

IFLA WORLD COUNCIL MEETING REPORT, Buenos Aires, Argentina, June the 2-3rd 2014

AGENDA ITEM No: E5
TITLE OF THE REPORT: Communications Strategy for IFLA CER
OFFICER NAME AND IFLA POSITION: Bruno Marques, chair for IFLA Committee on Communications and External Relations (IFLA CER)

PURPOSE OF THE REPORT.

To inform IFLA World Council member on the new communications strategy for the IFLA standing committee on Communications and External Relations (IFLA CER).

SUMMARY OF THE REPORT.

The purpose of this report is to introduce the new 4-year strategy on communications, marketing and sponsorship for the IFLA standing committee on communications and external relations (IFLA CER) as well as to prioritise strategic objectives and key actions on a 1-year work plan to be carried and implement by this committee.

REPORT.

(from page 2 onwards)

RECOMMENDATIONS (MOTIONS TO VOTE):

- 1) To approve the new 4-year communications strategy for IFLA CER
- 2) To approve the 1-year work plan for IFLA CER
- 3) To support the proposed budget

APPENDIXES (ATTACHED AT THE END OF THIS FILE):

None

Last updated on 01 August 2014

IFLA Standing Committee on Communications and External Relations (IFLA CER) Communications Strategy (CS) for 2014-2018

1. Introduction

The communications strategy (CS) is developed under the IFLA standing committee for communications and external relations (IFLA CER) and aims to serve as a tool to support the effective implementation of the new strategic plan of IFLA as well as to enhance the new mission, goals, and core values, which were adopted at the last World Council in Auckland, New Zealand (2013). The CS answers to the limiting factors that prevented the optimal development of the organisation during the last decade, as well as of the changes happening at the new era of communications and financial climates.

The communications strategy is designed to facilitate IFLA achieving these new goals clearly expressed at the strategic plan in order to promote the organisation (as whole) as a leading reference for Landscape Architecture and trustworthy partner.

2. Purpose

The purpose of this strategy is to build a framework for a 4-year plan on communications, marketing and sponsorship for the IFLA standing committee on communications and external relations (IFLA CER) as well as to prioritise strategic objectives and key actions on a 1-year work plan to be carried and implement by this committee.

Both the 4-year strategy and 1-year work plan will be revised annually before each World Council (WC).

3. Main objectives

The main objectives of the IFLA CER communications strategy (CS) are:

1. To encourage communications with and between IFLA members in helping to spread knowledge, challenges and good practices;
2. To raise the profile of projects and activities of IFLA for a global and wider audience;
3. To increase visibility of IFLA across the world.

4. Strategic priorities

In sequence of the highlighted above, this strategy shall focus on:

1. **Image building and branding:** improve image, develop identity and brand recognition for internal and external purposes;
2. **(E)marketing and sponsorship:** key activities needed to develop income generation as well as to promote the organisation (as whole) and hence the profession of Landscape Architecture globally;
3. **Internal communications:** strengthen communication needs among the membership and guidelines to assure effective use of resources;
4. **External outreach:** meeting audiences where they are and build interest through online engagement;
5. **PR and relationship-development:** influence relevant processes and actors in adequately developing partnerships with key global stakeholder bodies/groups promoting similar goals to IFLA;
6. **Administrative duties:** guarantee the smooth operational function of the committee and the organisation overall.

5. Target audiences

To achieve the priorities abovementioned, this strategy shall rely on two basic premises:

1. Maintain **current audiences** (membership and followers) as trustworthy members, partners, and supporters;
2. Reach **new audiences** who may never have heard of IFLA.

Both groups are important stakeholders and necessary to meet the long-term goals.

To that end, this strategy will place an important emphasis on reaching:

1. the IFLA membership throughout our four current regions and regional chairs for communications;
2. current partners with whom IFLA has memorandum of understanding (MoU's);
3. organisations related to natural and built environments as potential partners to IFLA;
4. governments and governmental agencies;
5. tertiary or educations institutions;
6. private practices;
7. non-governmental organisations and interest groups;
8. media.

6. Key actions

Relying upon the strategic priorities and target audiences, IFLA CER proposes the following key actions and assessment tools to assure the correct implementation of this strategy (CS).

Strategic objective	Key actions	Timing
1. Image building and branding	1.1. Work on IFLA statement of purpose (vision, values, goals, etc.) as part of the corporate identity	Jun-Dec 2014
	1.2. Revise IFLA branding guidelines and assure its correct implementation at world and regional levels	Jun-Sep 2014
	1.3. Develop stationary materials for external and internal communications	Jun-Sep 2014
	1.4. Develop certificates for new membership categories (recognised practices, academia, etc.)	Jun-Dec 2015
2. (E)marketing and sponsorship	2.1. Maintain and develop IFLA's website – our primary public-facing information dissemination resource	all time
	2.2. Revise and continue with IFLA's monthly newsletters	all time
	2.3. Map current and relevant projects as part of IFLA's portfolio to pursue sponsorship	Jun-Dec 2014
	2.4. In conjunction with IFLA FBP, develop sponsorship packages and look at commercial advertising opportunities	Jan-Apr 2015
	2.5. Develop promotional (e)materials (flyers, brochures, videos, etc.) based on IFLA needs	Jan-Jun 2016
	2.6. Develop information package for new members	Jun-Dec 2015
3. Internal communications	3.1. Develop a strong cooperation network with regional chairs for communications	Jun-Sep 2014
	3.2. Develop proper tools for internal communication on IFLA ExCo, committees, and task forces	Jun-Sep 2014
	3.3. Assure that IFLA president's bulletin is published bi-monthly	all time
	3.4. Collect and publish news from IFLA members	all time
	3.5. Manage IFLA mailing lists	all time



	3.6. Manage and monitor IFLA archives	all time
4. External outreach	4.1. Assure IFLA's website is up-to-date and relevant	all time
	4.2. Keep social media channels relevant (Facebook, Twitter, LinkedIn) and expand usage on new social media (YouTube, etc.)	all time
	4.3. Develop public webinars in order to maximise website resources (use of delegates, member associations, etc.)	Jan-Jun 2016
	4.4. Make sure that IFLA's portfolio of relevant projects and activities are properly communicated to external audiences	Jun-Dec 2015
5. PR and relationship-development	5.1. Establish a strong network with media magazines and journals on the fields of natural and built environments for non-peer review/promotional articles	Jan-Apr 2015
	5.2. Use more efficiently the Sir Geoffrey Jellicoe Award as an excellent PR opportunity for IFLA (similar to Pritzker Architecture Prize)	Jun-Dec 2014
	5.3. Develop an "IFLA ambassador" programme by inviting key reference professionals to promote IFLA values worldwide	Jun-Dec 2016
	5.4. Revise current Memoranda of Understanding (MoU's) and develop cooperation projects	Jun-Dec 2015
	5.5. Establish cooperation with new partners that are beneficial for IFLA's portfolio	Jun-Dec 2015
	5.6. Assist World Congresses' organisers with PR activities as well as in finding relevant themes to be explored at the council and congress.	all time
	5.7. Assure that World Congresses' materials are stored at IFLA's archives and use them as promotional materials (if relevant)	Jan-Jun 2015
	5.8. Use annually the opportunity to distinguish Honorary and Corporate Members (Category C) as PR activity	2016/2018
	5.9. Assess new projects as PR activities (IFLA landscape awards, fundraising gala, educational actions for schools, CPD, etc.)	Jan-Apr 2015
	5.10. Participate at international fairs and other marketing events to promote IFLA	2016/2018
6. Administrative duties of the committee	6.1. Establish and revise 4-year communications plan to be approved by the World Council	Jan-Jun 2018
	6.2. Establish annual work plans including annual budgets to be approved by the World Council	Jan-Jun 2015
	6.3. Assure that the performance of IFLA CER is assessed every 6 months	all time
	6.4. Assure the correct development and submission of IFLA CER quarterly reports to the ExCo	all time
	6.5. Develop guidelines for assessment of IFLA staff and IFLA standing committees	Jun-Dec 2014
	6.6. Revise World Congress guidelines	Jan-Jun 2015
	6.7. Establish guidelines for media enquiries and outreach activities	Jan-Jun 2015
	6.8. Establish guidelines for website & social media content and management	Jan-Jun 2015
	6.9. Establish new membership guidelines for Category C (honorary members) and Category D (corporate members)	Jan-Jun 2015
	6.10. Establish guidelines for sponsorship (in conjunction with IFLA Finance and Business Planning – IFLA FBP)	Jan-Jun 2015
	6.11. Assist task-forces in developing terms of reference (ToR) and correctly submit work plans and budget of activities	Jun-Dec 2014
7. Administrative duties of the chair	7.1. Assure that minutes are taken at the World Councils and ExCo meetings	all time
	7.2. Assure minutes are ratified by the ExCo and made available to the	all time



	membership	
	7.3. Keep digital recording and storage of IFLA World Council and ExCo meetings	all time
	7.4. Keep track on IFLA's constitution and by-laws and take care of any proposals put forward by the membership	all time
	7.5. Secure that IFLA elections comply with regency documents and have a proper timeframe	all time
	7.6. Cooperate with IFLA Executive Director and Secretariat	all time

7. Work plan for 2014/2015

In order to maximise resources and reach solid results, IFLA CER will focus on the following actions from June 2014 until the next World Council in Russia 2015:

June 2014 to September 2014 (priority tasks with immediate impact)

Image building and branding

- 1.2. Revise IFLA branding guidelines and assure its correct implementation at world and regional levels
- 1.3. Develop stationary materials for external and internal communications

Internal communications

- 3.1. Develop a strong cooperation network with regional chairs for communications
- 3.2. Develop proper tools for internal communication on IFLA ExCo, committees, and task forces

June 2014 to December 2014 (priority tasks)

Image building and branding

- 1.1. Work on IFLA statement of purpose (vision, values, goals, etc.) as part of the corporate identity

(E)marketing and sponsorship

- 2.3. Map current and relevant projects as part of IFLA's portfolio to pursue sponsorship

PR and relationship-development

- 5.2. Use more efficiently the Sir Geoffrey Jellicoe Award as an excellent PR opportunity for IFLA

Administrative duties of the committee

- 6.5. Develop guidelines for assessment of IFLA staff and IFLA standing committees
- 6.11. Assist task-forces in developing terms of reference (ToR) and correctly submit work plans and budget of activities

January 2015 to April 2015 (urgent tasks)

(E)marketing and sponsorship

- 2.4. In conjunction with IFLA FBP, develop sponsorship packages and look at commercial advertising opportunities

PR and relationship-development

- 5.1. Establish a strong network with media magazines and journals on the fields of natural and built environments for non-peer review/promotional articles
- 5.9. Assess new projects as PR activities (IFLA landscape awards, fundraising gala, etc.)



January 2015 to June 2015 (important tasks)

PR and relationship-development

5.7. Assure that World Congresses' materials are stored at IFLA's archives and use them as promotional materials (if relevant)

Administrative duties of the committee

6.2. Establish annual work plans including annual budgets to be approved by the World Council

6.6. Revise World Congress guidelines

6.7. Establish guidelines for media enquiries and outreach activities

6.8. Establish guidelines for website & social media content and management

6.9. Establish new membership guidelines for Category C (honorary members) and Category D (corporate members)

6.10. Establish guidelines for sponsorship (in conjunction with IFLA Finance and Business Planning – IFLA FBP)

On-going activities happening at all the time

(E)marketing and sponsorship

2.1. Maintain and develop IFLA's website – our primary public-facing information dissemination resource

2.2. Revise and continue with IFLA's monthly newsletters

Internal Communications

3.3. Assure that IFLA president's bulletin is published bi-monthly

3.4. Collect and publish news from IFLA members

3.5. Manage IFLA mailing lists

3.6. Manage and monitor IFLA archives

External outreach

4.1. Assure IFLA's website is up-to-date and relevant

4.2. Keep social media channels relevant (Facebook, Twitter, LinkedIn) and expand usage on new social media (YouTube, etc.)

PR and relationship-development

5.6. Assist World Congresses' organisers with PR activities as well as in finding relevant themes to be explored at the council and congress.

Administrative duties of the committee

6.3. Assure that the performance of IFLA CER is assessed every 6 months

6.4. Assure the correct development and submission of IFLA CER quarterly reports to the ExCo

Administrative duties of the chair

7.1. Assure that minutes are taken at the World Councils and ExCo meetings

7.2. Assure minutes are ratified by the ExCo and made available to the membership

7.3. Keep digital recording and storage of IFLA World Council and ExCo meetings

7.4. Keep track on IFLA's constitution and by-laws and take care of any proposals put forward by the membership

7.5. Secure that IFLA elections comply with regency documents and have a proper timeframe

7.6. Cooperate with IFLA Executive Director and Secretariat

8. Long-term goals

As part of the 4-year communications strategy several actions are intertwined and dependent on. Once the 1-year work plan is successfully accomplished, IFLA CER proposes the following actions to take place during the period of 2015 to 2018:

2015/2016

Image building and branding

1.4. Develop certificates for new membership categories (recognised practices, academia, etc.)

(E)marketing and sponsorship

2.5. Develop promotional (e)materials (flyers, brochures, videos, etc.) based on IFLA needs

2.6. Develop information package for new members

External outreach

4.3. Develop public webinars in order to maximise website resources (use of delegates, member associations, etc.)

4.4. Make sure that IFLA's portfolio of relevant projects and activities are properly communicated to external audiences

PR and relationship development

5.3. Develop an "IFLA ambassador" programme by inviting key reference professionals to promote IFLA values worldwide

5.4. Revise current Memoranda of Understanding (MoU's) and develop cooperation projects

5.5. Establish cooperation with new partners that are beneficial for IFLA's portfolio

5.8. Use annually the opportunity to distinguish Honorary and Corporate Members (Category C) as PR activity

2016/2017

PR and relationship development

5.10. Participate at international fairs and other marketing events to promote IFLA

2017/2018

Administrative duties of the committee

6.1. Establish and revise 4-year communications plan to be approved by the World Council

9. Operational budget for Fiscal Year 2014 and Fiscal Year 2015

Category	Item	Amount (EUR)
Fiscal Year 2014		
Advertising	Conventional and internet media in advertising campaigns	1.000
Web/website hosting	Hosting of IFLA website and associated platforms	500
Web/emerging technologies	Software/management: social media manager (e.g. crowdbooster, hootsuite, etc.)	500
Web/conferencing services	Software/management: web conferencing services embedded on IFLA website for ExCo & committees video calls and for webinars	500



Printing supplies and advertising specialities	Printing supplies, printing services, portfolios, brochures, displays, banners, advertising specialities for events and activities, sponsorship packages, etc.	1.000
Special events	B2B meetings, travel expenses and other event expenses related to marketing and communications	1.000
Other/Contingency costs	Unforeseen costs, last minute projects, etc.	500
Total for FY2014		5.000
Fiscal Year 2015		
Advertising	Conventional and internet media in advertising campaigns	1.000
Web/website hosting	Hosting of IFLA website and associated platforms	500
Web/emerging technologies	Software/management: social media manager (e.g. crowdbooster, hootsuite, etc.)	500
Web/conferencing services	Software/management: web conferencing services embedded on IFLA website for ExCo & committees video calls and for webinars	500
Printing supplies and advertising specialities	Printing supplies, printing services, portfolios, brochures, displays, banners, advertising specialities for events and activities, sponsorship packages, etc.	1.000
Special events	B2B meetings, travel expenses and other event expenses related to marketing and communications	1.000
Other/Contingency costs	Unforeseen costs, last minute projects, etc.	500
Total for FY2015		5.000

10. Potential new projects

Currently IFLA has some reliable tools related to marketing and communications, which would be good to assess and give some continuation on the previously developed work.

Those tools are:

- **IFLA Newsletter**, with a fresh new design and a significant outreach to the landscape community;
- **IFLA President's bulletin**, freshly introduced with the new strategic plan work and aiming to inform membership on the progress achieved;
- **IFLA website**, fully re-designed and recently introduced to the public, having an empowering platform for internal and external communications;
- **IFLA World Congresses**, scheduled annually and attracting in average +400 participants related to the field of landscape architecture;
- **IFLA Sir Geoffrey Jellicoe Award**, the highest honour that IFLA can bestow upon a landscape architect, recognising a living landscape architect whose lifetime achievements and contributions have had a unique and lasting impact on the welfare of society and the environment, and the promotion of the profession.
- **IFLA Student competition**, currently running with the World Congress and targeting undergraduates and graduates to submit high quality works.

IFLA CER believes that these tools must continue to exist as ways to reach outside communities and to promote the organisation overall. Though, some assessment must be carried out by the new IFLA CER to identify and integrate new opportunities within, such as sponsorship.

Also, IFLA CER at this early stage believes that a new myriad of projects should be assessed and integrated on the current portfolio in order to boost knowledge, visibility, and promotion of the organisation. Among others, the following two projects have great potential to promote the profession

and simultaneously do fundraising for the organisation. Currently the question relies if these two new projects should be integrated with the World Congress or developed as new and autonomous ideas.

IFLA Landscape Awards

Similarly to what happens at most of our National Associations and even at Regional level, landscape awards would be a prestigious way to honour and acknowledge important contributions to society and encourage those receiving the award to continue a good practices in planning, designing and managing our landscapes.

This could be integrated with the current IFLA student competition to maximise resources.

IFLA Fundraising Gala

As a totally new project or combined with the Landscape Awards or even with the Sir Geoffrey Jellicoe award, fundraising galas are common events held by non-profit organisations to generate funds to continue their planned activities. Hosting an annual fundraising gala could be an exceptional opportunity to grow our base of supporters, cultivate current partners and celebrate our organisation's mission and success. This annual event should be something that people look forward to each year and would create a positive experience.

Prepared by Bruno Marques
Elected chair for IFLA Communications and External Relations (IFLA CER)
14 May 2014

Updated by Bruno Marques on 01 August 2014