

VdGM Image Group Report July 2014-July 2015

Lisbon follow-up

All the Discussion Group presentations bar one were quickly added to the Preconference page on VdGM.eu for the world to see and be enlightened! Collecting pictures and videos from Lisbon from participants was not as successful as Prague the year before. Thinking of ideas for future events, how to engage young GPs in sharing their multimedia memories of VdGM events and if Youtube and Flickr are still relevant in the age of Facebook. One can surely find old photos/videos easier than on FB! Memorabilia was again successful at the booth and what came as a surprise was the desire to buy also the anniversary book! As it was a gift to VdGM from APMGF we couldn't sell it but donations were appreciated and went to the VdGM Fund for bursaries. Twitter activity improved again during #wonca2014 ! Check out www.symplur.com/healthcare-hashtags/wonca2014/ for a trip down memory lane.

Dublin VdGM Forum - @juanrodma's creative and graphic talent is showcased again, as he designed the posters, badges and all graphics for the Forum in Dublin. Sandra did a brilliant job with the forum website, closely mentored by Peter! Sadly not many pictures and videos were sent to webmaster@vdm.eu following the event but those submitted will make their way to VdGM's channels. In Dublin participants got to see also the promo videos for the Istanbul Preconference and Jerusalem Forum, both made by the very active teams of the events. While this so to say outsourcing of promo material helps the Image Group to focus on other subjects and is more than welcomed, closer attention should be paid in the future by the Image Liaison in supervising the final material before it is shown to the public.

Preparations for Istanbul Preconference and WONCA Europe Conference - The Image Group (!) of the Istanbul Preconference team already had a Skype meeting with VdGM's Image Liaison back in 2014 so things are very well prepared in advance. A few promo videos of different lengths and themes are now on the Youtube channel of VdGM, all made by the preconference team. No new memorabilia will be made this year, as there is still some left from previous events. There will of course be the VdGM booth and the "booth rotations schedule" so please take this into consideration if you're in the Europe Council! The traditional Social Media workshop of the Image Group got upgraded this year to a panel in a 2000 capacity room so we're looking forward to that!

Promo of Conference Exchanges - Images and videos from Conference Exchanges seem to have found their best place on Facebook and Twitter, with less and less pictures being sent to be uploaded to VdGM's Flickr and Youtube. Less work for the Image Team so no complaints there :D We are however taking care to have all the announcements on the website in the News section (and sorry for some delays this year! We've now added Merter also to the webmaster role to help Sandra) and we've created a nice looking short URL to reach the info easily: www.vdgm.eu/confex !

Group membership - We've had a bit of a "reset" in September. Following the decision in our first meeting to enhance communication by creating a Google Group, we asked everyone (~20 people who joined over the past 3 years) to join the new group if they still wanted to be active members. Check the website to see who we are ! <http://vdgm.eu/content/image-group>

VdGM's New Year's Eve video message – Hope you all liked it ! Thank you again to all contributors, couldn't have done it without you !

New policy for the use of the VdGM logo and name – A while ago the Image Group started to receive requests for customised logos including the VdGM logo. There were also other points raised to and by the Executive and we're happy to have found a way to move forward regarding this. The redrafted Constitution finally settles the way the logo can be used and will include also the updated logo – incorporating the WONCA globe, as per WONCA's bylaws.

Promo kit – Hannah and Alessio are working on creating a VdGM promo kit to help Europe Council members in presenting what VdGM is all about. Ideas are floating around for a PowerPoint presentation, a poster and a flyer. All in English and will be easy to access on the website, download and edit according to need, after they're done.

Copenhagen Preconference 2016 – We've been already contacted by Karolina, the preconference manager, about the website section for VdGM! Looking forward to starting promotion for Copenhagen right after Istanbul is over.

Jerusalem Forum 2016 – We've seen the video in Dublin and all the quizzes and raffles for the registration fees! There will be more to come from the fantastic Jerusalem Forum team!

Weekly activities – Sandra, Merter, Felix and now Vasileios for the LinkedIn account are making sure VdGM is active in Social Media. Vasileios took over from Peter a few weeks ago in taking care of both the LinkedIn account and group, after Peter watched over them for the last year, taking over from Harris. Merter also jumped in to help with

updating the news section and the Istanbul preconference page earlier in June. It might look easy to keep all these accounts alive, but it surely isn't!

Website – The main page of vdg.eu was updated with a few videos about our activities. A mixed team of the Image Group and the Exchange Group is working together to fix the Hippocrates module. It is a complex task but there is some progress and we hope to finish it soon.

New liaison – At the end of the Istanbul Preconference the current Image Liaison mandate finishes, after three years. Candidates are welcomed to nominate themselves to VdGM's Secretary and stand up for election in Istanbul.

Current group members:

Juan María Rodríguez Martínez (Spain) - VdGM Graphic Designer, Sandra Serrão (Portugal) and Merter Fikret Alanyali (Turkey) - VdGM Webmaster, Felix del Ojo Garcia (Spain) - Twitter & Facebook Manager, Alessio Platania (Italy), Hannah Haumann (Germany), Susanne Cording (Switzerland), Luís de Pinho-Costa (Portugal), Vasileios G. Bampalis (Greece), Raluca Zoițanu (Romania) - Image Liaison & Lead

Written by Raluca Zoițanu, 10 August 2015