



# **VdGM Image Theme Group Interim Report July 2016-February 2017**

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## **Image Theme Group**

**Liaison:** Luís Pinho Costa **Webmaster:** Sandra Serrão **Social Media Manager:** Vasileios Bampalis

**Project Leads:** Alessio Platania, Christian Rechtenwald, Joana Gomes **Consultant:** Raluca Zoițanu

## *Group membership and recruitment*

In this timeframe the group's activities have been severely restricted by a number of reasons, from maternal/ marriage/ sick leave, to graduations as family physicians and busy working schedules, including founding/running private practices. In light of this, almost all members are currently inactive. This also applies to the newly recruited members (after the two recruitment campaigns described in earlier reports). Yet, Hassoune Hanim, the most recent member, now serves as the acting member of the Image Group who liaises with the 4th VdGM Forum Host Organising Committee.

## *Projects*

In order to alleviate the workload the following tasks were prioritized: maintaining the website, publishing key announcements across the VdGM communication channels, supporting/advising the VdGM Host Organizing Committees, and giving assistance to the Executive namely with the Presidential handover from Peter Sloane to Claire Marie Thomas.

The 2016 VdGM Photo Contest "VdGM through my eyes" was cancelled due to low participation, failing the goal of creating a memory album of VdGM events/meetings in 2016. All other projects were put on hold and reporting has been postponed/readjusted, with the current report covering two quarters of year (instead of just one).

Given the pressing needs, the Liaison served as co-webmaster and co-manager of VdGM social media channels, in addition to delivering on his specific duties within the Executive Group.

## *Publications*

Relevant updates and announcements were published on the second issue of the WONCA Europe newsletter.

## *Website and Social Media*

Metrics shall be analysed and thoroughly discussed in later reports.

## *Upcoming Events*

### **4th VdGM Forum (Strasbourg) & VdGM Preconference 2017 (Prague)**

Promotional efforts have been delegated to the Image committees of the respective Host Organizing Committees, under the supervision/advisement of the Image Theme Group and Executive Group.

-- February 19th 2017