

VdGM Image Group Report

July 2013 – June 2014

2 Skype meetings took place in December and June and a moderate number of e-mails was exchanged inside the group during the year. The group is very enthusiastic and creative and a lot of ideas are shared regarding possible activities. Sadly only few of these ideas have been implemented in this one year period due to lack of resources and group members being involved in several other VdGM and national groups/activities. Five new members joined the group since Prague Preconference: JuanMa, Ronen, Alessandro, Sandra and Felix.

Ongoing and finished activities

- ✓ Pictures from Prague, Barcelona and conference exchanges added to VdGM Flickr account (please remember to always send pictures also to webmaster@vdgm.eu to add to Flickr, not just share on Facebook!)
- ✓ Many website updates, alterations, new things (Hippokrates map!) and a new webmaster (welcome Sandra !)
- ✓ Twitter updates and a new Twitter-master (welcome Felix !)
- ✓ Updates to all the other VdGM accounts (Facebook, LinkedIn, SlideShare etc.) and use of new stuff like Infogr.am (we need another Harris !!! Can't we keep Harris ?!)
- ✓ VdGM Christmas message video (done in under 5 days – thank you everyone who participated !)
- ✓ VdGM memorabilia for Barcelona and Lisbon (t-shirts, umbrellas + leftover badges and pens)
- ✓ Graphic design for various VdGM activities (all banners are done in-house !), incl. Forum and Preconference
- ✓ #VdGMForum micro-site, PDF Booklet and online communication during the Forum via Facebook and Twitter
- ✓ VdGM presence at Lisbon Wonca Europe Conference (booth, flyer, Google Calendar for activities and Map)
- ✓ “Year in review” VdGM presentation
- ✓ A tiny little bit of help for the the 10 Year Anniversary Book
- ✓ Video from one conference exchange – “Ben Mayer” March 2014 ! (keep ‘em coming!)

Planned activities

- More promotional videos (incl. JRA, Hippokrates, VdGM presentation etc.)
- Creative videos – some ideas just brewing in the group, although we even have a 1st draft scenario!
- Flash mobs – an idea that keeps popping in our discussions...
- Wikipedia pages for VdGM, Hippokrates, JRA, and if interested Wonca Europe, SIGs, networks
- Toolkit for EC members, with ideas and materials to promote VdGM activities
- Social Media tutorials, Hippokrates module tutorial
- Live streaming from our events (Hangouts on Air, Ustream)
- Fundraising

Discarded activities

Newsletter – Facebook and Twitter provide better coverage to VdGM’s demographic

Forum promo/teaser video – we had a few clips unused from the Christmas video but didn’t manage to do it in time

Issues

- ! Variety of memorabilia items is limited by production cost & (justified?) fear of not selling – Do we need a bigger budget for the Image Group/memorabilia ?
- ! Graphic Designer, Video Editor, Webmaster, Social Media Manager – Sounds a lot like real life work ! How to show appreciation ?
- ! Live streaming of some sessions of Barcelona Forum was planned but WiFi available wasn’t good enough for Ustream – VdGM’s own mobile internet USB/prepay SIM-card for such events ?

Current group members

Charilaos (Harris) Lygidakis (Italy)
Soleman Begg (UK)
Raquel Gomez Bravo (Spain)
Martin Sattler (Luxembourg)
Sara Rigon (Italy)
Tiago Villanueva (Portugal)
Andy O'Brien (UK)
Jenny Bruni (Switzerland)
Christian Nicolls (Spain)
Salva Maroto (Spain)
Karen Viera (Spain)
Juan María Rodríguez Martínez (Spain)
Ronen Brand (Israel)
Alessandro Menin (Italy)
Sandra Serrão (Portugal) - vdgm.eu webmaster
Felix Del Ojo Garcia (Spain) - @vdgmeu manager
Raluca Zoitanu (Romania) - Image Liaison & Lead - image@vdgm.eu

Written by Raluca Zoitanu, Image Group Liaison to VdGM EG, June 10th 2014