



Working group on communication

From the 24th of August until the 1st of September 2019 the FIMCAP General Assembly will take place in Belgium. At the same time and at the same location as the General Assembly we will organize a start-up meeting for a working group on communication. This working group will consist of 4 - 5 persons. They will have a separate program and will not take part in the discussions of the General Assembly, but they will stay at the same location and join the General Assembly for the informal moments.

1. Why do we have this separate meeting and working group?

Every General Assembly we hear the same story: our communication should be improved. Every General Assembly a new plan is launched, together with the promise to find volunteers for this plan. Unfortunately this enthusiasm often fades out after the General Assembly. This General Assembly we have decided to work the other way around: instead of first a plan and then the volunteers, we will now first find skillful and enthusiastic volunteers and then develop a plan together. The working group will have 4 full days to work on a communication strategy for FIMCAP. Because the meeting will take place at the same location as the General Assembly there will be several moments for input and feedback from the intercontinental board (ICB) and the delegates attending the General Assembly.

2. Objectives of this working group

The main objectives of this working group are:

- To focus on the external communication of FIMCAP as an intercontinental organisation.
- To develop a coherent communication strategy.
- To create a uniform style of communication, making the work of FIMCAP more visible.

FIMCAP currently has no communication strategy. We use different communication tools (website, newsletter, social media, ...) separate of each other, without a clear plan. FIMCAP does a lot of valuable projects, but our outcomes are not visible enough or appear on separate platforms, not linked to each other. External partners do not see our strengths. Instead of communicating without thinking, we first want to think of a clear and uniform approach on how we want to communicate.

3. Specific tasks

The specific tasks of the working group for this meeting will be:

- To collect and evaluate all tools and platforms that FIMCAP is currently using.
- To define the target groups FIMCAP want to reach in its external communication.
- To define the objectives FIMCAP would like to reach.
- To develop a strategy on how to reach these target groups and these objectives.
- To analyze what we already have and what we would need to implement this strategy.
- To set up the tools to implement this strategy.
- To develop and/or maintain the different channels of FIMCAP.





4. Program of the start-up meeting

Sunday 25th of August	Arrival in Belgium Joining the official opening of the General Assembly
Monday 26th of August	Working day 1 In the evening the option to join the intercultural market
Tuesday 27th of August	Working day 2 In the evening the option to join the game market Feedback moment with the Intercontinental Board
Wednesday 28th of August	Working day 3 In the evening the option to join the session on spirituality
Thursday 29th of August	Morning: exchange of ideas and plans with a small group of delegates of the General Assembly Afternoon: finalization of the communication plan In the evening the option to join the World Café Feedback moment with the Intercontinental Board
Friday 30th of August	Presentation of the communication plan to the General Assembly (in plenary) Afternoon & evening: field trip together with the delegates of the General Assembly
Saturday 31st of August	Departure Option to stay until Sunday and join the official closing of the General Assembly

During the start-up meeting experts from the field of communication and media will be invited to give inspiration and to help us to look critically to our way of communicating. Volunteers of the working group on communication are expected to participate in the full program of the meeting.

5. Time engagement & follow-up

FIMCAP is making an investment in this working group, by reimbursing travel costs and by providing the opportunity to meet within the international atmosphere of the General Assembly. In return we ask a clear commitment of the members of the working group:

- A commitment towards the working group of minimum a year. The meeting in August will be a start-up meeting. The aim is that the working group on communication will continue to exist after the General Assembly, and that it will grow to be a fixed working group of FIMCAP. Volunteers joining the start-up meeting are expected to engage themselves for minimum a year, in order to implement and follow-up the communication strategy. Every year volunteers can renew their engagement for another one-year-cycle.

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- The work will not be done after this start-up meeting. The outcome of the meeting will be clear communication strategy, defining the approach and tools. After the meeting the volunteers of the working group will be expected to implement the strategy and to develop the communication channels and guidelines, with support of the intercontinental board and the FIMCAP secretariat.
- The working group will set its own timeline and way of working. Meetings will be online. We plan minimum 1 online meeting per month. There will be tasks to be done in between meetings, according to the goals that the working group sets.
- The working group will focus on the development and maintenance of the communication channels. They are not in charge of writing the content but making sure that the content appears on the right channels.

→ What do you get in return?

- Ownership over the project. We start from an empty page and you can bring forward your ideas and creativity. The working group will set its own goals, its own priorities and its own working methods.
- The opportunity to work in an international atmosphere with friends from all over the world.
- The opportunity to experiment and gain experiences in the field of communication.
- According to your needs FIMCAP can provide certificates of your work.

6. Profile of the volunteers

We are looking for a group of 4-5 persons. We are looking for volunteers with interest and experience in the following fields:

Website builders/managers/experts
Graphic design/lay-out/visual images
Social media
Information flow/communication/reaching target groups
Collecting information/editing/journalism
Experts on how to connect it all and keeping the overview

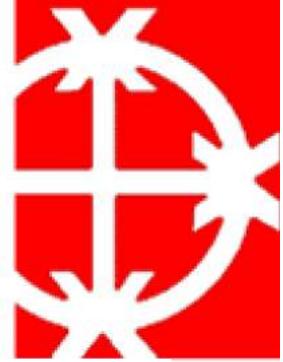
Other aspects to keep in mind:

- It's important that a working group on communication can communicate with each other. Therefore volunteers need to be able to communicate in English.
- You need to be able to work independently. Meetings will be online and work will have to be done in between meetings.
- The working group is not a representative organ of FIMCAP. Persons are selected on the grounds of their expertise and not as representatives of their organization or continent. In this way it is no problem for two persons from the same organization to join the working group. FIMCAP aims for a balanced working group, but skills and talents will take priority. The working group will work under the responsibility of the Intercontinental Board, making sure that the international aspect of the work will be guaranteed.

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7. Travel costs

- Travel costs to Belgium will be reimbursed, up to a maximum amount. Also insurance will be taken care of.
- You will not be considered as a delegate of your organization at the General Assembly. This means that your participation will not affect the reimbursement of travel costs of delegates of your organization.
- You will pay the same participation fee as the delegates attending the General Assembly, as contribution for food and accommodation. This participation fee is 250 euro.
- An agreement will be set up between the volunteers of the working group and FIMCAP. In case there is no commitment taken up after the start-up meeting in Belgium, the travel costs will be claimed back.

8. Registration

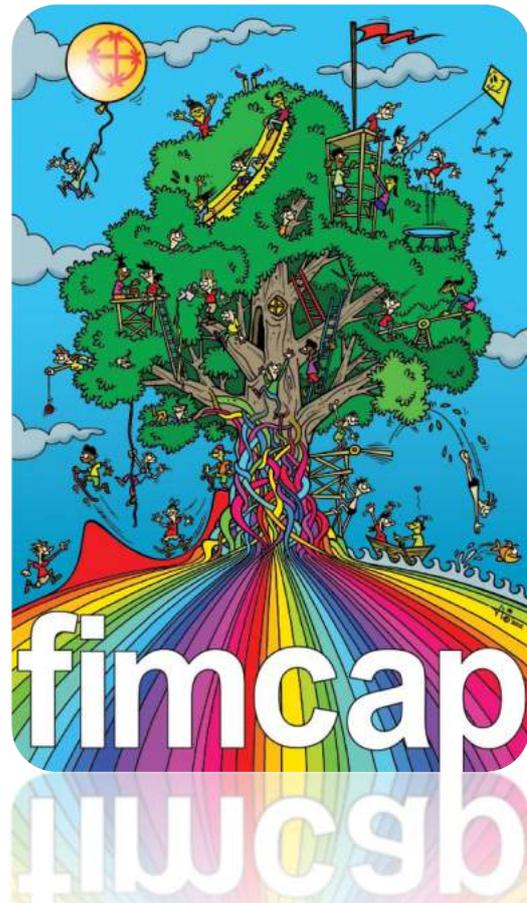
- If you are interested, please fill in the application form before the 20th of April 2019.

<https://goo.gl/forms/L8fneePbKdUc0h8P2>

If you have questions, please contact info@fimcap.org.

In high regard,

The Intercontinental bureau



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