

Liaison between IATDMCT and Members

Denise Anne McKeown¹ and Maria Shipkova²
¹ University of Glasgow, UK, ² Klinikum-Stuttgart,
 Germany

Scope of the lecture:

The purpose of this lecture is to share with IATDMCT and JSTDM members the ways in which enhanced global communication is achieved by IATDMCT.

Learning objectives:

1. To describe how global communication is achieved within IATDMCT;
2. To identify the various social media tools and platforms, and web spaces utilised by IATDMCT; and
3. To recognise that the concept of good communication remains ‘traditional’ in the ‘modern’ world of social media.

Extended abstract:

The IATDMCT Communications Committee (CC) main purpose is to enhance global communication (Figure 1) in order to support the IATDMCT mission - Fostering education, research and practice in TDM and CT.



THE KEY TO SUCCESSFUL GLOBAL COMMUNICATION?	
‘Liaison between IATDMCT Members’	‘Liaison between IATDMCT Executive & Members’
	
‘Liaison between IATDMCT & Sponsors’	‘Liaison between IATDMCT & Non-members’
AN ACTIVE AND PASSIONATE COMMUNICATIONS COMMITTEE	

Figure 1: The key to successful global communication within IATDMCT

The CC was established in January 2012, during the Presidential term of Professor Pierre Marquet, with founding Chair Denise Anne McKeown and Vice-Chair Maria Shipkova. The CC is formed of dedicated and motivated members with invaluable administrative support from the IATDMCT Office.

In today’s world social media tools and platforms, and web spaces continue to emerge, evolve and change. The speed and level of interactivity has revolutionised how we communicate with colleagues nationally and internationally. The CC was formed in this exciting era with endless possibilities of tools to use to make this venture a success.

The CC successfully established many new lines of communication with the support of the IATDMCT Executive committee, IATDMCT Office and of course none of this would be possible without our members contributions.

The list below highlights various activities managed by the CC:

- Compass (Quarterly Newsletter - Print, PDF, Kindle and eBook versions)
- Daily Congress Compass (e-blast)
- E-News (Monthly Newsletter - e-blast)
- Social Media
 - @IATDMCT Twitter
 - IATDMCT Group on LinkedIn
 - IATDMCT on Facebook
- Blog (Monthly; <https://www.iatdmct.org/blog.html>)
- Events (communications, advertisements and promotion)
- TDM Journal Advertisements
- Website (<https://www.iatdmct.org/>)
- Website - Resources Area
(Webinars, Presentations, Guidelines, Software, Case Reports, Links and much more)

In this interactive era it is important to remember that the concept of good communication remains traditional 'engage in dialogue, provide and exchange information, and build a rapport' – the only difference today is we have so many exciting ways in which to achieve this in real-time.