

Meeting: IESBA
Meeting Location: New York
Meeting Date: June 9, 2020

Agenda Item

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IESBA Communications Update

Objective of Agenda Item

1. To receive and provide input on a presentation from Mr. David Johnson, Senior Communications Officer, and Ms. Jennifer DiClerico, Head of Communications, IFAC, discussing recent communications initiatives and the development of an integrated communications plan in support of [IESBA's Strategy Work Plan 2019-2023](#).

Background

2. With the goal of supporting the adoption and implementation of international standards, including those developed by the IESBA, the IFAC Communications team partners with the standard setting board staff and support communication initiatives to drive awareness of, and stimulate interest in the standards, including the [IESBA Code](#).
3. Mr. Johnson and Ms. DiClerico joined IFAC in October 2019, each with a remit to enhance the IESBA's communications support function.
4. In his role, Mr. Johnson provides communications advice and support to the IESBA and the International Auditing and Assurance Standards Board. Mr. Johnson, and others in the IFAC Communications Team, have been providing ongoing operational support for the IESBA's current communications initiatives. Additionally, the communications team is developing an overarching IESBA Communications Plan to support the board's work plan for the balance of 2020 and beyond. This plan will include a focus on "storytelling" to draw more interest to the IESBA's work and the content of the Code. It will also leveraging social media to amplify IESBA's messaging.
5. During the June 2020 meeting, Mr. Johnson and Ms. DiClerico will:
 - Provide an overview of the IFAC Communications team structure;
 - Update the IESBA on recent comms activity/initiatives and their alignment to the IESBA work plan; and
 - Present, for discussion, key elements and recommendations of the proposed IESBA Communications Plan.

Action Requested

6. IESBA participants are asked to listen to the presentation and share their reactions.