

Annex B

Note from Secretariat to Executive Committee: Planned newsletter

Newsletter objectives

The newsletter has both prosaic objectives (e.g. as a channel for Committee announcements) and strategic objectives (e.g. to foster a sense of conference identity between annual meetings). The principal objectives may be summarised as:

- to maintain contact with conference participants on an ongoing basis;
- to provide a vehicle that offers greater scope than single emails for effectively communicating messages;
- to build trust and familiarity amongst Conference participants;
- to raise the Conference profile;
- to promote greater participation in neglected aspects of the Conference (e.g. delegate representation at meetings of international governmental organisations);
- to promote dialogue across diverse membership and diminish misunderstandings; and
- to promote attendance at the annual Conferences.

Summary of the planned newsletter

The Secretariat has established a plan for the newsletter with the following characteristics:

- entirely electronic with flexibility to be as short as a single page with no fixed maximum length;
- flexibility in the publishing schedule with scope for ad hoc issues but in general to be published 2 weeks after each Committee meeting i.e. likely to be in December, March, May, July and September;
- initially distributed in PDF attachment to an email but possibly to switch to distribute of a webpage link once a conference website is established;
- content would always include key communications from the Executive Committee, and working group messages, but would also contain general content that would engage readers with the conference (e.g. its history, previous and recent resolutions) and its membership (e.g. profiles of commissioners, announcements of appointments, retirements, obituaries);
- the Secretariat will coordinate content – some of it written by the Secretariat and some of it commissioned or invited from others – and produce the newsletter.

First newsletter

The first newsletter would follow the December Executive Committee meeting and feature messages arising from it. It will have less general content and is expected to be shorter than latter issues. At the minimum it will include:

- A message from the chair;

- 'Save the dates' notice for Amsterdam;
- Introduction to the Secretariat.

Mock-up of newsletter

A standard Microsoft template is planned to be used for the newsletter.



A simple logo has been developed in house for use on the newsletter and other Secretariat communications.

Executive Committee^{ICDPPC}

Where space allows a globe is included.



Blair Stewart
Secretariat

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