



COMMUNICATIONS COMMITTEE

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LESI WINTER PLANNING MEETING

2018

VIENNA

WHAT DOES NOT COMCOM DO?

- A quick primer:
 - We do not build autonomous cars



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WHAT DOES NOT COMCOM DO?

- We do not talk with our mouth full of food



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WHAT DOES NOT COMCOM DO?

- But, above all:



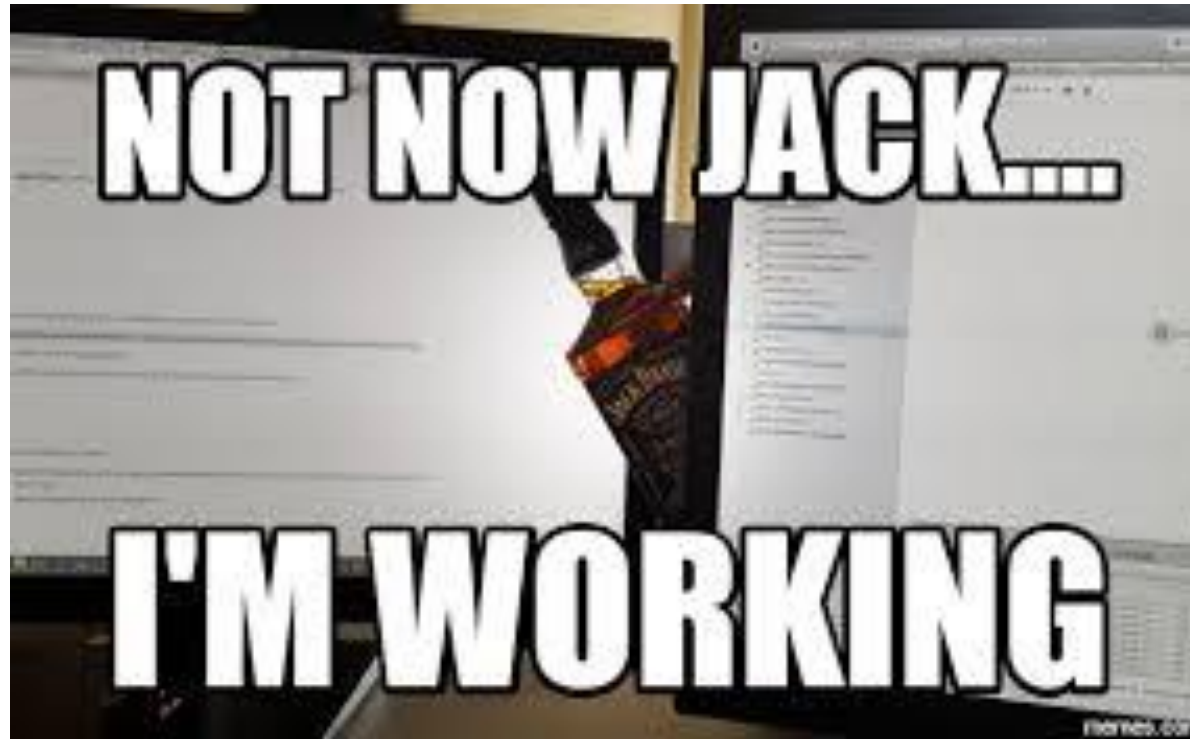
WHAT DOES NOT COMCOM DO?

- We do **NOT** provide **content**



WHAT DOES COMCOM DO?

- We drink



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WHAT DOES COMCOM DO?

- If we did enough drinking, then we dance



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WHAT DOES COMCOM DO?

- But, above all:

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WHAT DOES COMCOM DO?

- We look at other **committees** and **member societies** for content to **disseminate**.

WHY DO WE DO THAT?

- It makes us feel important leveraging other people's hard work



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WHY DO WE DO THAT?

- Only committee with a free chairperson position available



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WHY DO WE DO THAT?

- But, above all:

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WHY DO WE DO THAT?

- To create value to LESI:
 - Increase communications within LESI
 - To stay relevant in the 21st century
 - Increase LESI's reach beyond our members:
 - Falling membership numbers
 - Increasing competition and noise

WHERE DO WE LOOK FOR CONTENT?



WE JUST READ IT
FOR THE ARTICLES

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WHERE DO WE LOOK FOR CONTENT?



Donald J. Trump

@realDonaldTrump

Follow

Who can figure out the true meaning of "covfefe" ??? Enjoy!

RETWEETS

1,825

LIKES

3,127



6:09 AM - 31 May 2017



1.0K



1.8K



3.1K



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WHERE DO WE LOOK FOR CONTENT?

- But, above all:

WHERE DO WE LOOK FOR CONTENT?

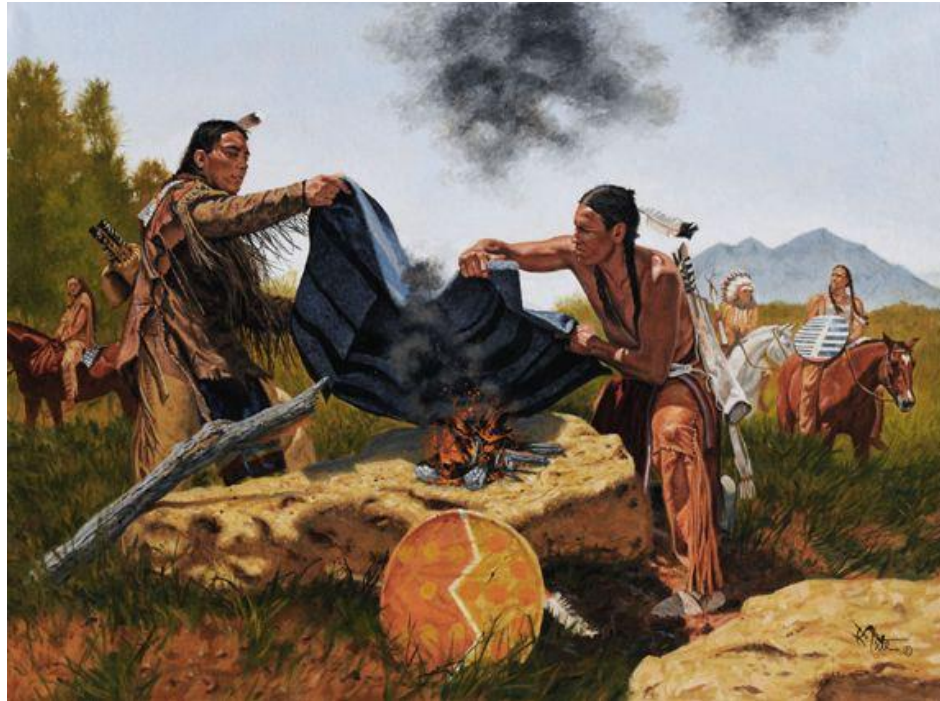
- Committees:
 - Publication
 - Education
 - Administration committee
 - YMC(A)
 - Life Sciences
- Member societies with content

WHERE DO WE FIND CONTENT WITH EXTRA (POTENTIAL) VALUE ADD?

- Surveys & white papers
- Analysis & case studies
- Educational materials
- Sector news from around the globe
- News from LESI and its member countries
 - LES Nouvelles
 - Annual meetings
 - Course offerings
 - Global News

WHAT DO WE WANT TO USE TO REACH OUT?

- To date, decentralized and messy bursts of messages
- Slightly more effective in impact creation than:



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WHAT DO WE WANT TO USE TO REACH OUT?

- We want to go **digital, electronic, social** and **viral**
 - Social Media
 - Blogs
 - E-mails & New letters
- So, in November of 2017 we conducted a survey

SURVEY RESULTS

- An amazing 127% response to our emailed surveys
- Chris working many long nights to crunch the resulting data

SURVEY RESULTS

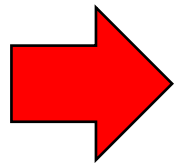
- Actually just 7 committee responded
- Of these 3 do not have in their mandate to create content
- So thank you: Audit, IP Maintenance and Membership Committees

SURVEY RESULTS

- Of the 7, 3 said that motivation for creating content is:
 - Part of committee's mission
 - Create value for LESI
 - To get new committee members
 - To get new LES members
- One committee said they were not motivated to create content and trying to reach non-committee members to be “too much work”
- 4 expressed difficulties reaching non-committee members

CHALLENGES:

- Steady flow of content
- Communications policy
- Social media engagement
- Website & membership database
- Direct communications from LESI to members
- Member countries' lack of engagement



IAM turned a publication into successful events, we must do the opposite

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OPPORTUNITIES & ACTUALITY:

- Unregulated but substantial LinkedIn presence
- 10K audience
- Content available at Issu app and iTunes & iBooks
 - Monetization opportunities, in electronic distribution
- LES Nouvelles article of the month shared via Twitter
- A small number of Twitter savvy Member societies
- Successful YMC presence
- The Millennials entering into workforce!

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CHALLENGES WE WILL NOT ADDRESS THIS TERM



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CHALLENGES WE WILL NOT ADDRESS THIS TERM

- But, also:
- Data base
- Website
- Professional consulting and/or management of our communications

TARGETS BY 2018 IDM

- Content diffusion guidelines
 - Must engage key committees for content
 - Better engagement on key SM platforms
- Group / audit all SM presence related to LESI, committees or MS
- SM and communications guidelines for member societies (a number of support already available from the administrative office)

TARGETS BY 2018 IDM



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THANK YOU.

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