

Note to IAESB Members, IAESB Technical Advisors and CAG Members: this is a draft Communications Plan in order to provide an overview of typical content. Members and Technical Advisors are asked to focus on the IAESB Engagement and Communication Objectives section for the purposes of the April 2018 set of meetings

International Accounting Education Standards Board

[DRAFT] Engagement and Communications Plan 2018

The Engagement and Communications Plan (the “Plan”), which was created in line with IAESB’s Strategy and Work Plans, outlines the IAESB’s engagement and communications activities and is intended to complement the overall Strategy.

The IAESB’s Strategy highlights key engagement and communications priorities and activities; this document provides more detail on the context and nature of these activities.

IAESB Strategy

The IAESB is committed to the goal of developing and maintaining International Education Standards that:

- attain acceptance worldwide and foster global excellence
- enhance the competence of individuals operating in the global accountancy profession, and in turn
- contribute to strengthened public trust and confidence.

IAESB’s strategy also calls for enhanced connections with stakeholders through identification, development, and execution of engagement and communication activities that raise awareness, improve dialogue, and support the public interest.

Engagement and Communications Objectives

This Plan’s objectives were developed to support and ensure consistency with the IAESB 2017-2021 Strategy and 2017-2018 Work Plan. These objectives shown below will be the focal point for IAESB engagement and communications activities, and be the measure against which proposed tools and tactics/approaches and ideas are considered. The objectives include:

- Increase engagement in IAESB activities
- Increase two-way input to IAESB standards development activities
- Position IAESB as a thought leader on relevant topics.

This Plan focuses on driving input to the IAESB’s deliberations, rather than on advocating for adoption and implementation of the International Education Standards.

Communications Target Audiences

Broadly speaking, the IAESB Engagement and Communication Plan's primary targets are those who deliver, design & regulate accounting education, those who distribute content to end users, and those who influence accounting education decisions (adoption, implementation, etc.).

- "Primary" stakeholders: IFAC member organizations' learning and development representatives
- Special interest audiences/stakeholders in Latin America, Africa, Asia, Eastern European areas

Followed by Professional accountants, regional organizations, public accounting firms, academics, education providers and the general public are also target audiences.

The following sections are purely for illustrative and contextual purposes and will be the subject of more scrutiny and development by the SECWG in partnership with IFAC Communications in the period post-April 2018. IAESB Members, Technical Advisors and CAG Members will not be asked to provide feedback on these sections during April 2018 meetings.

Communications Key Messages *(example for illustrative purposes)*

- As the global business environment changes and complexity increases, accounting education must also change and adapt.

Communications Key Topic Areas *(example for illustrative purposes)*

- *In what areas does the IAESB wish to use its voice? Have something to say?*
- *e.g., the importance of professional skepticism*

Communications Tools & Tactics/Approaches *(partial listing for illustrative purposes)*

- Personal Perspectives
- Research insight articles
- IESs and Support Materials
- Influencer Outreach
 - Build a reliable list of key VIP stakeholders, including those who responded to surveys indicating an interest in staying involved
 - This list will need to be incorporated into iMIS if they are to be included in regular emails (eNews, news alerts, etc.)
- Thought leadership & bylined articles
 - For example, in IFAC member journals, IFAC's website (Knowledge Gateway) and academic trade publications
 - Further amplification/force multiplication possible through IAESB member actions, such as sharing content on their social media platforms and profiles
- Conferences
 - e.g., IAAER in Sydney (Nov.)

- eNews
 - Continue to issue eNews alerts to core audiences; issues of eNews to include IAESB developments & announcements
- IAESB website
 - New IAESB website (under development)
 - Enhance user experience
 - Increased cross-references and links between resources
 - More dynamic, searchable, modern, etc.
 - Specialized landing pages on the (existing) IAESB website
 - Collate materials on related topics and bring content together for users
- IFAC Digest
 - Inclusion of IAESB announcements in IFAC Digest
 - Sent weekly to all IFAC & standard-setting board volunteers and member organization key contacts
- Social media
 - Speak into relevant conversations as well as promote IAESB content, thinking, materials, etc.
- Video
 - When appropriate, when the IAESB has something substantive (yet concise) to say, and when video fits an identified objective
- Media outreach
 - Issue select news alerts/press releases to the media
 - When appropriate, pitch activities to trade media
- Other possible communications vehicles
 - A new fact sheet explaining the importance of accounting education and calls to action
 - IFAC member organization “toolkits” to encourage use of IAESB-developed materials

Timeline

To come

Evaluation & Benchmarks/KPIs

To come

Additional Ideas following input from IFAC Communications:

- Work through IFAC member organizations’ academic/training contacts
- Increase engagement with IFAC’s Q&D team and director
- 2019 IAESB meeting in Indonesia – perhaps an event with ASEAN?
- Who is addressing accounting education broadly outside of IAESB & IFAC? We need to follow & know more about these influencers (such as AACSB) – who they are, where they are, what they are doing, etc.