

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.