

Notes EONS Communication Working Group

Face-to-face meeting, Wednesday 10 July 2013, 11.00 – 15.30 hrs CET

Bob Pinedo meeting room, EONS office, Brussels

Participating:

Paul Trevatt (PT) (co-chair), Eileen O'Donovan (EOD) (co-chair), Graca Braz (GB), Rudi Brike (RB), Clair Watts (CW), Mariska Mooijekind (MM) (Projects Manager)

Unable to attend:

Françoise Charnay-Sonnek, Manuela Eicher, Birgitte Grube, Paz Fernandez-Ortega, Helen Limborgh Meijer, Eugenia Trigo Arjona

1. Welcome & Introduction (PT)

The WG members were welcomed by PT and everyone gave a short introduction. Apologies from BG, who at the last minute was unable to attend due to flight constraints. Congratulations to EOD on behalf of the WG on becoming the President of IANO.

2. EONS Board elections Update (CW)

The outcome of the elections is as follows:
President-elect: Daniel Kelly (United Kingdom)
BM Education: Andreas Charalambous (Cyprus)
BM Advocacy: Patrick Crombez (Belgium)

The outcome will be ratified at the General Meeting during the European Cancer Congress (ECC) in September 2013. Normally a Board Member serves 2 terms of office (of 2 years each). The maximum term of office is 6 years.

The current Board Members who will be leaving the Board in September are Sultan Kav, Françoise Charnay-Sonnek and Anita Margulies. The WG wants to thank these Board Members for their input over the years.

The election for the role of Treasurer of the society is still running. The closing date is on 6 August 2013. Currently there are two candidates: Rosario Caruso (Italy) and Cristina Correia de Lacerda (Portugal).

3. EONS Membership Survey results (PT)

The data of the survey has been received. Danny Kelly (EONS BM) is making arrangements for the data to be analysed by an outside consultant. PT will ask DK for an update on the arrangements. CW reminded PT that a contract would be needed to engage the outside consultant; a standard template was available. The aim is to make the data available to the other EONS WG's and to present the results at the Advisory Council Meeting, which will be held in Portugal in November 2013.

PT and CW suggested creating a database of cancer nurses with specialist interests and skills / competencies who could be contacted for EONS related work (reviewing policy etc.). The database would comprise paid and voluntary work. These delegates could support the EONS WGs in their (future) work. PT thought that this was something that communication could lead on as part of its work stream. The membership survey also asked members what sort of skills they had and if they would be interested in helping out with specific pieces of EONS related work.

4. EONS 30th Anniversary Event (PT – MM)

On 10 April 2014 a one day EONS 30th Anniversary Event will be held at the RMH in London, to celebrate the achievements of the society and to look at the future. The event will be combined with an evening event of RMH: the Robert Tiffany Lecture. The event is by named invitation only (max. Number of participants is 120) and currently the past and current Presidents are invited, past and current Board Members, the chairs of the current EONS National Member Societies and MoU-partners of EONS.

The one day event will celebrate all that EONS has achieved and look to the future but there are some challenges accessing archive material from before 2000.

MM is working on a second round of invitations, based on information received from Philip Pritchard and others, on EONS membership during the early days. It is hoped that also a number of Board Members of the early days will be attending.

PT will email CNO of RMH to offer RMH ten invitations that can be used for their staff.

CW stressed the historical importance of this day and the opportunity should be used to have (certain parts) filmed. She also suggested shooting separate 10-minute interviews with the speakers. The budget that has been identified for filming may have to be reviewed again in light of CW's suggestions.

A special Anniversary Logo has been designed for all anniversary-related materials. The four colours of the banner (blue, purple, orange and red) are included in this logo. EONS is aiming to use the colours of the banner more strongly.

PT suggested using the Anniversary Logo also outside the anniversary context. CW proposed to address this issue at the Advisory Council Meeting in November.

CW informed the WG members on the plan to develop an EONS house-style for all EONS materials.

CW informed the group of a project to create a photo library at EONS. This project had been previously agreed for funding by the Board but the funding had now lapsed. It aimed to overcome on-going issues around finding suitable European oncology nurse imagery for adverts by creating a library of images of nurses at work. The plans were well-advanced; a mock hospital had been identified for hire, assorted European nurse uniforms had been gathered, students had agreed to act as healthcare workers and patients, a photographer was agreed and a photo list was developed. The project was ready to launch should the Board wish to re-establish the funding. PT suggested that this

was discussed at the September board meeting as there would be a financial implication.

5. WG Activity Work Plan:

• Website / Home Page review (EOD) – Paper I

Following on from feedback at the advisory meeting regarding our home page review, a sub group have been working with Steve Rowett on this home page review – the updated design is still a ‘work in progress’. The WG reviewed Paper 1 (current design review), discussed and proposed the following:

- Rotating CARE banner on top of page → A strap line is needed for each of the four Working Groups. A maximum of 10 words is agreed and the text could be from the WG’s Terms of Reference.
- The most up to date design and final draft will be shared with all WG members. Following their approval “secret shoppers” will be invited to review and comment, before the new home page will go live.
- The deadlines were agreed as follows:
 - The WG chairs will have three weeks to deliver their WG’s strap line (to provide the opportunity for internal feedback by WG members)
 - The secret shoppers will have one week for review
 - The review of the home page will be finalised by late August
- CW requested to check with Steve Rowett if the top EONS logo is the most recent version available
- EOD will send out the final draft to the working group ASAP once she receives it from SR
- CW pointed out that the congress banner and the partnership logos as used in the current design could be condensed

• Web content management (EOD)

The WG is working on an update of the EONS web pages. An Excel sheet with an overview of all web pages has been sent to the chairs of the four EONS WGs, with the request to indicate a responsible person per web page that falls under the responsibility of that particular WG. MM will need to follow up to the WG chairs to finalise the Excel overview and to the responsible persons on updating their web pages.

EOD distributed a paper (Paper II), which presented a responsibilities ‘model’ as used by the IANO. CW considered the model to be one EONS could aspire to introduce. The model could not be implemented currently due to the staff / volunteers limitations. The model highlighted, once again, the importance of having a clear communication strategy coordinated by a specialist.

The need for an EONS Communication Manager was discussed. This person would deal with:

- Website
- Social media
- Newsletter
- Magazine
- Journals inc. advertising arrangements
- Press releases
- Branding
- House style etc.

Pilot Test Software tool (EOD)

At the last f-t-f meeting Spain, Portugal and Italy have volunteered to pilot test the available new software translation tool. EOD apologises for the delay, is currently liaising with SR and will follow up to the volunteers shortly with further information.

Website analytics Report (PT)

PT had arranged with Steve Rowett to receive a quarterly website analytics report, which is shared with the WG members. At the 2012 Advisory Council Meeting it was suggested to share an annual website analytics report with the EONS National Member Societies, which has been done by PT. The 2012 data was analysed by Dr Alison Leary and Steve Rowett. PT is asking the WG if the quarterly reports are still considered to be useful or if the yearly analysis would be sufficient. The WG members agreed that the yearly analysis is sufficient and more helpful in comparing trends. Therefore no more quarterly reports will be needed, of which PT will inform Steve Rowett.

Society focus (Newsletter) (PT) Paper III, attached

PT suggested that when all members have provided their input for the Society Focus, the item could be refreshed. It could then provide a platform for the member societies to share any information they would like, rather than a presentation of their organisation. MM mentioned that she believes more members are willing to provide some input, but they would need to be invited actively.

In the mean time all member societies can provide information on their national congress for the Newsletter, to be shared with the entire EONS membership.

PT suggested to present paper III at the Advisory Council Meeting in November.

Newsletter

The top part of the Newsletter gets the most hits. The lower part gets little hits. The feedback received at the 2012 Advisory Council Meeting was that the Newsletter page is considered to be very busy. It was also suggested to have a top 3 of items people wish to visit. PT proposed to have a welcome from the editor, including a photo of Kate Griffin in the top of the Newsletter, as a way of personalisation. The Welcome from the editor would include three items which would link down to the page.

CW mentioned that the feedback she generally receives from external parties regarding the Newsletter is very positive. Hence she would be cautious in making many changes to the product without proper testing or data.

The need to “refresh” the Newsletter was discussed. EOD suggests removing the right side information panel, which would help to reduce ‘the busyness’ of the page, MM suggested to perhaps follow the design of the updated EONS home page. No decision was taken.

In each of the Newsletters a box “Your feedback” is included, to provide the EONS membership with the opportunity to send in their feedback. As the page is considered to be very busy, PT suggested removing this item. CW felt that it is important to offer this possibility to the membership, however over the past two years only a limited number of approximately 50 hits have been received. Other ways of inviting delegates to provide their feedback have been used, such as a direct request once per year; to put the box on the top of the page; to make mention of it in the introductory text of the Newsletter etc.

It was agreed to put the “Your feedback” item higher in the refreshed Newsletter and if there would be no increase in feedback received; the item would be removed or placed at the bottom of the Newsletter.

Following the WGs request a number of WG members have personally volunteered to be a “secret shopper” for the Newsletter. In addition some delegates of the Advisory Council Meeting had volunteered. In April Kate Griffin has contacted all “secret shoppers” and has provided them with an evaluation form. Only two out of seven volunteers have responded. MM suggested that the National Member Societies could also be invited to provide their feedback. The WG reviewed the form and agreed that this could be somewhat improved by reducing the number of open questions and using tickboxes, and suggested that the current survey form (made available in each of the issues of the Newsletter) could be used in amended form. A deadline to return the survey would need to be included. KG would go back to the secret shoppers and the WG chairs and include the National Member Societies. KG would collect the data received. It was agreed to show the refreshed Newsletter at the Advisory Council meeting.

Magazine (CW)

A new Editor in Chief has been recruited: Helen Oswald. Helen also has extra (communication) skills, which could be useful for EONS in the future. Kate Griffin has been asked to provide some additional support for the magazine.

It was decided to go with 4 editions per year: 3 themed issues and 1 congress issue.

Normally 3 editions are worked on at the same time:

- 1 nearly finalised
- 1 currently doing the bulk work on
- 1 starting up

The first issue coming out will be an issue on rare cancers. This will go live on the first day of the ECCO congress and copies will be made available there. The following issue will be the congress issue. Helen and Kate will be available at the congress, together with Jim Boumelha, to take interviews during the congress. Jason Harris will be available to take photos. CW suggested the WG to look at the Conference programme and to reflect on the content for the congress issue, who should be highlighted, interviewed, relevant topics, recommendations for speakers etc.

Social Media (PT) – Paper IV, attached

This topic was also discussed at the 2012 Advisory Council Meeting. A pilot has been done with Twitter and Facebook. CW informed the WG that together with Kate Griffin she has done a Masterclass for charities on social media. The highlights of information shared at that meeting are as follows:

- Facebook is meant for larger conversations
- Twitter is for short and quick messages
- A blog on a website can be used in combination with individual tweets
- Start small by using Twitter
- “If you wouldn’t say it to your mother (KG: a patient), don’t put it on Twitter”
- Twitter is an informal communication tool, but be aware to remain balanced between formal and informal

- One communication coordinator cannot deliver social media for the entire organisation. Other members within the society will need to engage and participate to make it successful.
- Create a sense of excitement

CW will share the presentation of this MasterClass with the WG. MM pointed out she has followed a Twitter course a number of months ago and is most happy to share the notes and information on this also.

PT / KG will invite the EONS staff, Board and WGs to engage. WG / staff members will need to feed Kate Griffin with information that she can use for tweeting. Furthermore PT will write to representatives from Ireland, Denmark, the Netherlands and Sweden, which are countries with a (well) developed social media plan and some experience. KG to send guidelines/her learning experience to the Comms WG. Comms WG to develop a strategy, working plan. GB informed the participants that in Portugal LinkedIn is often (also) used. MM suggested for EONS to have a profile, but also for the President (and perhaps BMs) to have an organisational profile on their LinkedIn pages.

CW mentioned a piece of software she has spotted, which may be relevant for the EONS President to use. It shows on a map where the person has been and where he/she is currently located and provides the opportunity to upload photos. She will further investigate this in relation to the costs and possible implications.

6. Working Group budget

This issue was raised by PT during the meeting.

- Website analytics
A one off review would have to come out of the WGs budget. A routine / annual review would be paid for out of the EONS central budget.
- Social media
The pilot will need to be paid out of the WGs budget. The (future) routine work would be paid for out of the EONS central budget.
- Etc.

MM will contact Loureen (EONS book keeper) and will ask her to provide a costing overview for the Communication WG.

7. Collaboration with other Working Groups (PT – EOD)

This item was not discussed due to time constraints.

8. Going Forward: Priorities (PT – EOD)

This item was not discussed due to time constraints.