

**Attendees:** Jacky Cahill (Chair) (JC), Nina Davis (ND), Nucelio Lemos (NL), Dan Snowdon (ICS Office) (DS), Nickie Robinson (Minutes)

**1. Welcome to Nucelio**

JC informed the committee of NL's co-opting onto the committee. She advised they had had a call on Friday (19/02) and NL was very pleased to join and was very keen to start working with the committee.

**2. Chair's update**

Following Montreal:

- Submissions are going smoothly
- Mohammed was co-opted to the PCC but couldn't understand his role so he has been removed
- No one has applied for the PCC vacancies. Nucelio and Stavros have been invited to apply. Any suggestions? NL has a couple and will let JC have their details

**3. Info-graphic**

JC has had some discussions with Dominic Turner who was keen. This could be money producing, however the board do not think this is something to do currently due to the budget required and the amount of work. JC suggested to revisit this in Tokyo. ND noted that there is a company looking at this in the states currently and it has taken a huge amount of time and money.

**4. Role of the PCC alignment to strategic plan- plot content for articles, research reviews and social media, from both PCC and ICS members. As well as defining a strategy to engage and attract stakeholders and other societies to contribute. We need to define a strategy by which to attract new ICS membership i.e. early career healthcare professionals.**

- JC noted that this is an issue that has been raised many times.
- Enews has been greatly improved but need to do more to attract members.
- ND discussed how she became involved – through mentoring and SUFU. People tend to become involved with the same organisations as their mentors, this is an angle we need to push. Also, it is felt that SUFU could be doing more to encourage ICS membership as this makes it much cheaper. ND is willing to do an article on mentoring. JC will contact SUFU to see if we could put something in their newsletter.
- DS noted that the main correspondence between ICS & SUFU relates to the joint ownership of the journal.

**5. PCC to assist office with webcast news articles- Jenny**

Jenny Ellis (JE) has asked the committee for help with writing articles for the videos that were created from ICS 2015.

- JC thought this was a bit too much work / time for such a small committee.
- NL thought this is a good thing to do and is very keen to help as it is a good way of promoting and encouraging people to come to the congress. He will help and also speak to Ervin (Kocjancic) and Mauro (Cervigni).
- DS – this links into our strategy, the one already created was very well received – 1200 visits to that article. Would like an executive summary and the office can provide the abstract text if needed.

**6. Other business**

The move to Mailchimp was discussed. We have received high click rates compared to industry levels. The committee are very keen for stats on these mailings, especially for PCC articles.

JC noted that another teleconference in 3 months would be good.

**Actions:**

- JC to email the other committee chairs to remind them to send details of their committees' accomplishments for publishing in news articles / on enews.
- NL to pass to JC the names of the people to invite to apply for the PCC vacancies
- ND to write an article on mentoring
- JC to contact SUFU and ask if we could contribute to their newsletter and if the societies can agree a cross-promotion deal for membership/meetings
- JE to send NL a list of the videos she would like write ups for