



VdGM Image Theme Group Interim Report March 2016-June 2016

Image Theme Group

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Group membership and recruitment

A promotional campaign was launched in order to recruit new members for the Image Group and disseminate the Strategic Plan published in the previous reporting period. The campaign, named “Keep Calm and Join the Image Group”, was inspired by the “Keep Calm and Carry On” slogan.

To date seven images were produced using different background colours. These have been released across the VdGM communication channels and used as social media’s profile pictures by members of the Image group. At the time of writing the image that was released on the VdGM Facebook Page had 1000 views alone.

As a result of the promotional efforts, two additional members were recruited: Domenico Italiano (for the Reach Out Project) and Pedro Caetano (for the Booth Project).

Tom Axelrod joined Ronen Brand and Jonathan Orrelle as acting members of the Image Group who liaise with the 3rd VdGM Forum Host Organising Committee.

Projects

Given the group’s intention of experimenting with gamification to revitalize the process of collecting photos of VdGM events, a photo contest was put in motion. Known as the 2016 VdGM Photo Contest “VdGM through my eyes”, the competition will award the grand winner an entry to the 4th VdGM Forum. This prize is only possible thanks to a generous donation made by Felix, a former Image Group member. The first entrants to the Contest are expected by the time we get to the Pre-conference and Conference in Copenhagen.

The Pre-conference venue in Copenhagen will also be the finishing line for the Cycling Tour planned by Christian. Further developments shall be announced on Christian's [blog](#). An open invitation for a morning gathering, close to the finishing line, is expected to be issued on the [2016 Pre-conference Facebook Group](#) in advance to the event.

In addition, an online repository for scientific work presented in VdGM events (as well as in other selected events) was devised by the Image Liaison in close collaboration with the Research Liaison. The new VdGM online channel is set for public release also at (or soon after) the 2016 Pre-conference.

After last year's challenges to man the VdGM booth in WONCA Istanbul, the strategy for human resources has been fine-tuned and the rotation scheme planned well in advance of the Conference in Copenhagen.

A preliminary rotation scheme was created by randomly assigning VdGM officials to all the available time slots. This was based on the list of people registered in the Copenhagen Pre-conference plus word of mouth invitations. Three persons, instead of the usual two, were assigned for each time slot.

The rotation scheme was then compared with the programme of the VdGM track at WONCA Europe 2016 and time conflicts were solved by randomly moving people between time slots.

Last but not least, an invitation email was sent to all involved parties; beyond highlighting the importance of the VdGM booth, the message enclosed a link to a [webpage](#) displaying the name of the persons assigned to each time slot as well as a link to an online form that should be used to confirm availability on the specified time slot.

The answers to the form are reflected on the [webpage](#) according to the following colour code: people that are unavailable and need to swap to another time slot are shown against a red background, confirmed status is shown against a green background, and pending replies against a yellow background.

At the time of writing there are 28 people confirmed and no one is marked as unavailable. Personalized reminders were sent to the 6 pending reply, as the rotation scheme should be completely validated in advance of the Conference. Clear lines of communication will also be established to deal with last

minute no shows.

Moreover, the side activities at the booth shall be kept as simple as possible. The activities being planned are a “senior vs junior donation competition” and a photo competition under the umbrella of the 2016 VdGM Photo Contest. For the first, donations will be registered in a google spreadsheet and graphically depicted on a public webpage; ongoing progress shall be covered using social media. For the second, QR codes shall be printed and displayed at the booth in order to allow delegates to submit photos to the 2016 VdGM Photo Contest “VdGM through my eyes”.

As stated in the previous interim report, the memorabilia business plan was yet another challenge the Image Group had decided to take on. Until this year, VdGM would buy in bulk to achieve a better price per item, and would then try to sell at a profit (towards the VdGM Fund). However, as products usually wouldn't sell out at such large quantities, VdGM incurred in shipping costs to move products between one venue to the next. In addition, event-specific products became hard-to-impossible to sell, at a loss to VdGM. These are the main reasons why the earnings in the preceding three years have in fact been 100€ short of the investment made in memorabilia over that same period. Even if VdGM were to sell all that's left, the Fund would at best have profited around 500€ over three years (and this is disregarding the fact that we would still need to reinvest the money to replenish stocks for the next events). Thus, a paradigm shift was needed.

After giving it proper consideration, a pre-order/pre-payment system presented itself as the best option, as it would allow to match requests and cover the costs without any investment by VdGM. Pre-payment, however, is not a possibility for VdGM at this time.

While we wait for good news from the VdGM Treasurer, for this year's Pre-conference the Image Group had to move on with the second best option, a pre-order / post-payment system. This option still allows us to match requests but presents a financial risk for VdGM (although less so than the prior business model).

The logic to establishing the price tag and profit margin were also reversed. This was accomplished by fixing the price at the production+shipping cost of a single item and accepting a variable profit margin (equal to the bulk volume discount).

To make this plan operational, an online form was created and a script programmed to send a pre-order receipt to the buyer (copied to the Image Liaison and Treasurer). Such receipt mentions that payment shall be made in cash at check-in at the 2016 Pre-conference. The form was set to close in time for the Image Group to place the order to the supplier and have the products shipped to Copenhagen.

In this way 44 products have been pre-ordered, amounting to 1000€. The order has now been placed and delivered to Copenhagen; if all goes through as planned, then, in a single occasion, 320€ will have been raised to the VdGM Fund.

After learning from this first experience, the Image Group intends to further improve its memorabilia business plan in time for the 3rd VdGM Forum in Jerusalem.

On a different note, the reboot of the “workplace video series” continues taking shape. The first episode will be starred by Christian who is currently drafting the script.

Other Projects will need more time before they see full implementation.

Publications

The logo of the VdGM Family Violence Group was restyled by request of its current lead, Nina Monteiro.

The VdGM track at WONCA Europe Conference 2016 was compiled after the programme was released by the conference organizers. The VdGM track has been released in PDF format as well as in calendar format (HTML and ICAL).

A “Guide for VdGM Council Members” was drafted by the current and past Image Liaisons, in close collaboration with the Executive Group. The final document is expected to be presented and discussed in Copenhagen.

Website and Social Media (statistics as of May 31st)

Beyond the maintenance of several webpages, the Image Liaison has worked with the Beyond Europe Liaison on a major overhaul of the webpage of the latter group. Webpages were created for several of the special interest groups, liaisons and global collaborations that currently are part of the Beyond Europe theme group.

During the reported period 25 news announcements were made on the website, including 3 conference exchanges. With roughly a month still to go until the end of the reporting period, the number is expected to grow and fall close to the number in the last report. Of note, in the last seven months (since WONCA Istanbul) there have been as many news announcements as in the preceding 21 months.

On the social media front, Tom Axelrod was added as a collaborator to the @vdgmeu team on TweetDeck. He can now tweet about the #3vdgmf as @vdgmeu. Tom was also added as an Editor to the VdGM Facebook Page.

The Likes on the VdGM Facebook Page kept growing from 422 to 562. The pace of announcements on this page increased substantially, with 59 announcements during this period and an average reach of 776 views per announcement. This can be explained by announcements being shared with the VdGM Facebook Group, which currently has 1687 members, and announcements being shared by interested friends and colleagues. Moreover, approximately 140 additional announcements were published on the VdGM Facebook Group by its members, which greatly contributed to frequent communication within the group.

About 70 announcements were published on the Twitter VdGM account, including retweets. The twitter followers rose from 1650 to 1734, still growing at a slow and steady pace.

LinkedIn has till now a far lower engagement, counting 297 members, a number slightly increased from the 275 members at the end of February 2016. Nevertheless 55 announcements were also released on LinkedIn.

Flickr is also slowly gaining traction since the announcement of the 2016 VdGM Photo Contest and it is expected that numbers keep increasing once new photos are entered.

Events

3rd VdGM Forum

Five promotional campaigns have been planned and delivered in close collaboration with the Host Organising Committee:

- “Meet the 3rd VdGM Host Organising Committee”
- Abstract submission countdown campaign
- Refer-a-Friend Program
- “Stay More, Save More” special offer.
- eNewsletter

For the first campaign, the members of the HOC were presented to the public. To this end, website updates were scheduled for weekly release during six weeks. The respective webpages were also scheduled for release on the VdGM Twitter account and Facebook Page.

For the countdown campaign, seven “Keep calm and submit your abstracts” images were purposefully created. The images were scheduled for publication on the website and across the VdGM social media channels at given intervals.

The 3rd Forum website was updated with webpages detailing the two discount campaigns. Two images, styled after the “Keep Calm” motto, were created and added to the website. An additional image of “discount bags” was created for promotion of the discount campaigns and has been used as banner on the website and alongside publications on social media.

In addition, an online form was designed to allow the registration for the Refer-a-Friend Program; a script was programmed to generate the referral code and have it automatically sent to the participant’s email. To date 22 participants have registered for the Refer-a-Friend Program.

Last but not least, Tom Axelrod produced the just released first issue of the 3rd VdGM Forum eNewsletter.

4th VdGM Forum

A set of promotional strategies for the 4th Forum were presented to the Host Organising Committee (similar to those described in the previous interim report for the 3rd VdGM Forum). #4vdgmf was registered on Symplur’s Healthcare Hashtag Project.

A set of banner proposals for the 4th Forum were created and adjusted according to feedback received from the Host Organising Committee. Continuous support and advisement is being provided to the local team in their efforts to produce a trailer for the event.

-- June 5th 2016