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| IAESB Profile Raising | eNews                    | • Provides opportunity to update on all IAESB activities  
• Easy to read summary, able to advertise ongoing and upcoming SWP activities | • General IAESB email listing  
• Can be provided to new members/TAs or ambassadors of the IAESB | IAESB Email Distribution by twitter account? |
| IAESB Profile Raising | Ongoing Presentations Ad Hoc Forums | • Able to target specific audiences (IPSASB, GAA etc.)  
• Sometimes linked to specific outreach activities, other times at invitation  
• Immerse Board members in region-specific issues during meetings | • Targeted outreach / engagement | Through IFAC staff or Task Force engagement |
| IAESB Profile Raising | IAESB annual report      | • Ability to provide dynamic summary of activities  
• Can send to targeted contacts, ambassadors | • General IAESB email listing  
• Targeted/personalized email to contacts and ambassadors | Through IAESB email Link on website Distribution by twitter account? |
| IAESB Profile Raising | Member Videos/Photos     | • Photos to update the website – make it look more ‘human’  
• Videos - ability to connect with range of audiences in non-English language  
• Videos - raises profile at regional and country level of IAESB Members, TAs and nature of the IAESB | • Photos – used in emails or publications?  
• Videos - sent to regional or member body contacts  
• Videos - potential for distribution through personal channels (LinkedIn, Twitter, organizations) | IAESB Website IAESB email Member body links/websites? |
| IAESB Profile Raising | Global Gateway Linkages   | • Re-advertises existing content  
• Gives prominence to the work of the IAESB that may be of interest in the Financial Leadership & Development audience | • General audience  
• Non-IAESB aware individuals consuming IFAC content | Global Gateway |
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| IAESB Profile Raising | Twitter | • Ability to connect quickly rather than just via email  
• Provide regular updates on activities (anniversaries, website updates, publications)  
• [would require maintenance/IFAC staff resource to manage this] | • Twitter participants | Twitter |
| IAESB Profile Raising | Standards Development Webinar | • Highlights wide range of potential standard-setting development activities by the IAESB  
• Helps to set out IAESB’s own approach to standards-setting  
• Raises awareness of IAESB whole package of activities  
• [requires update every 2-3 years] | • General  
• New Members, TAs, Ambassadors  
• Users of the IAESBs IESs and other materials | Website  
Perhaps periodic link through Twitter/eNews? |
| IAESB Profile Raising | IAESB Website Update | • To create a fresh approach – make content less text-heavy, more accessible and easy to find  
• SEC WG recommendations already shared with IFAC (re-sent in March 2018)  
• [IFAC is conducting own review of IFAC and SSB websites] | • Regular users of the website  
• Academic community  
• General visitors to the website (through links from other media) | Website  
Have links to other media (eNews, Twitter, Gateway) channels |
| Project Communications | ICT Project | • To generate interest in project, identify potential solutions and future participants / touch points for outreach  
• Raises awareness of ICT challenge within the profession  
• Obtain input for Project team, ideas for potential changes or new content in the IESs | • General & Member Body audiences  
• Targeted outreach participants | Survey, Survey Report  
In-person outreach  
Literature Review / Accounting Education Insights |
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<td>Professional Skepticism Task Force</td>
<td>• Identify opportunities for implementation support or further guidance</td>
<td></td>
<td></td>
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<tr>
<td>Project Communications</td>
<td>Public Sector Project</td>
<td>• Identify opportunities for implementation support or further guidance</td>
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<tr>
<td>Project Communications</td>
<td>Target Audience of the IESs</td>
<td>• Raise awareness about importance of professional skepticism within the wider profession</td>
<td>• Major constituencies (Academia, Member Bodies, Accounting Firms)</td>
<td>Survey Literature Review / Accounting Education Insights</td>
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<tr>
<td>Project Communications</td>
<td>IES 7 – CPD Revision</td>
<td>• Raise awareness about impact of professional skepticism</td>
<td>• General users of IAESB content</td>
<td></td>
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<tr>
<td>Project Communications</td>
<td>Post-effective date review</td>
<td>• Advertise links / cooperation with the other SSBs</td>
<td>• Major constituencies (Academia, Member Bodies, Accounting Firms)</td>
<td>Survey Literature Review / Accounting Education Insights</td>
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<tr>
<td>Project Communications</td>
<td>Link into 2019-2021 Work Plan</td>
<td>• Identify opportunities for implementation support or further guidance</td>
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<tr>
<td>Stakeholder Resources</td>
<td>Accounting Education Resources webpage</td>
<td>• Identify opportunities for implementation support or further guidance</td>
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<td>Stakeholder Resources</td>
<td>Accounting Education Resources webpage</td>
<td>• One-stop shop / access point for resources</td>
<td>• Academia</td>
<td>IAESB website Links / ads through eNews, Twitter, Global Gateway</td>
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<td>Stakeholder Resources</td>
<td>Accounting Education Resources webpage</td>
<td>• Ability to share research activities conducted by the IAESB with a much wider audience</td>
<td>• Member Bodies/Accounting Firms</td>
<td></td>
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<td>Stakeholder Resources</td>
<td>Accounting Education Resources webpage</td>
<td>• Adds value to the work of the IAESB</td>
<td>• Other providers of accounting education</td>
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<td>Stakeholder Resources</td>
<td>Accounting Education Resources webpage</td>
<td></td>
<td>• General interest</td>
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| **Accounting Education Insights (AEI) series** | • Provides a deeper-dive exploration of accounting education hot topics  
• Links to specific SWP activities of the IAESB (PS, ICT, others?) – can use this to leverage interest / engagement in specific SWP activities  
• Could be a potential source of accounting education programme resources  
• Breaks down lengthier documents into bite-sized ‘series’ of content  
• [Distribution via Global Gateway might require small front-end adjustment to content] | • Academia  
• Member Bodies/Accounting Firms  
• Other providers of accounting education  
• General interest | IAESB website  
Emails to targets and general audience  
Ads through Twitter, eNews, Global Gateway  
Provide in online (tracking) and downloadable formats  
Library maintained via Accounting Education Resources page |
| **Personal Perspectives (PP)** | • Raises profile of the IAESB and IAESB members/TAs  
• Provides vehicle for non-authoritative thought leadership, topical articles that can be linked to specific SWP projects/activities  
• More readable format – easier to digest by non-expert audience | • General email recipients  
• Could target content on specific SWP activities to those who have expressed an interest | eNews as primary vehicle  
Library maintained via Accounting Education Resources page |
| **Implementation Support Catalogue** | • Ability to remind users of the website about existing or new implementation support content  
• Ability to highlight specific content which links to topic/ IAESB SWP activities | • Users of the IAESB website | Accessed via Accounting Education Resources page |
| **Ambassador Toolkit** | • Updated IES content / pick and mix content for help when developing presentations for outreach activities  
• Package of IAESB promotional materials | • Ambassadors, Members or TAs presenting on behalf of the IAESB | Accessed via IFAC staff  
In the future access through a shared portal? |
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<td>IAESB Resources</td>
<td><strong>Survey Guidance</strong></td>
<td>- Development of guide to creating surveys for use by the Board&lt;br&gt;- Enables greater consistency and avoids unintended consequences of poorly worded questions&lt;br&gt;- Aids Task Forces/Working Groups in consideration of survey content</td>
<td>- Task Force and Working Group Secretaries&lt;br&gt;- IFAC Staff</td>
<td>Globalscape shared portal</td>
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<td>IAESB Resources</td>
<td><strong>Process Documents</strong></td>
<td>- Series of workflow documents which outline the process for development of communications materials&lt;br&gt;  [currently includes Personal Perspectives, will be added to with Accounting Education Insights guidance shortly]</td>
<td>- Creators of IAESB content (Members, TAs etc)</td>
<td>Globalscape shared portal</td>
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<td>IAESB Resources</td>
<td><strong>Communications Grid</strong></td>
<td>- To enable the IAESB/IFAC Staff to map out planned communications and engagement activities&lt;br&gt;- Provides a visual of resources pinch-points&lt;br&gt;- Encourage Task Force / Working Group secretaries to share plans to ensure better leverage across projects rather than silo approach to communication&lt;br&gt;- Enables more coordinated approach&lt;br&gt;  [Relies on active engagement by Task Forces and Working Group Secretaries as well as inclusion of IFAC Staff awareness about engagement requests]</td>
<td>- IFAC Staff&lt;br&gt;- IAESB Steering Committee&lt;br&gt;- Task Force / Working Group Secretaries</td>
<td>Globalscape shared portal</td>
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<td>IAESB Resources</td>
<td><strong>Templates</strong> (Personal Perspectives, Accounting Education Insights)</td>
<td>- One-stop shop of resources to enable users to create content&lt;br&gt;  [To include Personal Perspectives, Accounting Education Insights, Surveys, etc.]</td>
<td>- Task Force / Working Group Secretaries&lt;br&gt;- Creators of content</td>
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| IAESB Resources     | Stakeholder Database     | • Enable more targeted, personalized engagement and communication with key stakeholders  
                        • [still in development]                                                  | • Task Force / Working Group Secretaries  
                        • IAESB  
                        • IFAC Staff                                                                | IFAC existing database with improved tagging |
| IAESB Resources     | Broadcast of live Board meetings? | • Linked to initiatives undertaken by other SSBs, provide stakeholders with live video or audio feed of specific IAESB meeting topics  
                        • Provides opportunity for stakeholders to experience richness of debate  
                        • More dynamic touchpoint with stakeholders than written summaries  
                        • May lead to more engagement with the Board                                  | • Key stakeholders  
                        • General audience?                                                             | Web link |
| IAESB Resources     | Improve Online Working of the IAESB | • Enable provision of more online platforms (see earlier) but also change the way we work to be less labor-intensive  
                        o Avoids multiple emails of documents, unnecessary updates to working docs  
                        o One-stop area for users to access  
                        o Supports work of Secretaries and Task Force / WG Chairs  
                        o Enables access to shared communications resources (i.e. Comms Grid) for updates by Secretaries  
                        o Safeguards content in one known place  
                        o Less reliant on private or employer-sponsored email distribution (which could bring with it liability considerations) | • Task Force / Working Group Chairs and Secretaries  
                        • IFAC Staff                                                                    | Globalscape shared portal |
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| IAESB Resources     | Regular IFAC Communications catch-ups | • Highlights ongoing and upcoming communications and engagement activities of the IAESB  
• Provides an opportunity to learn about what other SSBs are doing and future IFAC Communications plans/initiatives  
• Enables review of KPI/data, consider potential use of additional analytical resources (heat maps, etc.)  
• Highlights areas of resource need (for example website maintenance, Twitter feed updates, access to database content, design expertise, etc.) | • SEC Working Group and IFAC Communications team  
• Update provided to the IAESB and IAESB Chair | In-Person or online meeting – every 4 months |

- Maximizes IAESB time to enable more productivity rather than distraction of administrative tasks
- Could extend Globalscape to include:
  - Templates (see above)
  - Dial in/webinar details
  - Online survey tool
  - Issues Papers templates
  - Slide Deck formats
  - Access to ambassador toolkit content

- Communications Objectives

- Intended Audience / Users

- Distribution Method / Access Point