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**EFLM is a Regional Federation of the
International Federation of Clinical Chemistry
and Laboratory Medicine (IFCC)**

29 November, 2022



To: Presidents and National Representatives of EFLM National Society Members

Call for nominations for the EFLM Working Group Promotion & Publications

Dear President and National Representative,

The EFLM Communication Committee has the main goal to establish and maintain efficient communication channels between EFLM and its member societies and to promote EFLM activities. This work is conducted through the EFLM Working Group "Promotion & Publications" (WG-PP) currently chaired by Prof. Harjit Pal Bhattoa.

By this letter, EFLM asks for your support in the call for nominations for **1 Full Member**.

Here below the Terms of Reference of the WG-PP:

The main communication channels of the Federation are: the website, the bimonthly newsletter (EuroLabNews), the social media, the EFLM section in the IFCC e-NewsLetter, the EFLM mailing list, the regular messages to the NSs. The WG liaises with the EFLM functional units in order to obtain relevant data and information to feed the communication channels.

To achieve the goals, the WG:

- *creates, develops and implements strategies how to promote:*
 - *EFLM activities most effectively;*
 - *laboratory medicine in targeted audiences (non-laboratory medical professionals and patients);*
- *actively obtains information from EFLM functional units and in cooperation with EFLM office and CC Chair :*
 - *creates, updates and maintains the content of the **website**;*
 - *creates, updates and maintains the content of the **social media**;*
 - *creates and assembles the content of the **EFLM Newsletter**;*
- *actively cooperates with NSs to promote EFLM activities on NSs websites and other communication channels (e.g. social media);*
- *keeps memory of EFLM milestone achievements by systematically collecting evidence of EFLM activities (texts, photos, videos and other artefacts) and publishing it periodically in abovementioned communication channels.*

Tasks for the new member will be selected individually according to his/her previous experience and wishes. For 2023, the most burning tasks will be improvement of EFLM visibility in social media, improvement of the published format of the Newsletter and redesign & rebranding of EFLM webpages. The term of office will be for 2 years ending on 31 December 2024 with the potential extension for two more 2-year terms beyond 2024. The work is mainly conducted by e-mail and teleconferencing, the WG usually meets once per year. It is expected that the member will spend at least 3 hours a week working on Communication Committee tasks.

Procedure for applications

Each EFLM National Society Member in good standing with the membership fee can submit one nomination through the attached application form. A brief plan of the applicant's contribution to the aims and objectives of the relevant Working Group has to be included in the form. Together with the application, a short CV should also be submitted underlining the qualifications and prior experience and publications in the relevant area. The candidate has to be officially recommended by the National Society through a formal letter of support.

Nominations have to be electronically submitted to the EFLM Office: Silvia Terragni - e-mail: silvia.terragni@eflm.eu within the deadline of **15 January 2023**.

To ensure an objective and transparent procedure of applicant selection, following criteria are set:

Criteria	Score
<i>Administrator/editor/author of social media posts for National society or relevant professional organizations</i>	4
<i>Administrator/editor/author of the website content of the National society or relevant professional organizations</i>	4
<i>Administrator/editor/author of the Newsletter content of the National society or relevant professional organizations</i>	4
<i>Active use of any of the following tools: Canva, mailing system (e.g. Mailer Lite ...), survey system (e.g. LimeSurvey, Survey Monkey ...), social media aggregator (e.g. Buffer) evidenced by portfolio of outputs.</i>	4
<i>Positive reference from a member of any EFLM functional unit.</i>	1
<i>Evaluation of applicant's proposed contribution to the work of this WG</i>	1-5
<i>How relevant is previous work/experience of the applicant to this WG? (Note: based on the CV/publications listed by the applicant)</i>	1-5
TOTAL (max. 20)	

We look forward to hearing from you.

With kindest regards,

Daniel Rajdl
Chair of the EFLM Communication Committee