

2019 ANNUAL COMMUNICATIONS WORK PLAN

1. INTRODUCTION

The CED Communications strategy, adopted by the General Meeting in November 2009, suggested that in order to be proactive, the CED had to properly plan its communications activities. This was to be achieved through the development of an Annual Work Plan, containing the core strategic direction for the year, desired achievements and measurable targets as well as available resources and a precise division of tasks.

From 2012 an Annual Communications Work Plan is developed each year by the CED Board Task Force Communications. An Annual Communications Work Plan for the coming year is submitted to the CED General Meeting for adoption during the November meeting. A report on its implementation is presented during the November General Meeting, to inform the adoption of the Annual Plan for the following year.

The 2019 Annual Communications Work Plan is divided into the following sections:

- **Goals:** This section sets out the long-term strategic goals of CED communications.
- **Objectives:** This section contains the specific, concrete and measurable objectives to be achieved in 2019 in support of the long-term strategic goals. Objectives are presented in a table, matching each objective with the corresponding goal, activity, responsible body, audience, evaluation indicators, timeline and budget.
- **Evaluation:** This section describes how the implementation of the Annual Communications Work Plan is to be evaluated.

2. GOALS

The long-term strategic goals that the CED is aiming to achieve through its communications activities are the following:

- **Lobbying:** Influence EU legislation and other initiatives at EU level which affect the dental profession.
- **Advocacy:** Raise the awareness of dentistry as an integral part of general health care; promote high standards of oral and general health, dentistry and dental care in the EU.
- **Reputation:** Increase visibility of the CED as an expert organisation that is trustworthy and credible and is representative of the European dental profession among representatives of EU Institutions and of national governments and among European dentists.
- **Capacity:** Support CED Member organisations in their own communications activities and improve the synergies between the communications activities of the CED and of CED member organisations. Identify communication competences not available in the CED (Brussels Office, CED bodies, CED Member organisations) and determine how the gaps could be filled.

3. OBJECTIVES

Objective	Goal(s)	Activity	Responsible body	Audience	Evaluation indicators	Timeline	Budget
CED Website	Lobbying Reputation Capacity	- Continue developing and uploading fact sheets on policy issues and template lobby letters to support CED Members' lobby activities - Continue updating standard CED PowerPoint presentation for Members' use - Maintain website functionality - Depending on capacity, provide new content, including in the form of infographics - Discuss updating or creating a website (likely not in 2019)	- CED BTF Communications - CED Office	- External - Internal	- Lobby tools (fact sheets and template letters) for 4 issues created/updated and uploaded - Updated Power Point Presentation available - Website analytics (increase percentage of users visiting more than one page from the current 40%) - Decision on whether we should update or create a new website (or not) is taken, necessary resources are allocated	By 31 December 2019	€5.250
CED Info	Lobbying Reputation Capacity	- Review CED newsletters (e.g., having one or two per year, or shorter editions) - If the decision is taken to restart issuing newsletters, monitor who opens them	- CED Office - CED Members - CED BTF Communications	- External - Internal	- Decision on whether we should restart issuing newsletters and if so, with which content and frequency, is taken	By 31 December 2019	n/a
Mailings	Lobbying Capacity	- Continue sending regular mailings to CED members, reminding them about lobby opportunities (upcoming votes in the European Parliament or decisions by the Council)	- CED Office - CED Members	- Internal	- Send 2 "lobby opportunity" mailings	By 31 December 2019	n/a
Press releases	Lobbying Advocacy Reputation Capacity	- Prepare ad-hoc press releases related to developments/events (crucial events in the legislative process, national political issues and CED public events)	- CED Office - CED Members	- External - Internal	- 4 press releases prepared and sent in 2019	By 31 December 2019	n/a
EU media	Lobbying Advocacy Reputation	- Regularly prepare and publish articles and interviews about the CED/CED policy issues; differentiate messages according to audience	- CED Office - CED Members - CED Board	- External	- 2 articles published - Media list updated and used to send newsletters, press releases - 1 'earned' article published - The Office forwarded any media requests to the Board and	By 31 December 2019	n/a

		- Keep updated and use media list with assistance of CED Members (Communications Officers) - Boost 'earned' media content (e.g., press release about an event is taken up by a news outlet, the CED being mentioned in media etc.) - Ensure timely response to media enquiries			received response in a timely manner		
Publications	Advocacy Reputation Capacity	- Ask for an offer from a new agency / agencies for the CED Annual Report, with a view to improving and updating its visual identity - Publish CED Annual Report 2018 (in-house content, professional design, online publication, printed summary) - Develop and distribute CED Manifesto for 2019 European elections - Publish at least 2 infographics explaining CED or a policy issue, to be used by CED and CED Members - Decide on a timeline, content and resource allocation for the next update of the EU Manual of Dental Practice	- CED Office - CED Board	- External - Internal	- Publish and advertise the report - Create and use the infographics (on the website, twitter) - Create and distribute CED Manifesto - Decisions in connection to the EU Manual are taken	By 31 December 2019	€7.500
Public events¹	Lobbying Advocacy Reputation	- Organise 1 public event (conference, roundtable, discussion; organised by the CED or with partners) in Brussels (participation of EU decision makers and stakeholders);	- CED Board - CED Members - CED Office	- External - Internal	- Event organised and attended by EU decision makers and stakeholders - Short report distributed	By 31 December 2019	€1.500
CED spokespersons	Lobbying Advocacy Reputation Capacity	- Provide speakers for EU-level events (organised by the Presidency, Commission, Parliament, stakeholders...) - Provide timely information to Board members about events in which they could participate	- CED Board - CED Office	- External	- 1 speaker at one EU-level event in 2019 (at least)	By 31 December 2019	€750

¹ Due to 2019 being a European Parliament election year, it is important to consider whether having an event would produce the desired outcomes or whether it would be more useful to resume this activity in 2020.

		- Prepare a briefing package for the spokesperson (background on the event, speakers and participants; presentation/speaking notes; sensitive issues and how to avoid them)					
CED Communications Officers	Reputation Capacity	- Organise at least one meeting of Communications Officers online, to discuss CED communications, share best practices and help develop sustained cooperation	- CED Members - CED Office	- Internal	- Meeting(s) organised and continue to be seen as useful for participants	By 31 December 2019	€750
Use of social media	Lobbying Advocacy Reputation Capacity	- Improve current tweet frequency - Improve number of impressions and engagement rate by improving the content of tweets and by using images and infographics, and by engaging national members social media channels - Improve Twitter visibility by increasing number of followers - Use Twitter to increase the number of visits to CED website (posting links to CED articles whenever we publish them on the website) - Encourage member, affiliate member and observer associations communications staff to engage with the CED on Twitter to promote visibility of our messages	- CED Office	- External - Internal	- 200 tweets posted, 1% engagement rate - 2000 Twitter followers - 15% increase in Twitter mentions of CED	By 31 December 2019	n/a
CED at national level	Reputation Capacity	- Send a template email with information on CED (Annual Report, or CED power point presentation for members) to CED member, observer or affiliate member associations whenever the Office is informed about changes in their Boards. - Organise visits of CED staff to member, observer or affiliate associations and/or visits by associations to CED Office that include briefings about current CED activities	- CED Office - CED Members	- Internal	- Template email with information on CED sent when applicable - One visit to/from an association organised	By 31 December 2019	n/a ²

² Visits by CED staff are funded from staff travel budget and are organised, when possible, in conjunction with other meetings or events.

CED staff	Capacity	- Organise communications training for CED staff	- CED Office	- Internal	- Each member of CED policy team follows at least one course on communications	By 31 December 2019	n/a ³
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4. EVALUATION

CED communications activities identified in this document and carried out in 2019 should be evaluated by means of an Annual Communications Evaluation Report, to be prepared by the Board Task Force Communications and submitted to the CED General Meeting in advance of the November 2019 General Meeting. In the Evaluation Report, the following questions should be considered:

Have the individual objectives been reached? If not, why not?

Which communications approaches have worked well/less well?

Which communications approaches have been most cost-effective?

Implications and suggestions for the future.

Unanimously adopted by the CED General Meeting on 16 November 2018

³ Staff trainings are already funded under Incentives.