



PUBLICATION AND COMUNICATION COMMITTEE MINUTES

Tuesday 21st October 2014,

Venue: SulAmérica Convention Center

Room: E

Time: 09.00-12.00

Chair: Jacky Cahill

Members: Stergios Doumouchtsis, Jeffrey Garris, Grzegorz Surkont

Apologies: Simone Crivellaro, Nina Davis, Pamela Ellsworth, Mario Gomes, Sophie Fletcher, Tomasz Rechberger

- 1. Committee picture to be taken (Taken)**
- 2. Approval of May teleconference [minutes](#) and Barcelona [minutes](#)**
Deferred until after meeting as not quorate.
- 3. Education committee discussion- Ervin Kocjancic ; JC advised that Ervin was sadly unable to attend the meeting.**
- 4. Primary Health Care Session**

JC advised that we would be looking to have a ½ day or full day session, JG thought it was a good idea, but how to engage group? JC advised that she is on the local organising committee for Montreal meeting working with Cara Tannenbaum, Cara has advised that Pfizer is sponsoring a primary health care session in Montreal. Cara is happy for the PCC to work on this project but the conditions of the funding are that the session is in French. JC suggested that we add to this programme- maybe have English speakers in the afternoon?

JC asked if the office could help? JE advised that we could- promotion online and e-news. TR asked whether this would be free? JC advised it would be. We need to contact the Royal College of Family Physicians regarding the event- we need to ascertain if there is a cost attached to this?

ACTION: JC to contact Royal College of Family Physicians regarding the primary health care session.

TR suggested free training for free advertisement. JC suggested we could offer CME, JE advised on the costs. JG thought now was a good time to start looking into this as JC is based there. JC asked whether we are likely to only attract Montreal GP's. Is this a good idea? All thought it was likely that only local GP's would attend and this would be fine. JG thought the session therefore needs to be clinically useful. JC agreed for GP's and nurses- will propose to Cara and proceed with the planning of the event. JG advised that there may be an issue with getting people to attend the afternoon session if it's the same as the morning (in French.) JE suggested offering the afternoon session to trainees- all agreed this would be a good idea.

5. Committee Terms of Office

JE confirmed that Tomasz and Simone stepping down in 2015, JE asked whether we need to advertise these positions. JC advised that she would check with the Board of Trustees.

ACTION: JC to confirm whether 2 positions can be advertised with the Board of Trustees

6. Committee Terms of Reference

Group reviewed the [TOR](#) and suggested that monitor website and face to face meeting should be removed. Teleconference instead of face to face meeting should be added. TR felt that the committee needed at least 1 teleconference a year, JC thinks 2- all agreed. JE suggested using Webex and instead of teleconference- like Skype, you can see each other and you can also review documents/presentations. All agreed it would be useful.

ACTION: JE to update TOR-monitor website and face to face meeting should be removed. Teleconference/Webex instead of face to face meeting should be added.

7. ICS News

All discussed the magazine as a whole- number of issues, how many people read it, effort required etc. All thought it would be better to move to an electronic only version that would be sent quarterly. JC advised she would obtain the Board of Trustees view and put to committee as a whole.

8. The role of the PCC

JC advised that she had been approached by Adrian Wagg and he suggested that the committee become involved in the social media content, JC was interested in everyone's thoughts on this. JE advised that what the office needs is scientific content for the social media- this is what our members/delegates are interested in seeing. All agreed that would be fine for the members to do. We discussed the different alerts that members use to receive information- it would be useful to see what everyone uses.

ACTION: Could all committee members confirm (on the designated forum) what they use to receive alerts e.g. Google Alerts etc.

JC proposed that each member have a week assigned to them, where they are the point of contact for the office to contact regarding content.

JC also advised that Adrian had asked that the PCC work with the fistula committee on their video's project. The Fistula Committee currently have a large amount of raw footage that they plan to develop into a video for the ICS website, the PCC would work with the committee on this footage and help develop it into the final product. JC had limited knowledge on this project but would contact Suzy El Neil after the committee meeting to discuss this further and advise the PCC as a whole when confirmed.

ACTION: JC to contact Suzy El Neil regarding the Fistula video project and advise PCC members of the project details.

JC asked if the member had any other suggestions for projects that we could be involved in? JG suggested that this should be opened up to the members, JC advised that we had previously discussed online and there was limited replies to this request.

9. Factsheets

Group discussed the fact sheet booklets, JC advised that they have been downloaded over 3000 times in the last year! So we need to decide how often we review and update the booklets as there is a cost attached to doing this- every time we review and update. JG felt that they should be reviewed every 2 years to see if the content was still relevant, this could be split into sections between the committee members. All agreed. All thought a review should take place and only if a section needs updating then the

booklet should be updated and reprinted. JE advised that we would need to plan the details of this project.

Action: Committee need to come up with a plan and timeline to update the fact sheet booklet.

SD joined, JE provided an update on the discussions to SD.

KT and SL joined.

10. Trainees/social media- Kari Tikkinen & Stacey Loeb

SL showed the committee her presentation on social media and the importance of social media for a business. KT suggested reduced fee for trainee members.

JE & JC left to attend the Trustee-Chair meeting.

11. AOB

N/A

Ends

Postscript

After this committee meeting was held, the ICS Board of Trustees decided at the 2014 annual meeting that the PCC role and membership would change, the above plans and action points, (aside from the Factsheet update and social media input), are no longer valid. As there will no longer be bi-annual ICS newsletter, the role of editor is also defunct.

The new role and membership of the PCC as directed by the Trustees is: responsibility for communication to the membership on scientific articles, stories of interest, ICS committees updates and general information sharing through social media and E-News. PCC continues to co-ordinate and oversee ICS factsheet updates every two years, (as necessary).

The composition of the PCC now comprises of 4 committee members and a Chair.