



XXIX UIA General Assembly  
Copenhagen (Denmark) : 6 - 9 July 2023

Item 5 on the Agenda

## **COMMUNICATION COMMITTEE REPORT BY THE SECRETARY GENERAL PEI ING TAN**

### **INTRODUCTION**

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Enhancing visibility and communication with Member Sections and other Regional Organizations is a critical priority for the UIA. The objective is to strengthen relationships and foster closer ties within the organization. To achieve this, concerted efforts have been made to facilitate more regular engagements.

### **COMMUNICATION COMMITTEE**

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Recognizing the importance of effective communication and the need of establishing proper communication strategy, the UIA formed the Communication Committee in January 2022. The committee comprises the following members:

1. Secretary General Tan Pei Ing (Chair)
2. Teresa Taboas Veleiro (Council Member Region I)
3. Aysen Ciravoglu (replacing Bodhan Lisowski after his resignation) (Council Member Region II)
4. David Rojas (Council Member Region III)
5. Richard Kirk (Council Member Region IV)
6. Mugure Njendu (Council Member Region V)
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The committee is supported by the UIA Secretariat (Mwiyathi).

#### **Committee Meetings:**

The Communication Committee has held several meetings to develop and implement a proper communication strategy. The key meetings and their respective discussions are as follows: -

1st kick-off meeting (03-02-2022): The committee discussed the following: -

- The terms and reference of this Committee
- Review the existing UIA communication platforms and channels (SWOT analysis - Strength, Weakness, Opportunity and Threats).
- Formulate new strategies and propose action plans
- Budget

2nd meeting (29-03-2022): The meeting deliberated on the draft communication strategy and plan.

3rd meeting (17-06-2022): This meeting focused on following up on the required improvements for communication platforms and fine-tuning the draft communication strategy.

4th meeting (05-09-2022): The proposed communication strategy and plan were finalized during this meeting. The strategy aims to identify internal and external stakeholders, define key messages for the respective target audience, establish action plans and strategies to achieve objectives, enhance communication channels while considering the environment, and set a calendar for various types of communication. It is important to note that this communication strategy is a living document, subject to progressive review and updates.

The '**UIA Communication Strategy**' was presented and approved by the the Council during the 149<sup>th</sup> Council Meeting in September 2022 (**refer to Appendix A**)

5th meeting (03-11-2022): During this meeting, the committee discussed the following:

- A set of general questions proposed for a brainstorming session on the "Future of the UIA" for the 75th UIA Commemorative Publication.
- Reviewed any comments provided by the Council: the 75th UIA Commemorative Publication and the draft video on the UIA

6th meeting (10-03-2023): In the presence of the Vice-President of Region V, this meeting aimed to clarify an email regarding communication policy. It was concluded that the remarks made pertained to Council policy and individual behaviour rather than communication policy. The roles and responsibilities of Council members are defined in the UIA Statute. If necessary, a separate working committee could be appointed by the Council to review and expand the definition, ensuring greater clarity and consistency, and minimizing misinterpretation, subject to Council approval.

## **COMMUNICATION PLATFORMS**

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The UIA utilizes various communication platforms to effectively reach its audience. The following platforms have been implemented:

### **1. UIA Website**

The UIA website underwent a comprehensive review at the beginning of the mandate to identify areas requiring improvement and structural changes. To gather feedback and perspectives on the website, a Google survey was conducted with the Members of Council and Past Presidents. The revamping process was carried out in two parts.

Part 1:

- Improving the current website wherever possible based on comments given without structural changes

Part 2:

- Content Inventory and Strategy: A comprehensive content inventory, audit, strategy, and editorial calendar were developed.
- New Website Development: A new website was created, focusing on enhancing user-friendliness and providing easy access to UIA works and resources.
- Collaboration with Working Bodies: Collaboration was established with Working Bodies that had separate websites to consolidate all content under the UIA umbrella.

The processes for Part 1 and 2 were concurrent. When the new website under Part 2 was ready, we migrated from the old to the new website seamlessly.

Siteparc, the French company that handles IT matters for the UIA was appointed to develop the new website to make it more user friendly and informative to ensure easier access to the works and resources of the UIA. The launch of the new website took place on 07-02-2022. The content from the archives was progressively uploaded, and the member area was revamped. Most of the websites of the various working bodies were integrated into the UIA umbrella for better control. Regular reviews and improvements of the website are planned to ensure its continued effectiveness.

Recent updates to the website include additional information on the UIA Gold Medal. Efforts have been made to collect content for each laureate, including headshots, biographies, jury citations, and images of their works. This content will be promoted on social media platforms in the near future, following some final edits.

### **2. Newsletter**

The newsletters are issued regularly, with a frequency of at least once a month. Furthermore, we have diligently fulfilled our commitment to publish a special quarterly newsletter/report aimed at keeping the Member Sections informed about the Council's activities and fostering greater awareness and transparency. This commitment was initiated in 2022, and up to the present, we have published the following editions:

#### **Special Quarterly Newsletter/Report**

1. 1<sup>st</sup> Quarterly report: Published on 23-02-2022, covering the physical meetings held in Copenhagen and Madrid.
2. 2<sup>nd</sup> Quarterly report: Published on 26-05-2022, following the EGA
3. 3<sup>rd</sup> Quarterly report: Published on 11-10-2022
4. 4<sup>th</sup> Quarterly report: Published on 29-12-2022
5. 5<sup>th</sup> Quarterly report: July 2023

In addition to the regular newsletters, a special EGA report was prepared and sent to Member Sections in early September 2022.

This report included all submitted reports and resolutions, including the updated Articles and Bylaws. Efforts have been made to expand the subscriber base for the newsletter. At the start, there were approximately 6500 subscribers in the mailing lists. Recognizing the importance of wider and direct reach, a campaign was launched to encourage more members to subscribe to the newsletter. An automated subscription process was implemented as part of the strategy to facilitate easier and broader access to members. As of April 2023, the number of newsletter subscribers increased from 6500 in July 2021 to 7581 subscribers.

### **3. Announcement**

Content and control are established

### **4. Webinars**

The UIA has successfully organized numerous webinars to date, covering a wide range of topics. To ensure broader accessibility, video recordings of these webinars are uploaded not only on the new UIA website but also on Facebook. By utilizing multiple platforms, we aim to extend the reach of the presentations and enable a larger number of members to benefit from the valuable content shared during the webinars.

### **5. Podcasts & videos**

The UIA has collaborated with the media company 'Redboy' to create a promotional video highlighting the UIA. The objective is to feature this video during UIA events, events organized by UIA Member Sections, as well as partner events. Comprehensive information about the UIA, along with visual materials, has been compiled and shared with the producer. The production of the videos in both English and French was completed in June 2023. The videos are posted on the UIA website, serving as a visually engaging and highly effective tool for promoting the UIA to a broader audience (**refer to Appendix B**)

### **6. Social media (Facebook, Twitter, LinkedIn, YouTube, Instagram)**

- Significant progress has been achieved in the UIA's social media presence across various platforms. As of early April 2023, the following developments have taken place:
- Facebook: The number of followers has increased from 11,215 in July 2021 to 29,207
- Twitter @UIA\_Architects: The account has seen a rise in followers from 641 in July 2021 to 3,567.
- LinkedIn: After reactivation in 2019, the follower has increased from 2,556 in July 2021 to 6,000.
- YouTube: Since its active status from 16 July 2020, more effort has been put into uploading webinars to the UIA YouTube channel. Currently, there are 487 subscribers, and the channel features 78 videos with a total of 14,663 views.
- Instagram: The UIA created an Instagram account in December 2021 with the objective of engaging with the younger generation. The account has gained 1,040 followers, showcasing growth compared to the 692 followers at the end of 2021.

### **7. Promotion of the next Forum & Congress**

Meetings were held with the Danish Section regularly to discuss how UIA could help with the promotion of the UIA World Congress in Copenhagen, and the various actions to be taken including establishing the expectations and to ensure the success of the events.

Meetings and briefings were also held between UIA and the CSCAE, the Spain Section on the Promotion of the International Forum 2022 in Madrid and coordination of the side events leading to the Forum in Madrid.

### **8. Promotion of Works by Working Groups**

This has been actively pursued. A special half-day Workshop involving the Working Bodies and the Council was conducted on 15-02-2022 and a special slot has also been included in the agenda for the Extraordinary General Assembly for them to present their works to the Member Sections and to receive feedbacks. (Please refer to Work Programme Report for more details)

### **9. Wikipedia**

Information has been updated and this would be reviewed and updated regularly. Additional content that reflect the activities and the works of UIA have been added.

### **10. Public Relation and news media communication**

Efforts are being made to improve public relations and engagement with new media platforms to enhance the UIA's public presence. A significant step in this direction was the collaboration with ArchDaily as the media partner for the UIA 2030 Award, facilitated by UN-Habitat. The UIA will continue to explore the potential of working with ArchDaily as a media partner, taking into account the experience and working relationship developed through the

UIA 2030 Award. This exploration aims to leverage the partnership to further strengthen the UIA's media presence and engagement with a broader audience