

IAMCR Ambassador Strategic Plan

1. Identification

Name and Surname:	Lina Fe Simoy
Country/Region:	<ul style="list-style-type: none">• Bangkok, Thailand
Affiliations:	<ul style="list-style-type: none">• Bangkok University• The AutoEthnographer• Wedu• LFS Consulting• Consulting Positions
Position:	<ul style="list-style-type: none">• PhD Student (Bangkok University)• Editorial Board Member & Executive Director of Media Development (The AutoEthnographer)• Mentor & Interview Leader (Wedu)• Founder (LFS Consulting)• Regional Director - Asia Pacific (Consulting Positions)
Years that this Strategic Plan Covers*:	2023 - 2026
Have you been an IAMCR Ambassador before?	No
Type of Ambassador that this Strategic Plan Covers:	IAMCR PhD ambassador

2. Motivation

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

Firstly, I believe in IAMCR mission and vision that encouraged me to be a member of since 2021.

Secondly, I want to be highly involved in communication research and events in the global scene for my own personal growth, career advancement, and to be able to contribute to the globalization and development communication discourses – these led me to pursue degrees in Master of Development Communication from the University of the Philippines and a PhD in Global Communication from Bangkok University.

Lastly, being a Filipina PhD student studying in Thailand, with experience leading global projects in Asia Pacific and elsewhere, allows my Southeast Asian voice and Asian cultural sensitivity be heard whilst having a global experience.

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.

First Initiative: IAMCR new student members' online meet-up for Thailand done bi-annually.

The activity is intended to welcome new members and orientate them as to what they can do with their membership with IAMCR and encourage collaborations. It would be an opportunity to introduce the leadership and key individuals at IAMCR and the activities of the organization. In this virtual event, some achievements (book publishing, promotions, conference appearance, etc.) of members based in Thailand (and/or in the ASEAN) will be mentioned whilst inviting the mentioned individuals to deliver a brief talk. It would be an opportunity to keep members in Thailand (and/or in ASEAN) closely engaged with Thailand/ASEAN-based IAMCR members/community, whilst allowing new members to see the potential of their membership. Lastly, besides orientation, it would be an opportunity to invite them to reach out to me for potential activities they would like to collaborate with IAMCR, which I would assist them to be hosted, contributed, or supported by IAMCR. My intention is to announce in the same activity an opportunity of new members to be part of a network of support for new PhD (Communication) students, where the students could gain access to webinars (live or recorded).

It is an initiative that encourages networking, retention, membership growth, and visibility for the organization and its members.

Second Initiative: Host webinars/seminars bi-annually that are useful for PhD students (e.g., dissertation topic proposal, choosing the right theory, emerging comm. research methods).

Topics can be determined based on the trend of interest by the PhD students' network created. Topics can also be initiated by myself, which I will choose based on the season of the identified date (e.g., women in research for women's month, climate communication research on Earth Day, etc.). Topics on dissertation proposal development and helpful topics for dissertation crafting will also be considered.

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

In relation to my proposed strategy for Task 3, I would use my energy that the initiative/s I will do with IAMCR will always be motivated towards amplifying the visibility of IAMCR to encourage more memberships and retain existing members.

In the process of promoting my proposed initiatives, it will allow us to invite more members and engage with existing members.

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

The rest of the ambassador tasks described are all consequential in the initiatives I proposed. The initiatives I proposed will allow me to communicate with members to give light to their recent work

and milestones to the rest of the members, therefore encouraging existing members to engage with us more. Being able to share the milestones of existing members internally and externally would encourage communication researchers and practitioners to get themselves involved with IAMCR.

Highlighting one to two proposed initiatives is more realistically achievable for me, but I am happy to collaborate and initiate more ideas as deemed appropriate.