

IAT Communications (COMMS) Group

# COMMUNICATION STRATEGY



*Advancing and promoting excellence in the  
care and welfare of animals in science*



Institute of  
Animal Technology

# Objectives

The IAT Communications (COMMS) Group is the communication conduit between IAT Council, its members and member organisations.

A direct line of communication is established to allow information discussed during IAT Council meetings to be disseminated down to the appropriate sub-groups and members as a whole.

Three Key themes for communication have been established as part of a members' survey:

- IAT Updates/Congress/Branch Meetings/Events
- Education/CPD/Training & Qualifications
- Animal Welfare

Other additional topics may arise from time to time. These will be addressed on a case-by-case basis.

## Audience

- Animal Technologists
- Animal Facility Directors/Managers
- Employers
- External Groups (e.g. NC3Rs/UAR)
- External Opposition (Animal Rights Organisations)

## Communication channels

How messages are disseminated is highly dependent on the subject matter. The IAT recognises that no one method of communication will meet all requirements. We have developed multiple means of communication to ensure best possible coverage.

These include but are not limited to:

- Traditional publications such as the IAT Bulletin and IAT Official Journal, Animal Technology and Welfare.

- Electronic Communications such as email and the new e-Newsletter.
- Social Media, LinkedIn, Facebook etc. and the IAT website.
- IAT Council and Committee activities.
- Congress, CPD and other face-to-face Meetings.
- IAT Members "My.IAT" portal.

## Tools and activities

As part of their role, members of the COMMS Group can/will make themselves available for events such as Branch Meetings, Careers Fairs and Technician Days. They can offer support and information on not only what the IAT can do for members but also what members can do for the IAT.

## Resources

It should be remembered that ALL members of IAT Council give their time voluntarily. Resources are sometimes limited and availability for support may be dictated by a member's day-to-day job role. However, with notice, the COMMS Group will normally have at least one member who can be available to support members' needs.

## Timescales

The IAT Council meet on a bi-monthly basis to discuss IAT matters. Minutes of these meetings are disseminated to members. Prior to the full Council meeting, the COMMS Group will have a sub-meeting to discuss specific items of relevance. During this sub-meeting, ongoing requests, strategies for support or general communication plans will be discussed, brought to Council and implemented as appropriate.

## Evaluation and amendment

The role of the COMMS Group members is constantly being evaluated. The group function is fluid and can evolve as new ideas, requests for support or new technologies come online. However, the ongoing strategic plan should be consistent and should confirm the idea that the IAT sees communication to its members as a priority.

*“Our purpose is to advance knowledge and promote excellence in the care and welfare of animals in science and to enhance the standards and status of those professionally engaged in the care, welfare and use of animals in science.”*

