

The slide features the IESBA logo in the top left corner. The background is split into a dark blue section on the left and a light blue section on the right, with a green curved banner at the top. The title 'IESBA Board Communications Update' is centered in the green banner. Below the title, the names and titles of the speakers are listed. The date and meeting type are in the bottom right.

**IESBA**

## IESBA Board Communications Update

Jennifer DiClerico, Head of IFAC Communications  
David Johnson, Senior Manager, Communications

IESBA Virtual Meeting  
June 9, 2020



The slide has a green curved banner at the top with the title 'Introductions & Team Structure'. Below the banner is a bulleted list of team members and their roles. The IESBA logo is in the bottom left, and a page number and copyright notice are in the bottom right.

## Introductions & Team Structure

- Jennifer DiClerico, Head of IFAC Communications
- Dave Johnson, Senior Manager, Communications
- NY-Based IFAC Communications Team
  - Four additional individuals complete the team
  - Support IFAC, IESBA, IAASB, and IPSASB
  - Edelman provides additional counsel and support

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Page 2 | Proprietary and Copyrighted Information

## Where Are We Today?

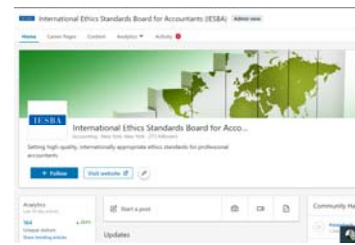
- We have an important opportunity to evolve our communications effort to:
  - Move from a reactive to proactive posture
  - Deliver a more integrated, strategic approach
  - Continue to modernize IESBA communications and platforms, i.e. digital
  - Drive integration with IFAC initiatives

## Goals For This Session

- Review our work to date
- Discuss elements of the program going forward
- Solicit your feedback and input at points throughout the discussion

## In Our First Six Months...

- Delivered regular/routine IESBA communications (exposure drafts, eNews, support and guidance materials, etc.)
- Developed the COVID-19 IESBA Landing Page
- Developed the IESBA LinkedIn Page
- Enhanced the @ethics\_board Twitter Page



## In Our First Six Months...

- Produced the Technology Working Group Phase 1 Report
- Supported board nominations and appointments communications push
- Coordinated and provided regular website content and structure changes
- Collaborated with IFAC on the [Exploring the IESBA Code](#) publication series



## Question #1

- Where have you seen recent IESBA news?
- Which do you think are the most impactful IESBA communications you've seen lately...and why?

## IESBA's Strategic Work Plan 2019-2023 Calls for a Robust Communication Strategy

### 1. Advancing the relevance and impact of the Code

- *Establish thought leadership calendar and cadence*
- *Engage/leverage board members for content development*

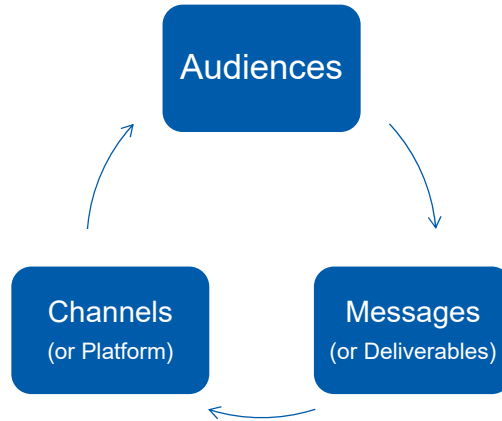
### 2. Deepening and expanding the Code's influence

- *Identify integration opportunities within IFAC network to drive A&I*

### 3. Expanding the IESBA's perspectives and inputs

- *Grow engagement through stronger audience and channel development*

## Elements Of An Integrated Program



## How the Integrated Approach Works

| Example                         |  | Example                         |  |
|---------------------------------|--|---------------------------------|--|
| Audience (who)                  | PAOs / NSS   | Audience (who)                  | Regulators, including Monitoring Group members   |
| Messaging / Deliverables (what) | <ul style="list-style-type: none"> <li>• Technical standards</li> <li>• Support &amp; guidance materials</li> <li>• Thought leadership</li> <li>• Speeches</li> </ul>  | Messaging / Deliverables (what) | <ul style="list-style-type: none"> <li>• Executive speeches</li> <li>• Thought leadership</li> <li>• Press releases</li> <li>• Collaborative engagement</li> </ul> |
| Channels (where)                | <ul style="list-style-type: none"> <li>• Traditional media               <ul style="list-style-type: none"> <li>• PAO/NSS publications</li> <li>• Trade press / General business</li> </ul> </li> <li>• Social media</li> <li>• Conferences</li> </ul> | Channels (where)                | <ul style="list-style-type: none"> <li>• Trade press (government/policy centric)</li> <li>• Conferences</li> <li>• Social media</li> </ul>                         |

## Audiences: Identifying and Prioritizing



## Question #2: Audiences

- What audiences do you believe are most important?
- Are any audiences are missing?

## Messaging: Developing Content That Resonates

- IESBA generated content (standards, exposure drafts and staff alerts) is our starting point
- Amplifying content requires development of storylines and narratives to help people realize why it matters to them
- Different audiences → different needs → different messaging (all based on the same material)

## Messaging: Possible Themes / Storylines

- Ethics in a digitally accelerated world
- Heightened potential for fraud in a COVID-19 environment
- Conflicts of interest
- Presence of bias
- Pressure to breach ethical principles

## Question #3: Messaging

- Do you believe there are opportunities today to talk about the importance of ethics?
- What are the most important themes or topics we should connect with?

## Channel (or Platforms): Picking our Spots



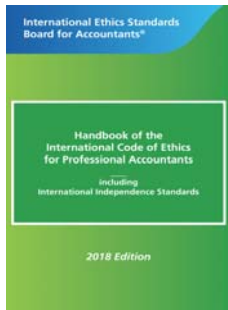


## Question #4: Channels

- Which channels do you believe are the most effective...and why?
- Do you have ideas for other channels or platforms?


## IESBA Communications – Next Steps

- Take your feedback & incorporate into a written plan
- Work with IESBA staff to finalize plan & put into action
- Report back to the IESBA twice a year



## The Ethics Board

[www.ethicsboard.org](http://www.ethicsboard.org)

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