



ICOM STRATEGICE PLAN FOR 2022-2028

A 3 STEP PLAN

FOR ICOM NATIONAL & INTERNATIONAL COMMITTEES

#PARTICIPATE IN ICOM STRATEGIC PLANNING

step
1



LEARN ABOUT THE ICOM STRATEGIC PLAN

Look at the PPT which provides background to the thinking behind the Strategic Plan in ICOM's three official languages.

step
2



COMMUNICATE INFORMATION

Distribute the information about the SP survey in your native language using your networks, website, mailing list, social media and newsletter.

step
3



HELP YOUR MEMBERS TO PARTICIPATE

Meet your members to encourage and assist to participate in ICOM Strategic Planning Survey.



BE PART OF IT. ICOM NEEDS YOUR INPUT!

STEP 1

TIPS FROM SPC



LEARN ABOUT ICOM STRATEGIC PLAN

#PARTICIPATE IN ICOM STRATEGIC PLANNING

USE THE PPT FROM SPC

The members of ICOM Strategic Plan prepared an informative set of details in a PPT format that is available in ICOM's three official language.

SOME TIPS

- Learn more about the ICOM Strategic Plan.
- Look at the PPT which provides background to the thinking behind the Strategic Plan.
- Fill in the questionnaire yourself before talking to your members.
- In case you have questions, refer to the PPT in English, French or Spanish.
- Discuss the aims of SP survey with your members to find out your needs, that may be reflected in the answers to the questions of the survey.
- Use the QR code to reach out the survey questionnaire.

DOWNLOAD THE LINK



WE NEED A COMPREHENSIVE DATA SET TO HAVE A SOLID BASIS FOR DEVELOPING A PLAN WHICH WILL TAKE A BETTER ICOM FORWARD FROM 2022!

STEP 2

TIPS FROM SPC



COMMUNICATE INFORMATION

#PARTICIPATE IN ICOM STRATEGIC PLANNING

USE YOUR COMMUNICATION TOOLS

Distribute the information about the ICOM Strategic Plan Survey in your native language using your networks, website, mailing list, social media and newsletter.

SOME TIPS

- Distribute a survey-specific email using your mailing list about the SP survey with all relevant links.
- If you are a NC with a native language translate the content into your country's official language. This might encourage members' awareness of the content and increase the participation of your committee's members.
- Temporarily add the survey link below your IC's or NC's official email signature.
- If your committee has a newsletter, publish the information about strategic plan survey in it.
- Share the information and the link of the survey on your committees website, Facebook, Instagram, Tweeter and LinkedIn.
- Be in touch with your members constantly to answer their questions about the survey.
- Encourage your constituents to participate and to complete the whole survey.



BE PART OF IT. ICOM NEEDS YOUR INPUT!

STEP 3

TIPS FROM SPC



HELP TO PARTICIPATE

#PARTICIPATE IN ICOM STRATEGIC PLANNING

ASSIST YOUR MEMEBERS IN PARTICIPATION

The engagement of the target audiences tends to be much greater because of live events - even virtual ones.

SOME TIPS

- **Meet your members to encourage and assist to participate on SP survey.**
- **Organise a local event online or on site in your native language to tell your members about the importance of ICOM Strategic Plan & the survey.**
- **For the online meetings you can use Zoom, Microsoft Teams, Google Meet, Facebook or Instagram Live.**
- **Include the survey presentation at an event held by your committee or organization (or a partner) that will take place by 30th of September, 2021.**
- **Don't stick to these suggestions. The best strategies and practices are those that make the most sense for your Committee, your social network, your country.**



BE PART OF IT. ICOM NEEDS YOUR INPUT!