

Report from the Communications Committee



Communications Committee

Protocol for LinkedIn Pages

- The Communications Committee has drafted a protocol for how the various AIPPI Standing Committees can receive approval for and implement respective LinkedIn pages.
- Any postings must remain exclusively professional and in line with AIPPI's views and positions

Full-Time Employee

- We recommend hiring a full-time communications employee at the Bureau.
- This person will increase transparency by reaching out to the various Group Reporters, the Standing Committee heads, etc. to get any and all updates, to solicit contributions to eNews and a Quarterly Journal, etc.
- This person will also be responsible for managing all AIPPI social media accounts, coordinating postings for the same, any LinkedIn activity and soliciting contributions from the world-wide membership.

Communications Committee

Quarterly Journal

- We recommend starting a Quarterly Journal (QJ) to be electronically published by the Bureau.
- The QJ will provide detailed analysis/discussion on certain highly relevant areas of law of interest to the international IP community.
- Any sort of intellectual property matters may be submitted for consideration for publication.
- The new AIPPI full time communications employee will bear primary responsibility for the QJ.
- Submissions from any national groups or standing committees are welcome provided they are directed to topics of interest to a broader international audience.

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Thanks for your attention!