

IAMCR Ambassador Strategic Plan Template

1. Identification

Name and Surname:	Fatma Elzahraa Elsayed
Country/Region:	Egypt
Affiliation:	Cairo University
Position:	Professor
Years that this Strategic Plan Covers*:	2024-2027
Have you been an IAMCR Ambassador before?	No
Type of Ambassador that this Strategic Plan Covers:	IAMCR faculty ambassador

2. Motivation

Please briefly explain why you wish to become (or continue to be) an IAMCR Ambassador.

First, I believe in the originality and nobility of the IAMCR objectives, and I would have the honour to contribute to achieving these objectives in the Egyptian society. Secondly, I am confident that my academic experience and communication skills are sufficient to carry out the responsibilities of the IAMCR ambassadorship in addition to my continuous readiness to upgrade these credentials to optimize the quality of task performance to the highest possible levels. Thirdly, The IAMCR offers a wide range of opportunities, grants, and activities that are unknown to many Egyptian scholars. One of the essential missions as an ambassador is introducing these advantages not only to media scholars in Egyptian universities but also to the practitioners in media institutions who are interested in sharing their experience at the international level.

3. Activity plan

These are the eight ambassador tasks:

1. Communicating the existence of IAMCR to the outside world, and promoting its activities
2. Communicating with IAMCR members
3. Organising at least one regional/national IAMCR event per year
4. Actively contributing to IAMCR membership increase and retention
5. Connecting IAMCR to relevant regional/national associations
6. Collaborating with other ambassadors where possible
7. Reporting relevant information to IAMCR entities (EB, IC, C/TF/C, S/WG, ...)
8. Planning and reporting ambassador activities

Please describe the regional/national IAMCR events that you plan to organise on a yearly basis (Task 3), for the duration of your appointment as IAMCR ambassador. Mention the timeframe, possible themes and how the events will be financed.

- There will be at least two online panel discussions and research sessions in two international conferences; The First will be hosted by the Mass Communication Faculty, Cairo University annual conference that is held regularly in the first week of May. The MCF will finance the promotional posters inside and outside campus and takes care of connection and participants' preparations.
- The second will be hosted by the Arab Academy of Science, Technology, and Maritime Transport, Alexandria, College of Language and Communication conference that is held regularly in the first week of December. The CLC will finance the promotional posters inside and outside the campus and take care of connection and participants' preparations. In addition, AASTMT can host one of the IAMCR members as a keynote speaker in the inaugural session.
- I am confident that the second year will be richer than the first in terms of activities, as colleagues will be interested in the echoes of the first-year activities and will submit proposals for other activities as IAMCR partners.

Please describe how you seek to contribute to IAMCR membership increase and retention (Task 4), for the duration of your appointment as IAMCR ambassador.

I believe that contributing to IAMCR membership increase and retention could be achieved by the following steps:

- Organizing seminars to introduce IAMCR to my colleagues.
- Inviting postgraduate students to navigate the advantages of IAMCR community.
- Calling for institutional memberships of Cairo University and AASTMT.
- Keep on publishing about IAMCR initiatives, activities, and grants on social media pages will attract the attention of scholars and professionals and increase membership.
- Maintaining quick responses to users' questions and comments will lead to retaining current members and attracting more new members.

Please describe how you will realize the remaining 6 Ambassador Tasks (1-2 & 5-8).

- 1- - Creating a Facebook page would be the most successful channel to communicate the existence of IAMCR to the relevant Egyptian communities as Facebook is the most popular social network in Egypt. Linking this FB page to an Instagram account will magnify the total impact of the posts that promotes IAMCR events and activities.
 - Employing my contacts with journalists and content producers in the Egyptian media institutions to follow up the IAMCR FB posts and republish it on the newspapers' official websites.
 - Creating a WhatsApp group for instant messages and direct communication among active and prospected members of IAMCR in Egypt.

- 2- Communicating with IAMCR members could be achieved by employing the email address of IAMCR announcements to publish general declarations regarding the participation to webinars, conferences, or any other activities.
 - Providing my private WhatsApp number inside email correspondents with any member to enable direct communication anytime.

- 5- Regarding the connection of IAMCR to relevant regional/national association, I will invest my connections with a wide spectrum of Egyptian colleagues from academic and professional entities that I believe they are interested in collaborating with IAMCR in different activities, these entities include the following:
 - Egyptian Journalist Syndicate.
 - Federation of Arab Journalists.
 - Faculty of Mass Communication, Cairo University.
 - Ahram Canadian University.
 - College of Language and Communication, AASTMT

- 6- I am enthusiastic to engage with IAMCR ambassadors' network and participate in possible activities. I already have personal connections and previous cooperation with the ambassadors of India, Bangladesh, and Pakistan. Recently I have joined the Facebook group of IAMCR ambassadors, and I believe it is a convenient channel of communication for many purposes.

- 7- I am interested in reporting relevant information to the IAMCR entities such as informing the contact person of the task forces, commissions, standing committees, and executive board of the available opportunities for collaboration with Egyptian institutions regarding the research projects and activities that might be of their interest. I also trust that I would be more experienced in the mechanism of reporting relevant information when getting involved in practical work.

- 8- Regarding the planning and reporting of ambassador activities I trust that an annual action plan of IAMCR ambassador of Egypt will be designed in detail in an illustrative form that includes the events with prospected dates and locations.
 - An annual action plan of Egypt's ambassador will be delivered to the president of IAMCR and to the coordinator of ambassadors' network for revision and comment.