

EFSPi VISIBILITY

Introduction

During the April 2000 Council Meeting it came up from the meeting that we should find ways to make EFSPi more visible, especially in relation to jointly organized events with DIA. A first version discussion paper has been prepared for the Council meeting of October 2000 and the comments made then are incorporated into this second version.

Objective

Publicity supports the general objectives from the Constitution. More countries could be made aware of EFSPi and also it is very important to maintain the existing countries. Generally, visibility is a good thing, but only if EFSPi is seen to be doing something. The member organisations also then see where their money is being spent.

Scope

The increase of visibility by the website related Internet vehicle shall not be discussed here. This paper identifies public relations materials to be developed for specific use. A further suggestion is made to circulate executive summaries of Council meeting minutes to other professional organizations.

International Scene

It was agreed that EFSPi does not currently organise professional/scientific meetings and would not, for the near future, aim to. It collaborates with other organizations like DIA and ISI, by taking care of input to or part of the program, by providing speakers and/or members of the organizing/program committees (e.g. EFSPi is influential in the DIA/ESAC group because a number of council members is also member of this group). Also, it may be possible for EFSPi to sponsor a specific section of a workshop/conference.

Thus we cannot decide on our own about our publicity approach at such events. We have to discuss this with such organizations. However, we adopt a standard proposal for a publicity approach to bring up with such other organizations in this matter, as follows:

1. EFSPi flag/banner and/or EFSPi logo on projection slides in the lecture room;
2. General EFSPi poster near registration desk;
3. General EFSPi flyer within the proceedings file;
4. Standardized reference to EFSPi in program and announcements;
5. Permanent metal EFSPi badge for president / vice-president / council member / (other) delegate to wear when present at an event.

National Scene

We should increase EFSPi visibility at the national level. At meetings of the member groups of EFSPi one or more of the above 5 items could be used. Besides, all member groups will discuss the idea of adding EFSPi details to their information carriers (defined in the broadest sense).

Design

A standard professional design will be selected for all information carriers and a "corporate" colour for the logo and website will be introduced. A suggestion of blue for the European Union was put forward and worked out into the logo as displayed at the top of this document.

Production

A working party has been established to produce these materials. According to the contract, RfB can be asked to help with this project at an extra cost. It was agreed to develop the design and PR-material within the budget constraints. First priority is the flyer.