



Do you want to help the Vasco da Gama Movement (VdGM) but just don't know how to do it or to whom to submit your ideas to?

Here's your chance! The Image Group is recruiting and needs your help in promoting VdGM as the WONCA Europe network of young and future family doctors.

Choose one or more projects from the list below, and send us an email (image@vdgm.eu) detailing which projects you'd like to contribute to.

If you don't find a project that suits you but you have an idea to promote VdGM, then email your proposal to image@vdgm.eu and become the project's lead.

We'll match you with members with similar interests and according to your availability.

Act now to become part of this team!

Looking forward to working with you,

Luís de Pinho Costa
VdGM Image Liaison

Project/Proposal	Description
Reach out	Co-author articles in local/regional/national journals and/or medical magazines in order to promote VdGM; deliver presentations about VdGM in local/regional/national meetings for junior GPs, GP trainees and their mentors/teachers; contact FM national colleges and GP departments across Europe and have their websites linking to vdgm.eu for more info
Promotional toolkit	Create and maintain promotional materials (presentations, flyers, posters, videos,...) to be used by national branches of VdGM
Promotional videos	Review videos created by sources outside the Image Group; create and edit videos to promote VdGM Preconferences/Forums as well as other VdGM activities; distribute such videos using the VdGM YouTube channel
VdGM Calendar	Create and maintain a calendar of VdGM-endorsed events
Logo design	In collaboration with the Exchange Group, design a logo for Conference Exchanges
Hall of Fame	Create and maintain a database/directory of VdGM prize winners so as to prominently highlight their achievement across VdGM online platforms
Memorabilia/crowdfunding	Brainstorm, design and create memorabilia; explore all-or-nothing crowdfunding strategies to craft creative items (Kickstarter-like approach). Collaborate with Host Organizing Committees to include memorabilia pre-ordering options during registration
Social Media masters & community managers	Act as a platform-dedicated Master or Community Manager on VdGM Facebook Group or Page, Twitter, LinkedIn, YouTube, ResearchGate [in collaboration with Research Group], Instagram, Flickr,...
Social Media altmetrics/research	Track and analyze VdGM performance on Social Media, including the Preconference/Forum hashtags on Twitter; collaborate with the Research Group on doing research on altmetrics data
Social media policy	Outline the social media policy across VdGM social media accounts
Social Media contests	Plan and deliver contests in order to increase participants/likes/followers across social media platforms
Social Media "Talk with...." sessions	Plan, run and facilitate tweetchats/videochats (using Blab or similar technology) with VdGM representatives from the Executive Group, European Council, Theme Groups and Special Interest Groups so as to foster brainstorming and membership recruitment
Social Media webinars/e-learning	In collaboration with the Education&Training Group, create a VdGM account on Google Classroom and use it to deliver online courses, namely courses on social media (examples: "Facebook 101: How to setup your account" and "Twitter 101: how to set up your account").
Social Media workshops/panels	Prepare social media workshops/panels to be run in VdGM Preconference/forum, WONCA Conferences
Documentary/web series	Produce videos on the lives of VdGMians, a compelling story about a VdGM experience; script and direct webisodes; distribute such videos using the VdGM YouTube channel
VdGM Factor	Run a contest to promote the expression of humanistic concerns through the Arts by VdGMians; find talent beyond medicine in different forms of artistic expression: literature – including poetry, novels and short stories, and epics; performing arts – among them music, dance, and theatre; media arts like photography and

	cinematography, and visual arts – including drawing, painting, ceramics, and sculpting.
Exchange Programme testimonials	Collaborate with the Exchange Group to create and maintain an archive of written reports and visitor contacts; run a contest to encourage video reports (from visitors and hosts) - and upload them to VdGM YouTube Channel
Exchanges website	Collaborate with the Exchange Group in creating a dynamic, multimedia enabled website for the exchange programme
VdGM Website	Update and maintain vdgm.eu; contribute to, test and review/approve external websites/webpages pertaining to VdGM activities
VdGM Mobile app	Deliver a concept for a VdGM mobile app; search for programmers; plan funding strategies according to budget; alpha test the application; participate in the app development before public release
Preconference/Conference VdGM booth	Plan activities and manning of the VdGM booth in Preconferences/WONCA Conferences; create posters for the booth
Forum/Preconference streaming	Search and test streaming platforms for broadcasting VdGM sessions and events
Forum/Preconference posters and presentations repository	Create and maintain an open access posters and presentations repository (VdGM Channel on F1000Research - in collaboration with VdGM Research Group) so as to achieve publication, work protection under a Creative Commons license, and dissemination to a worldwide audience (not only the Forum/Preconference participants); select the editorial board for such channel in collaboration with other theme groups
Forum/Preconference archive of programmes and abstracts	Create and maintain an archive of programmes and abstracts using cloud storage
Forum/Preconference "Through your Lens" photo competition	Collaborate with Preconference/Forum Host Organizing Committees in organizing a photo contest to highlight the best out of the event according to the participants. Winners will be announced and prominently displayed at the closing ceremony.
Forum/Preconference/Conference Exchange culinary exchange	Collaborate with Preconference/Forum Host Organizing Committees and Conference Exchange Organizers to promote culinary exchanges in order to increase cultural awareness and strengthen the ties among participants; use the photos of the event to produce a photo documentary in Flickr/Instagram and extend cultural awareness to the VdGM community; award the best national food
Forum/Preconference/Conference badge ribbons	Create/print badge ribbons for VdGM, Theme Groups, Europe Council, Executive Group and Special Interest Groups to be used during the Preconference/Conference and Forum in order to ease recognition of VdGMians and their role within VdGM, as well as to stimulate conversations about VdGM and its groups, and foster recruitment to the Special Interest Groups
Forum/Preconference/Conference badge ribbons contest	Plan and run a social media contest to stimulate the buzz around badge ribbons and extend the talk about VdGM to a larger audience (not only participants in a given event)
Forum/Preconference/Conference reporters	Report Preconference/Conference/Forum sessions' highlights and take-home messages on VdGM Social Media platforms; create a transcript of a purported #vdgmnews hashtag as a minute/summary of the event
Ideabox	Create a tool to collect ideas for VdGM projects; collaborate with other VdGM Theme Groups to select the most creative project and award it in a grand session during the Forum (in collaboration with the Host Organizing Committee)

Proofreaders	Proofread official materials released by the Image group in the VdGM website and Social Media; (preference to native English speakers or others with proficient command of the English language)
Certificates	Design a really high quality standardised "VdGM Certificate" that could be adapted for all awards - Hippocrates / Carosino / JRA / VdGM Fund Winners - plus to give to speakers / facilitators / retiring Executive members etc.
Memento	Design a memento (trophy) for the "Being Young Staying Young" award.
VdGM song	Compose a song for VdGM

(The list is amenable to change; please find the updated list [here](#))