



VdGM Image Theme Group Interim Report March 2017-June 2017

Image Theme Group

Outgoing Liaison: Luís Pinho Costa **Webmaster:** Sandra Serrão **Social Media Manager:** Vasileios Bampalis

Project Leads: Alessio Platania, Christian Rechtenwald, Joana Gomes **Consultant:** Raluca Zoițanu

Group membership and recruitment

Hassoune Hanim, who liaised with the 4th VdGM Forum Host Organising Committee, retired from the Image Group after the 4th Forum. Mariana Leite is the Image Person for the 5th VdGM Forum Host Organising Committee and has been set up on the website and social media channels.

As in the previous reporting period, the group's activities have been severely restricted by a number of reasons, from maternal/ marriage/ sick leave, to graduations as family physicians and busy working schedules, including founding/running private practices. In light of this, almost all members are currently inactive.

Projects

The Liaison continued to serve as webmaster and manager of VdGM social media channels, in addition to delivering on his specific duties within the Executive Group.

In addition, to raise awareness and support, a form was used to collect information from New & Future Family Doctors about the abstracts they had submitted and been accepted for presentation at WONCA Europe 2017 Conference. Once the form was submitted a new event was created on a calendar embedded on the VdGM website - the VdGM track at WONCA Europe 2017; the same form could be used to update the presentation time and details.

The strategy for the VdGM booth was further fine-tuned by trimming the rotations down to coincide with the breaks during WONCA Europe Conference 2017 in Prague. This was done in order to alleviate workload of people manning the booth and avoid disrupting their attendance of conference sessions, while allowing them to fully participate in the Conference (and therefore spread the VdGM

word to whomever they cross paths with). The rotation scheme, planned well in advance of the Conference in Prague, was created by randomly assigning VdGM officials to all the available time slots. This was based on the list of people registered in the Pre-conference plus word of mouth invitations. Three to four persons were assigned for each time slot. 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 was used to confirm availability on the specified time slot. The answers to the form were reflected on the webpage according to the following colour code: people that were unavailable and need to swap to another time slot were shown against a red background, confirmed status was shown against a green background, and pending replies against a yellow background. 31 officials confirmed their presence at the booth. Clear lines of communication were also established to deal with last minute no shows.

Moreover, the side activities were kept as simple as possible consisting only of the “VdGM Lottery”, a fundraiser towards the VdGM Fund. 27 officials were involved in the fundraising. Donors got:

- 1 ticket in return for 2€ (up to 1.99€ get no tickets; 2€ to 4.99€, get 1 ticket)
- 4 tickets in return for 5€ (5€ to 9.99€ get 4 tickets)
- 10 tickets in return for 10€ (10€ to 10.99€, get 10 tickets)
- 1 ticket per each euro for donations above 10€ (11€ to 11.99€ get 11 tickets, 12€ to 12.99€ get 12 tickets, and so on).

A form was used by VdGM officials to enter the ticket numbers into the Lottery, albeit this process proved to be way too cumbersome (and must be revised/simplified in the future). On submission, the donors received a confirmation email detailing her/his ticket numbers but technical glitches (related to the high number of submissions) didn't allow it to happen for everyone - this was later corrected by manually sending an email to donors. The donations could be tracked in real-time on the VdGM website which, in addition to gamification of tickets distributed by each VdGM official, contributed to the success of the fundraising: around 200 individuals donated a grand total of 1565€ towards the

VdGM Fund, making it the biggest fundraiser in VdGM history. As it had been planned, the grand prize winner and consolation prize winners were contacted early in the morning of July 1st and the grand prize winner announced in the closing ceremony of WONCA Europe Conference 2017. A token of appreciation was given to the VdGM official that had collected the most donations. Later that week a public acknowledgement of donors and lottery winners was released on the VdGM website. Of note, the grand prize had been made possible thanks to a generous donation made by Felix, a former Image Group member.

Due to the scarce human resources, the Group opted not to reimplement its memorabilia business plan (which involves a heavier workload and smaller gains in comparison - in 2016 320€ had been raised in this manner).

On a different note, Joana Gomes is still planned to star in the second episode of the “workplace video series” reboot although the implementation has been further delayed due to personal and professional reasons. Other Projects of the Image Group will need more time before they see full implementation.

Publications

A reflection paper on the 4th Forum, written by Candan Kendir, was revised and forwarded for publication on WONCA News. Candan was the winner of the VdGM Fund for the 4th Forum and is the VdGM Liaison Person to the ASPIRE Global Leaders Program; her words/experience are not only a testimonial of what happened on the 4th VdGM Forum but also link together the YDMs through the ongoing ASPIRE Program.

The VdGM track at WONCA Europe Conference 2017 was released in calendar format (ICAL).

Website and Social Media (statistics as of June 30th)

Beyond the maintenance of several webpages, the website menus were reorganized and restyled using action-driven expressions; new sections were created for the 5th VdGM Forum (with help from Sandra Serrão and Mariana Leite), official documentation and “Being Young Staying Young Award”. The bursaries/Awards webpages were updated with photos and interactive maps / statistics.

During the reported period 17 news announcements were made on the website, including 4 conference exchanges. The Likes on the VdGM Facebook Page kept growing, reaching 1031 (and 1042 followers), while the VdGM Facebook Group increased its members to 1840. On Twitter, followers rose to 2073, still growing at a slow and steady pace. LinkedIn has till now a far lower engagement, counting 307 members, with almost no increase since the last check.

Events

5th VdGM Forum & 6th VdGM Forum & VdGM Preconference 2018

Promotional efforts have been delegated to the Image committees of the respective Host Organizing Committees, under the supervision/advisement of the Image Theme Group and Executive Group.

-- July 3rd 2017