

Agenda Item 7-2
Detailed Activities Grid – April 2018
Appendix B

Communications Area	Specific Activity / Task	Purpose of Specific Activity and link to IAESB Communications Objectives	Intended Audience / Users	Distribution Method / Access Point
IAESB Profile Raising	eNews	<ul style="list-style-type: none"> Provides opportunity to update on all IAESB activities Easy to read summary, able to advertise ongoing and upcoming SWP activities 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Targeted outreach / engagement 	Through IFAC staff or Task Force engagement
IAESB Profile Raising	IAESB annual report	<ul style="list-style-type: none"> Ability to provide dynamic summary of activities Can send to targeted contacts, ambassadors 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Re-advertises existing content Gives prominence to the work of the IAESB that may be of interest in the Financial Leadership & Development audience 	<ul style="list-style-type: none"> General audience Non-IAESB aware individuals consuming IFAC content 	Global Gateway

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		<ul style="list-style-type: none"> [Content may need refinement (at the front end) to make this work] 		
IAESB Profile Raising	Twitter	<ul style="list-style-type: none"> 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] 	<ul style="list-style-type: none"> Twitter participants 	Twitter
IAESB Profile Raising	Standards Development Webinar	<ul style="list-style-type: none"> 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] 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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] 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> General & Member Body audiences Targeted outreach participants 	Survey, Survey Report In-person outreach Literature Review / Accounting Education Insights

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		<ul style="list-style-type: none"> Identify opportunities for implementation support or further guidance 		
Project Communications	Professional Skepticism Task Force	<ul style="list-style-type: none"> Raise awareness about importance of professional skepticism within the wider profession Provide information about impact of professional skepticism Advertise links / cooperation with the other SSBs 	<ul style="list-style-type: none"> Major constituencies (Academia, Member Bodies, Accounting Firms) General users of IAESB content 	Survey Literature Review / Accounting Education Insights
Project Communications	Public Sector Project	<ul style="list-style-type: none"> TBD 	<ul style="list-style-type: none"> TBD 	TBD
Project Communications	Target Audience of the IESs	<ul style="list-style-type: none"> TBC - Likely consultation paper – will need Comms/Engagement (TBD) – potential roundtables. 	<ul style="list-style-type: none"> TBD 	TBD
Project Communications	IES 7 – CPD Revision	<ul style="list-style-type: none"> TBC - Likely release of final IES and communications about implementation support materials – will need Comms (TBD) 	<ul style="list-style-type: none"> TBD 	TBD
Project Communications	Post-effective date review	<ul style="list-style-type: none"> TBD 	<ul style="list-style-type: none"> TBD 	TBD
Project Communications	Link into 2019-2021 Work Plan	<ul style="list-style-type: none"> TBD - What is planned for the 2019-2021 Work Plan? What communications/engagement is likely to be needed prior to and during that period. 	<ul style="list-style-type: none"> TBD 	TBD
Stakeholder Resources	Accounting Education Resources web-page	<ul style="list-style-type: none"> One-stop shop / access point for resources Ability to share research activities conducted by the IAESB with a much wider audience Adds value to the work of the IAESB 	<ul style="list-style-type: none"> Academia Member Bodies/Accounting Firms Other providers of accounting education General interest 	IAESB website Links / ads through eNews, Twitter, Global Gateway

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Stakeholder Resources	Accounting Education Insights (AEI) series	<ul style="list-style-type: none"> • 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] 	<ul style="list-style-type: none"> • 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
Stakeholder Resources	Personal Perspectives (PP)	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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
Stakeholder Resources	Implementation Support Catalogue	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Users of the IAESB website 	Accessed via Accounting Education Resources page
IAESB Resources	Ambassador Toolkit	<ul style="list-style-type: none"> • Updated IES content / pick and mix content for help when developing presentations for outreach activities • Package of IAESB promotional materials 	<ul style="list-style-type: none"> • 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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IAESB Resources	Survey Guidance	<ul style="list-style-type: none"> • Development of guide to creating surveys for use by the Board • Enables greater consistency and avoids unintended consequences of poorly worded questions • Aids Task Forces/Working Groups in consideration of survey content 	<ul style="list-style-type: none"> • Task Force and Working Group Secretaries • IFAC Staff 	Globalscape shared portal
IAESB Resources	Process Documents	<ul style="list-style-type: none"> • Series of workflow documents which outline the process for development of communications materials • [currently includes Personal Perspectives, will be added to with Accounting Education Insights guidance shortly] 	<ul style="list-style-type: none"> • Creators of IAESB content (Members, TAs etc) 	Globalscape shared portal
IAESB Resources	Communications Grid	<ul style="list-style-type: none"> • To enable the IAESB/IFAC Staff to map out planned communications and engagement activities • Provides a visual of resources pinch-points • Encourage Task Force / Working Group secretaries to share plans to ensure better leverage across projects rather than silo approach to communication • Enables more coordinated approach • [Relies on active engagement by Task Forces and Working Group Secretaries as well as inclusion of IFAC Staff awareness about engagement requests] 	<ul style="list-style-type: none"> • IFAC Staff • IAESB Steering Committee • Task Force / Working Group Secretaries 	Globalscape shared portal
IAESB Resources	Templates (Personal Perspectives, Accounting Education Insights)	<ul style="list-style-type: none"> • One-stop shop of resources to enable users to create content • [To include Personal Perspectives, Accounting Education Insights, Surveys, etc.] 	<ul style="list-style-type: none"> • Task Force / Working Group Secretaries • Creators of content 	Globalscape shared portal

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IAESB Resources	Stakeholder Database	<ul style="list-style-type: none"> • Enable more targeted, personalized engagement and communication with key stakeholders • [still in development] 	<ul style="list-style-type: none"> • Task Force / Working Group Secretaries • IAESB • IFAC Staff 	IFAC existing database with improved tagging
IAESB Resources	Broadcast of live Board meetings?	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Key stakeholders • General audience? 	Web link
IAESB Resources	Improve Online Working of the IAESB	<ul style="list-style-type: none"> • Enable provision of more online platforms (see earlier) but also change the way we work to be less labor-intensive <ul style="list-style-type: none"> ○ Avoids multiple emails of documents, unnecessary updates to working docs ○ One-stop area for users to access ○ Supports work of Secretaries and Task Force / WG Chairs ○ Enables access to shared communications resources (i.e. Comms Grid) for updates by Secretaries ○ Safeguards content in one known place ○ Less reliant on private or employer-sponsored email distribution (which could bring with it liability considerations) 	<ul style="list-style-type: none"> • Task Force / Working Group Chairs and Secretaries • IFAC Staff 	Globalscape shared portal

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		<ul style="list-style-type: none"> ○ Maximizes IAESB time to enable more productivity rather than distraction of administrative tasks ● Could extend Globalscape to include: <ul style="list-style-type: none"> ○ Templates (see above) ○ Dial in/webinar details ○ Online survey tool ○ Issues Papers templates ○ Slide Deck formats ○ Access to ambassador toolkit content 		
IAESB Resources	<p>Regular IFAC Communications catch-ups</p> <p>Other Board/IFAC Insights?</p> <p>Additional IFAC Communications Resources</p>	<ul style="list-style-type: none"> ● 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.) 	<ul style="list-style-type: none"> ● SEC Working Group and IFAC Communications team ● Update provided to the IAESB and IAESB Chair 	In-Person or online meeting – every 4 months