

## **Terms of Reference**

### **Communications Committee**

#### **Role**

Reporting to the WFPS Executive Council, and working in conjunction with the Society's Congress Organisers, the role of the Communications Committee is to develop and facilitate a coordinated communication strategy to maximize opportunities and facilitate engagement between the Society and its stakeholders.

#### **Responsibilities**

The key responsibilities of the committee include:

- To work with Society's Congress Organisers to develop a tri-ennial strategic communications plan at the WFPS World Congress
- To provide direction, content and strategies to Society's Congress Organisers to communicate between the Society and its stakeholders
- To provide a conduit for the Society Executive Council to facilitate engagement and communication between the Society and its stakeholders
- To develop, maintain and manage the Society's various communication channels:
  - website; e.g. regular content updates
  - social media; e.g. Facebook, Twitter
  - email blasts
  - newsletter
  - other communication initiatives; e.g. seminars
- To develop and implement marketing and communications policies and strategies as required
- Actively promote the congress to their respective communities/contacts
- Be visible and vocal advocates and promoters of the congress to prospective participants in the scientific communities, in the lead up to and during the World Congress
- Be available to participate in scheduled planning meetings via conference calls
- Attend the WFPS World Congress

#### **Committee Composition**

This committee will comprise:

- Two members of the WFPS Executive Council; of whom one will serve as the chair and one as the co-chair
- 4 WFPS members at large in good standing, who will serve as subcommittee chairs of 4 focus areas: online & blog, social media, newsletter, and new initiatives
- 4-10 WFPS members at large per focus area, of whom at least one will be a student member

- A member of the Society's Congress Organisers in the lead up to the next World Congress
- It is preferred that members should represent a cross-section of researchers and clinicians from the Americas, Asia-Pacific region and Europe and be inclusive of student members or early career researchers
- It is expected that the committee composition may fluctuate in size based on member interest

### **Meeting Frequency**

It is expected that this committee will meet a minimum of three times per year and that, unless otherwise specified, the meetings will take place by conference call. The committee will also meet face-to-face at the location of the WFPS World Congress to discuss the communication plan on-site.

### **Remuneration**

Members of this committee will serve in a volunteer basis.

### **Term and Succession**

The Communication Committee chair and co-chair and the four subcommittee chairs will serve for a three (3) year term and may serve a maximum of two (2) terms. At the discretion of the committee chair, other committee members may one three-year term, with indefinite renewal. A renewal of at least two members/year is advised.