

Chapter 10

Communications and Publications Division

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**COMMUNICATIONS AND PUBLICATIONS DIVISION
EXECUTIVE COMMITTEE (CPD-EC)**

Chair:

Prof. Tahir S. PILLAY (ZA)

Vice Chair:

Prof. János KAPPELMAYER (HU)

Secretary:

Dr. Eduardo FREGGIARO (AR)

Members:

Prof. Rajiv ERASMUS (ZA)

Dr. Katherina PSARRA (GR)

Corporate Representative:

Mrs Tricia RAVALICO (US)

CHAIRS OF COMMUNICATIONS AND PUBLICATIONS DIVISION COMMITTEES AND WORKING GROUPS

10.1. Executive

T. S. Pillay (ZA)

10.2. Committees

10.2.1. Public Relations (C-PR)

R. Erasmus (ZA)

10.2.2 Internet and eLearning (C-IeL)

E. Freggiaro (AR)

10.3. Working Groups

10.3.1. Electronic Journal of IFCC (WG-eJIFCC)

J. Kappelmayer (HU)

10.3.2. IFCC eNews (WG-IFCC eNews)

K. Psarra (GR)

10.3.3. Ibero-American Nomenclature and Translation (WG-IANT)

R. Girardi (AR)

The Communications and Publications Division (CPD)

The Communications and Publications Division (CPD) reports to the Executive Board and is responsible for all of the communication and publication activities of the IFCC. The CPD is composed of an Executive, Committees on Public Relations and Internet and Distance Learning and Working Groups for each CPD programme. *Ad hoc* task forces for specific projects can also be developed.

The aim of the CPD is to communicate the work of the IFCC to clinical scientists, physicians, and health policy makers world-wide, and to provide continuing education in printed and electronic forms. The CPD publishes the eJIFCC, IFCC eNews, eNewsFlash and educational tools including scientific monographs. The CPD coordinates translations of important documents into languages other than English. The CPD is responsible for the coordination of the IFCC Internet activities, primarily through the IFCC web site. This includes preparation and promotion of the IFCC website, establishment of links between relevant resources and the production and participation in Internet and computer educational courses designed to promote the IFCC.

In addition, the CPD publishes the eJournal of the Federation (eJIFCC) on the web, IFCC recommendations and documents in a formal collaboration with the journal *Clinica Chimica Acta* (CCA) and other international journals in the field. It also publishes educational tools including monographs.

The CPD uses electronic communication to facilitate the availability of IFCC documents to all members at no cost.

All IFCC publications are copyrighted by IFCC.

10.1. CPD Executive Committee (CPD-EC)

Membership

Name	Position	Country	Term Time in Office	
T.S. Pillay	Chair	CA	1 st	2019 01 - 2021 12
J. Kappelmayer	Vice-Chair	HU	2 nd	2021 01 - 2023 12

E. Freggiaro	Secretary	AR	2 nd	01 2020 - 2022 12
K. Psarra	Member	GR	1 st	2019 01 - 2021 12
R. Erasmus	Member	ZA	1 st	2019 01 - 2021 12
T. Ravalico	Corporate Rep. US		2 nd	2021 01 - 2023 12

10.1.1. Mission Statement

The mission of the CPD is to:

- Communicate the work of the IFCC to clinical laboratory scientists, physicians and health care policy makers worldwide.
- Provide educational material to clinical chemists in both printed and electronic forms. Much of the work done by the Education and Management Division, the Scientific Division and the Emerging Technologies Division is published after approval and assistance of the CPD. The National Societies and Full Members, Corporate and Affiliate Members are the target audience for all IFCC publications.
- Promote the image of the IFCC to its individual members, to the biomedical industry and to the worldwide health care community at large.

10.1.2. Strategy

The major strategic objectives of this Division are to:

- Define the types of communication and of multimedia training that might be relevant to IFCC members and act as a central point for access to existing information sources, notably those coming from Committees, Working Groups, National Societies and Corporate Members.
- Identify, evaluate, and ensure continuing technical awareness of communication methods.
- Develop products, such as the website, educational and PR materials.
- Make widely available, together with other Divisions, new techniques for professional training, such as self-training materials, tutorials, and other distance learning (web based) programmes.
- Prepare and provide the most appropriate supporting tools for widespread use of the new teaching techniques.

10.1.4. Terms of Reference

The CPD Executive is responsible for:

- Managing the publication of IFCC official documents, recommendations, and position papers
- Enhancing communication internally within the IFCC community, and externally with other societies and healthcare organisations
- Public relations activities to promote the IFCC organisation as well as the field of laboratory medicine to other stakeholders, governmental bodies and the general public
- Publication and dissemination of news items and scientific/educational material through the e-News and e-JIFCC
- Development and management of the IFCC website as the key tool to enable communication between IFCC units and member societies
- Reporting to the EB and Council to ensure compliance with IFCC bylaws and policies.

The CPD Executive will ensure the progress of each project and publication and will review on an annual basis the contributions of the members of each functional unit.



The CPD is responsible for the continued production of the IFCC Handbook and the Annual Report.

A function of the CPD Executive is to coordinate the publication of all IFCC recommendations, position papers and documents. The Secretary is the liaison to the Editorial Board of Clinica Chimica Acta (CCA). The CPD maintains a register of documents that lists all publications of IFCC.

10.2. CPD Committees

10.2.1. Public Relations (C-PR)

The Chair of this Committee serves as vice-chair of the CPD Executive.

The PR Committee is composed of the Chair plus 4 members from IFCC member countries throughout the world. Each member will represent one major region of the world. Additionally, there are advisors from the regional organisations.

Membership

Name	Position	Country	Term Time in Office	
R. Erasmus	Chair	ZA	1 st	2019 01 - 2021 12
E.O. Agbedana	Member	NG	2 nd	2020 01 - 2022 12
MdC Pasquel Carrera	Member	EC	1 st	2021 01 - 2023 12
K. Patel	Member	US	1 st	2020 11 - 2023 12
P. Vervaart	Member	AU	1 st	2019 01 - 2021 12
M. Spalvieri	Consultant	AR		
To be nominated	Advisor	AFCB		
A.B. Okesina	Advisor	AFCC		
E. Hoyaranda	Advisor	APFCB		
To be nominated	Advisor	COLABIOCLI		
D. Rajdl	Advisor	EFLM		
D. Kinniburgh	Advisor	NAFCC		

Terms of Reference

The C-PR's primary mandate is to assist the IFCC in promotion of both the organisation and the disciplines of clinical chemistry and laboratory medicine internationally and to coordinate PR activities of the various IFCC units. The main objectives of this committee and its members are to:

- Identify key PR tools and make recommendations to the CPD, other divisions and/or EB.
- Develop and update promotional materials, through the CPD, on the IFCC organisation and activities, as well as the disciplines of clinical chemistry and laboratory medicine for distribution worldwide.
- Act as a link for distribution of IFCC brochures and other promotion materials to other laboratory professionals in their country of residence, to National Societies, and to Regional Federations.
- Assist IFCC in improving its visibility to other laboratory professionals in their country of residence, to National Societies, and to Regional Federations as well as internationally.
- Act as IFCC ambassadors promoting IFCC and the fields of clinical chemistry and laboratory medicine in their country of residence, to National Societies, and to Regional Federations as well as internationally.
- Promote the field of Clinical Chemistry and Laboratory Medicine to the lay public, healthcare administrators and decision makers in their respective country of residence.

- To promote IFCC activities to National Representatives on a regular basis through the use of social media tools such that these communications can be effectively communicated to their respective members.
- To monitor how effectively are IFCC communications being shared by the National Representatives with their respective members.

Projects

IFCC Brochure:

A brochure introducing IFCC and its international activities was developed and has been used at all IFCC events to publicise the IFCC and its mandate. The brochure has been translated in Arabic, Chinese, Farsi, French, German, Greek, Italian, Polish, Portuguese, Russian, Spanish, and Turkish.

IFCC PR Brochure:

The IFCC PR brochure, targeting the general public, introduces the critical role of clinical chemistry and laboratory medicine in optimal delivery of healthcare. It highlights key professionals and their role and leadership in the practice of clinical chemistry and clinical laboratory medicine through service, education and research. The IFCC PR brochure is also available in Spanish.

IFCC PR Slide Kit:

A slide presentation introducing the IFCC and its divisional activities is available to all PR committee members and all IFCC Member Countries for presentations at local, regional, and international conferences, to promote the IFCC organisation.

IFCC Laboratory Medicine Slide Kit:

A slide kit on the value of Laboratory Medicine in clinical medicine and the impact of laboratory professionals in patient care and healthcare delivery is available for presentation at various conferences inside and outside of the IFCC organisation. The slide kit is available in English, Spanish and Hungarian.

Current and Future PR plans:

- Strengthen a communication process among PR Committee Members and Regional Federation Representatives so the joint team can most effectively update and work on agreed upon activities and initiatives.
- Prepare and make formal presentations at local and regional conferences.
- Work with the SD and the EMD to promote IFCC as the global coordinator of Laboratory Practice Guidelines.
- Continue developing promotional material targeting the lay audience. The first initiative is, based on the PR brochure targeting the general public, governments, industry, the development of a series of multi-panel posters on different clinical subjects that could be adapted to the local needs/policies, printed by National Societies or displayed on TV screens.
- Support the participation of laboratory professionals to local administrators' meetings for promoting the role and value of laboratories in improving healthcare and patient safety.
- Support the development of programmes similar to El Microscopio and their adaptation to local environments, to increase understanding of the impact of laboratory medicine on clinical outcomes and decision making to local healthcare administrators.

10.2.2 Internet and e Learning (C-IeL)

Membership

Name	Position	Country	Term	Time in Office
E. Freggiaro	Chair	AR	2 nd	2021 01 - 2023 12
L. Brennan-Bourdon	Member	MX	1 st	2019 06 - 2021 12
R. Shrestha	Social Media Coordinator	NP	1 st	2020 01 - 2022 12
A. Sibtain	Member	PK	1 st	2020 01 - 2022 12
DI Topcu	Web Editor	TR	1 st	2020 01 - 2022 12

The CPD Co-Chair of this committee is the CPD Secretary and eLearning Coordinator who is a member of the CPD Executive Committee.

Terms of reference

The purpose of this committee is:

- To maintain the IFCC curriculum on which the e-Academy is based, and in line with the IFCC strategy for distance learning.
- To create and promote web-based e-learning and educational activities to satisfy the content requirements of the IFCC curriculum and National Societies' needs.
- To solicit suggestions from National Societies, IFCC Committees, Task Forces and Working Groups to identify distance learning topic areas of value to IFCC.
- The committee promotes a multidisciplinary approach to patient care by obtaining educational material, making it available on the web site and by providing links to other relevant resources.
- To identify and evaluate existing distance learning programmes in relevant areas and, with permission and collaboration, modify these as necessary to fit IFCC requirements.
- To develop new distance learning programmes where none already exist.
- To explore and apply new educational technologies that could be helpful for IFCC distance learning.

10.3. CPD Working Groups

10.3.1. Electronic Journal of IFCC - eJIFCC (WG-eJIFCC)

The journal is an educational and news vehicle intended for the individual members of the Full Member Societies. The journal has been allocated ISSN Number 1650-3414. Papers are solicited from experts in the field of clinical chemistry and laboratory medicine. Since 1999, the e-JIFCC has only been published on the website.

eJIFCC is archived by PubMedCentral and included in Scopus.

The chair of this WG is Editor-in-Chief of the eJournal and is a member of the CPD Executive.

Membership

Name	Position	Country	Term	Time in Office
J. Kappelmayer	Chair	HU	2 nd	2021 01 - 2023 12
K. Adeli	Member	CA		
H.P. Bhattoa	Member	HU		
E. Delvin	Member	CA		
N.E. Fink	Member	AR		
R. Greaves	Member	AU		
M. Hallworth	Member	UK		

A.R. Horvath	Member	AU
E. Jacobs	Member	US
A. Jaffe	Member	US
B. Jordan	Member	CH
E. Koay	Member	SG
T. Kőszegi	Member	HU
G. L. Kovács	Member	HU
J. Marc	Member	SI
G. L. Myers	Member	US
T. Ozben	Member	TR
M. Pasic	Member	CA
M.C Pasquel	Member	EC
O. Racz	Member	SK
R. Sierra Amor	Member	MX
S. Stankovic	Member	SR
D. Syed	Member	US
G. Sypniewska	Member	PL
P. Vervaart	Member	AU
S.E. Walz	Member	US

10.3.2. IFCC eNews (WG-IFCC eNews)

IFCC News is a section on the website that informs members of the activities of the Federation. It is sent via e-mail to subscribers and is printed in LabMedica International.

Membership

Name	Position	Country	Term	Time in Office
K Psarra	Chair	GR	1 st	2019 01 - 2021 12
Y. Binod	Member	NP		
L. Chabraoui	Member	MA		
M. Charles-Davies	Member	NG		
S. Christou	Member	CY		
R. Erasmus	Member	ZA		
S. Fahel da Fonseca	Member	BR		
X. Fuentes Arderiu	Member	ES		
D. Gruson	Member	BE		
A. Hedhili	Member	TU		
T.H. Hoang	Member	VN		
B. Meska Pika	Member	SI		
S. Mohapatra	Member	IN		
A. Piana	Member	UY		
R. Sierra Amor	Member	MX		
G. Sypniewska	Member	PL		
T. Ravalico	Corp Member	US		

Terms of Reference

The purpose of this WG is to:

- Gather and disseminate information about the activities of the EB, SD and EMD and their Committees and Working Groups.
- Publish news and information about the activities of IFCC Members and Corporate Members.
- Provide early information about discussions taking place within the Division

Committees in order that the topics of current concern and future developments, are known to all those practicing in the field.

- Publish a calendar of all IFCC congresses and meetings.

10.3.4. Ibero-American Nomenclature and Translations (WG-IANT)

Membership

Name	Position	Country	Term	Time in Office
Raúl Girardi	Chair	AR	1 st	2020 01 - 2022 12
Abraham Enrique	Member	CU		
Arias Alejandra	Member	AR		
Avivar Oyonart Cristóbal	Member	ES		
Blanes Monserrat	Member	PY		
Cano-Huizar Alejandra	Member	MX		
Chueca Patrocinio	Member	ES		
García Roberto	Member	AR		
García Zoila Rita	Member	DO		
Garzón Alba Cecilia	Member	CO		
Guerrero Beatriz Mina	Member	BO		
Guillén Elizabeth	Member	PY		
Juárez Yaremi	Member	PA		
Justiniano Cortés Alvaro	Member	BO		
Piana Ana Maria	Member	UY		
Reguengo Henrique	Member	PT		
Rider Antonio	Member	ES		
Sáez-Alquezar Amadeo	Member	BR		
Vite Casanova María Jezabel	Member	MX		

Terms of Reference

The purpose of this WG is to:

- Organise and manage the RIA pages on the web site.
- Provide individuals to serve on the Editorial Board of the Spanish eJournal “Diagnostico in Vitro” (edited by Raúl Girardi).
- Produce Spanish and Portuguese terminological documents.
- Produce Spanish and Portuguese translations of IFCC documents.
- Produce Spanish and Portuguese informative and educational documents.

10.4. Publication of Recommendations and Documents

10.4.1. Types of Report

IFCC publishes three types of report:

- Recommendations
- Position papers
- Documents

10.4.2. Sources

The IFCC documents are prepared by the Divisions, their Committees and Working Groups, and by any other IFCC functional unit. Some documents are prepared in conjunction with other organisations.

10.4.3. Products

The final outcome of a project may be a recommendation, a position paper or a document. If any of the projects involves significant contribution from external agencies, this credit should be acknowledged at the outset.

Recommendations

Recommendations are produced in order to harmonise the educational and scientific development and aspects of the practice of clinical chemistry and laboratory medicine. Recommendations are prepared according to IFCC guidelines and are subject to approval by the IFCC Member Societies through a mail ballot (Council approval) prior to publication. They are intended to be definitive statements by the IFCC. Recommendations are printed in peer reviewed scientific journals, such as CCA, and are announced in eJIFCC on the website.

Position papers

Position papers are produced in order to stimulate and highlight development within specific areas, for scientific and educational purposes and for purposes of discussion and clarification of selected topics. Issues identified in position papers may ultimately become Recommendations following further work commissioned by a Division. In such cases they must undergo the procedure outlined above. Position papers submitted for publication must undergo standard editorial processes including peer review. Position papers must include a statement that they were commissioned by IFCC although they do not carry any official endorsement by IFCC. When published, position papers are generally not attributed to any of IFCC's Divisions, Committees or Working Groups, but to individual authors. However, the affiliation of the authors with a Division, Committee or Working Group should be stated. Position papers should appear in peer reviewed scientific journals, such as CCA, eJIFCC or in journals or newsletters of Member Societies.

Documents

Any other papers produced by IFCC are considered as "documents." These cover a wide range of topics, such as (1) editorial, (2) reviews, (3) educational, (4) standardisation and (5) management issues. Documents reaching publication are organised by the respective Division in collaboration with the CPD and undergo standard editorial review. A statement indicating IFCC support must be included in all documents. Documents may appear in peer reviewed scientific journals, such as CCA, eJIFCC or in journals or newsletters of Member Societies. Committees or Working Groups must submit publications after their proposal has been approved. In 2013, the IFCC selected *Clinica Chimica Acta* (CCA) to be its official journal for publication of IFCC official documents and position papers.

10.4.4. Translations

In order to obtain approval for the translation of an IFCC Publication, a request, in writing must be sent to the CPD. The decision to allow the translation will be made by the CPD. Any IFCC publication that has been translated must carry a statement that "This translation was authorised by the IFCC. However, the IFCC does not accept any responsibility for the accuracy of this translation. The definitive document remains the original document in English".



10.4.5. Copyright Release

A copyright release may be requested for all IFCC publications by sending a request in writing to the Chair of CPD.

10.5. General Rules of Procedure

10.5.1. IFCC Procedure Manual

The CPD Executive supports the Secretary of the IFCC Executive Board in the preparation of the IFCC Procedures Manual.

10.5.2. Individual Responsibilities for Preparation of an IFCC Document

The CPD secretary is responsible for organising the database of IFCC publications. The list includes documents and papers published in journals, conference proceedings and monographs. The entries are listed according to the IFCC-EB numbering system and in chronological order. IFCC publications are edited to ensure the nomenclature and units used conform to approved IFCC recommendations. The categories of IFCC publications and the individuals responsible for them are:

Publication	Responsible Individual
C/WG Recommendations	CPD Secretary
C/WG Position papers	CPD Secretary
C/WG Technical reports	CPD Secretary
C/WG Reviews	CPD Secretary
C/WG Guidelines	CPD Secretary
Minutes (all Units)	Secretaries of Unit
Annual Report	Secretary of EB/Chair of CPD
IFCC News	Editor, IFCC News
eJIFCC	Editor, eJIFCC
Handbook	Secretary of EB / Chair of CPD
Conference Proceedings	Special Editor
Monographs, Books	Special Editor
Promotional Materials	Vice-Chair of CPD / Corporate Representative
Multimedia	Vice-Chair of CPD / Corporate Representative

10.5.3. Instructions to Authors

The latest instructions for authors are available on the IFCC website.

10.6. Publications

10.6.1. Preparation of Documents of Committees and Working Groups

Stage 1:

The draft document is developed in order to meet IFCC standards for quality and to ensure consensus with regards to its contents.

Step 1:

The author arranges consultation and a critical review, involving associate members, member society representatives, corporate member representatives, EB members,

Division, Committee and Working Group Chairs, other IFCC groups and the other individual scientists or organisations. Assistance may be requested from the IFCC Office to circulate the document. It is pertinent to acknowledge comments received. The outcome of the consultation and the consequences for the draft document must be reported to the Division.

Step 2:

If the publication is planned to occur in a peer reviewed scientific journal, the author identifies, in consultation with the Division, two to six external referees. The Division may accept as an alternative, to use referees appointed by the editor of a scientific journal. Comments received from external referees must be acknowledged and commented by the senior author of the document. It is obligatory that reviewers be informed about the decisions taken by the authors. As a courtesy, referees should be acknowledged in a foot note of the title page.

Step 3:

The Division evaluates the draft document and decides on taking the referees' comments into consideration, whether it should be upgraded to stage 2 or redrafted. The Division confirms or changes the planned type of product and publication. Draft documents may undergo editorial changes.

Stage 2:

The document is reviewed and/or prepared for publication.

Step 4:

The Executive Board (EB) receives from the Division Stage 2 documents with a recommendation from the Division as to necessity for Council approval and the justification for a mail ballot. EB then decides to arrange a mail ballot or to refer the draft document to CPD for publication as an IFCC document. Decisions concerning further handling of the document are made after consultation between the Division and CPD.

Step 5:

CPD receives from EB or from the Division, Stage 2 draft documents approved for publication as IFCC Recommendations or IFCC Documents. New Stage 2 documents are announced in e-JIFCC. Copies should be available from the IFCC Office upon request.

Preparation of IFCC Documents

Stage 1:

Step 1: Committee, Working Group, Authors
Draft document
Consultation and Internal Review

Step 2: External Review

Step 3: Division
Evaluation, review, Decision on the Product

Stage 2:

Step 4: Recommendation
Executive Board / Council



Step 5:	Mail Ballot Document or Position Paper Division (Author) Communication & Publications Division (CPD Secretary)
Outcome:	CCA Peer Reviewed Scientific journal eJIFCC

10.6.2. Monographs

Monographs are published as a multidisciplinary series featuring an in-depth study or group of closely related studies per issue. Monographs cover all aspects of laboratory Medicine.

10.6.4. Conference Proceedings

The CPD publishes on the IFCC website conference proceedings when available, and when speakers have granted their permission.

10.6.5. Annual Report

The annual report is published once a year on the IFCC website and is available in LabMedica International in the July issue.

10.6.6. Handbook

The IFCC Handbook is published every three years.

10.6.8. Views and Reviews

Technical notes entitled “Views and Reviews” including book reviews are published in e-JIFCC.

10.6.10. Electronic Publications

Relevant publications in the field of laboratory medicine can be published on the website after CPD approval.

10.6.20. Other Publications

Other publications are considered by the CPD. A proposal must be sent to the Chair for this purpose.

10.7. Website (www.ifcc.org)

The IFCC website (www.ifcc.org) is a portal to international resources for laboratory medicine. As well as hosting a wealth of IFCC resources, news, media and publications, it also provides an up-to-date event calendar and links to member, corporate and partner organisations. It also provides ready access to continuing education material such as webinars produced on behalf of IFCC and to distance learning programmes. Information on the website includes:

- Membership information
- Member societies (organisations and individuals)
- Corporate members (companies and individuals)
- Members of IFCC units (EB, Divisions, Committees, Working Groups)
- Congresses, meetings, symposia, etc. (IFCC/IFCC sponsored/member society/other)
- IFCC units (Divisions, Committees, Working Groups)
- List of IFCC publications (1973 to present)

10.7.1. Organisational Matters

The management of the website is the responsibility of the Web Editor. The IFCC Office Liaison is responsible for continuously updating the information on the website.

10.7.3. e-Banners

Corporate Members are entitled to have their own banner on the home page of the IFCC website. The image can be linked to the company website and it must have preestablished dimensions of 140 by 91 pixels and should be sent to the IFCC Office to be uploaded.

10.7.4. Databases

The website currently hosts a database of IFCC publications and the NPU Terminology and is available to host other databases as required by individual committees and working groups.

10.7.5. Distance Learning Programmes

Web-based (distance-learning) educational activities will be made available on the IFCC website. This is a joint function with EMD C-DL

10.8. Related Journals

10.8.1. Meetings of Editors

CPD organises a meeting of the Editors of Clinical Laboratory journals at each IFCC International Congress with the purpose of working towards common goals, and to allow the CPD to assist the Member Societies with their publications when requested.

10.8.2. Journals

The EB gives a publisher the right to publish news, approved recommendations, and other IFCC documents. The copyright for these contributions lies with the IFCC. The CPD Secretary is the contact person to the journal editor on publication matters.

Since 1975 the contracted journals for IFCC documents have been:

- European Journal of Clinical Chemistry and Clinical Biochemistry 1975-1991
- Clinica Chimica Acta 1975
- Clinical Chemistry and Laboratory Medicine 1991 – 2012
- Clinica Chimica Acta 2013 - present
- Free access to the full online version of the contracted journal is provided for:
- Each National Representative and President per each Member Society and Affiliated Member Societies associated with IFCC

- Members of the Executive Board
- Chairs of the Divisions
- Presidents of the Regions
- Members of the CPD Executive.

The Publisher provides complimentary access to ScienceDirect and Scopus to the Editor-in-Chief of eJIFCC, the Chairman of the Scientific Division, the Chairman of the Communications and Publications Division and the Chairman of the emerging Technologies Division of IFCC.

10.9. Public Relations

The Public Relations strategy and programme of CPD is developed and implemented by the Committee for Public Relations. CPD develops external communication, where appropriate, with National Societies and Corporate Members in order to promote the image and goals of IFCC. Potential exists for IFCC advertisements or information in announcements and programmes of congresses held under IFCC auspices and in monographs adopted by IFCC from Corporate Members. The CPD will publish programme and meeting details on the IFCC website to provide functional web resources to congresses or conferences.

10.9.1. IFCC Brochure

The CPD publishes the IFCC Brochure publicising the IFCC organisation. This brochure is available from the IFCC office or Website. Two other PR brochures have also been developed, one for the general public and one targeted to industry.

10.9.2. IFCC Congress Booth

CPD in collaboration with the IFCC office organises an IFCC Booth where IFCC publications and activities are exhibited. The booths may include computer facilities to demonstrate IFCC activities when possible.

10.9.3. Posters

A series of posters presenting the activities and the historical accomplishments of the IFCC is available to be displayed during the meetings held under auspices of IFCC.

10.9.4. Publicity

The CPD produces advertising tools for IFCC members and manages PR activities through the Committee on Public Relations.

10.9.5. Miscellaneous Public Relations Projects

The CPD organises questionnaires for member society surveys and surveys of individual participants of congresses. It also delivers presentations and symposia at international and regional conferences to promote IFCC and the field of laboratory medicine.

10.10. Corporate Member Activities

The role of the CPD Corporate Representative is to maintain and improve communications

between Corporate Members and CPD, solicit support from Corporate Members for CPD activities when required, and facilitate activities of Corporate Members with the CPD.

10.19 Communications and Publications Division Meetings

The CPD meets at least twice per year to discuss and approve publications, set policies, and communicate strategic directions. A quorum is present when at least four members are present, one of who must be the Chair or his/her designee. Items for the agenda should be introduced prior to a meeting by any member of CPD or by other interested parties. Corresponding Members are encouraged to attend meetings of CPD, but without funding from the CPD. At the IFCC General Conference and the IFCC International Congresses, the CPD meets with EMD, SD, C-CC and EB.

List of Addresses

CPD EXECUTIVE

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