – are there other ways of getting ICS into the news? Adrian being General Secretary in to UK press? Spanish news regarding the conference?

JM – Yes, I think the Adrian story will get picked up by the UK press.

SM- but are the general public our target audience? Those who read the newspapers? Don't we want to get into medical magazines?

JE – Yes, is that who we want to speak to?

SD – There are 3 levels: ICS professionals, non-ICs professionals, and Public. We need to choose our channel depending on who we want to target. Primarily Social Media.

PE – But still, what have we got out of the press conference?

JG– Zero!

PE – is it worth doing it? We need to look at physicians, family practice, general physicians, primary care.

JC – Is that our role?

PE – we can identify new avenues. Then highlight to the board and direct to the correct committee.

Action – Look into primary care publications (e.g. British Medical Journal) to find new ways to target medical professionals.

PE – Where do we come in Google? I always Google.

DT – We will never be at the top of Google for “incontinence” alone, there are many more patient facing websites referring to incontinence before websites for doctors.

JGarris – We need to be a resource for physicians. Are we on Wikipedia?

DT – you need to be in certain groups on Wikipedia to amend the article. We would also need to pay to be on the top page of Google result for incontinence.

Action – Look at the Wikipedia page for incontinence and looking into editing and referencing ICS. Amending definitions to ICS definitions.

JGarris – WE should be on wiki, as should our standardizations – as #1

JG – We could have a meeting with family doctors in Rio?

PE – A course for primary care physicians?

JG – We should not focus on press, and instead target primary care, as press has no returns.

PE- should this be the responsibility of the local organising committee?

JM – This could replace the CPC public forum

PE – We could get sponsorship. Who should we propose this to?

JG – The trustees

KM – You can have a satellite forum sponsored, but a workshop cannot be sponsored.

JC – the local host is very important in this or it could fail.

Action – Committee to propose the Primary Care session to the trustees

A short break was taken

8. Fact sheets

PE – These are a great resource, should go to General Practitioners.

JC – Very expensive to produce, should go in newsletter

Action – Article on factsheets to be written for newsletter

PE – We need to define a role for these fact sheets.

DT – Self print facility for physicians?

JGarris – I would love to have these for all patients.

JM – I think we should go back to having them as single sheets rather than a book.

JGarris – Patient booklets are written at a 7th/8th grade level. We should be the go-to for this kind of thing.

JM – It is an international resource.

Action – SM to send PE JGarris email address.

JG – It is impossible to have these as an international resource.

PE – We need to tell membership that this is available. Are there copyright issue for reproduction?

DT – No we have that covered.

JG – On reproduction the need to acknowledge it is ICS developed.

PE – should we make this available to primary care? Identify key organisations that refer patients to the specialists and target them

JM- also nurse and physio organisations.

KM – this is part of the strategy to contact non-members.

SM explained the use of the Kenes database alongside our membership database.

Action – Identify targets for factsheets, adapt language, ascertain copyright, contact other committees for content, and budget for a short run print.

JG – Thanks to ND, is good to have one person responsible for overseeing

ND – Yes thank you, as editor, and the committee have been very helpful in the process too.

Copyright is very important

DT – Include citations

PE – Must stipulate no edits are to be made to wording.

9. Website

JG asks about the committee email list as PE mentioned earlier in the meeting

DT explained issues with Data Protection

PE explained she could not find the committee lists

DT showed everyone how the committee members list feature works

DT then showed the committee the new website and explained the changes that have been made, and amalgamation of the meeting website into our website. Also easy URLs and abstract search.

DS – Likes new scientific programme and abstract search. Works perfectly.

KM left the meeting

JG requested better internet during the meeting so people can access the Scientific Programme.

DT explained the availability of the Scientific Programme on the USB stick and ICS booth.

PE – Do we still want to have the programme book?

DT – Yes, people like the book.

PE – We could have an advert in the book for the fact sheets

Action – Committee to request advert in programme book for fact sheets in 2014 book

DT also showed the committee the Continece Product Advisor website.

JGarris – is there a way we can contact the abstract author directly?

DT – No, but you will be able to search for them in the Member directory if they are a member. The abstract authors do not give their permission to be contacted.

DT and ND left the meeting.

SM gave social Media presentation, requesting links to scientific articles and news from committee members

Action – all committee members to send SM interesting articles, news and research they find online.

10. Annual Meeting press guidelines

JM – we should have an embargo on all photos taken by press in the exhibition to protect the ICS. All other societies do this: AUA, EAU etc.

Action – find out legal reasons why these other organisations have an embargo on photos in the exhibition

11. Focus for 2014

See below – to be discussed at mid term meeting

12. Advertising

JG – Yes we should allow advertising in the Newsletter if we can get it, but not in eNews. The committee agreed.

13. Handover from Jerzy to Jacky

JC proposed a winter meeting as usual, presuming that we get the budget. The meeting would be where the whole committee can sit down together and discuss future plans.

JM – We need to find out the talents of each member so we can capitalise on them.

JG – you must be strong when requesting budget from the trustees. Trustees should be involved directly in this committee- the chair of the PCC should be a Trustee.

JM thanks JG for managing the committee for so many years.

14. AOB

PE requested the committee forward items for comment on to PE for the newsletter