



Making the EFCA messages stand out
Communications Task Force

2017 – 2020 EFCA Forward Plan:

Information about the EFCA lobby and interface with European institutions is not getting across. Communications was identified as biggest deficit and major concern.

- **4 professionals** sit on the task force:
Claudia Meijers (NL), Anne-Laure Paté (F), Bruno Linhares (B), Katrien Hermans (B)
- Chair: Andrea De Cillia
Kevin Rudden participates in all meetings

- 3 meetings, 1 conference call
- Priority: review website
- Social media (EFCA LinkedIn page)
- EFCA communications plan

MAIN ACHIEVEMENTS 2017

ACTION PLAN 2018/19



Web site

- End of June 2018: decision assignment web designer
- January 2019: launch new website



Communications plan

16 November 2018: presentation to D&S



Social media

Continuously enhance the effective use of LinkedIn to keep the EFCA membership informed and up-to-date