

Tallinn, 10 December 2013

## **Nomination Statement for IFLA Committee Chair of Communications and External Affairs**

Dear Executive Council, IFLA Delegates and Presidents,  
Dear colleagues and friends,

It is with great pleasure I accept your nomination to hold office as committee chair for communications and external affairs. I feel incredibly flattered with your trust and I promise not to disappoint you on this.

As most of you know, for the last year and half I have been deeply involved with the IFLA Strategic Plan, co-chair the working group with our trustworthy past-president Diane Menzies. It has been an incredible journey in knowing better and deeply IFLA from the inside out. I'm so proud of the entire working group to deliver such high quality results and for being so dedicated; taking into account that all of us are volunteering our time to IFLA.

This just shows the spirit of all of us in being so devoted to the profession and to IFLA.

IFLA is crossing a period of change, for most of us really exciting since the organisation is jumping into a more modern approach and that is also reflected in the new faces we see each year at the world councils.

I would like to continue in being part of this change. For that, as prospective chair of the communications and external affairs, I believe we shall focus on:

- 1) developing a solid and simple communication strategy to foster internal (member) communication as well as external communications across the world;
- 2) making IFLA branding and image stronger to the public as a trustworthy professional organisation;
- 3) relationship development with key global stakeholders bodies/groups to endeavour IFLA as a reliant partner in projects;
- 4) conducting with success the new IFLA website development and continue to boost its activity as a worldwide reference platform;
- 5) developing strong ties with regional committee chairs on communications and external affairs in order fulfil the intra and inter-regional gaps in communication;
- 6) promoting current IFLA projects and the valuable work of the standing committees, working groups and task-forces;
- 7) generating new income through sponsorship for IFLA projects;
- 8) carrying on with needed activities to promote the organisation and profession.

I commit myself in reaching results for the abovementioned points during the 2-years in office. As you know, I'm a hard-worker and persistent in reaching the stipulated goals. But, I just can deliver them with all of your support now and in the future.

Sincerely yours,



Bruno Marques,  
IFLA & IFLA Europe Delegate for the Estonian Landscape Architects' Union

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