

## IAMCR Ambassador Strategic Plan Template

### 1. Identification

Name and Surname:	Iffat Masood
Country/Region:	Spain
Affiliation:	Universitat Autònoma de Barcelona(UAB)
Position:	PhD
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.

IAMCR is a distinctive and welcoming platform for researchers that enables emerging scholars to share their work globally. I believe that I can represent the association more effectively as an IAMCR ambassador as I will have the opportunity to communicate with other IAMCR members, ambassadors, and researchers thanks to this position.

### 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.**

I plan to organise at least one academic event every year throughout my three-years mandate. However, I plan to add more to these activities if/when possible.

**Plan for 2023**

**Format: Webinar**

**Topic: New Media and Political Actors**

Politicians are using social media as their main source of communication with public so this research webinar will highlight the different aspects of this topic of political communication. I plan to organise a webinar on this topic and invite researchers to present their projects. I do not foresee any costs related to the organisation of this webinar, so there will not be any need for funding.

**Plan for 2024**

**Format: Webinar**

**Topic: The influence of opinion leaders**

This webinar will focus on the distinctions between male and female opinion leaders' influence on audiences. The topic will be developed more in due course. The webinar format will be the same as the previous event and it will provide a platform to both IAMCR members and other scholars who

wish to participate. I do not foresee any costs related to the organisation of this webinar, so there will not be any need for funding.

### **Plan for 2025**

#### **Format: Seminar**

#### **Topic: Challenges and solutions in developing a research and writing academic texts.**

The third event will in the form of an onsite seminar to be held at UAB. I plan to use the university facilities (e.g. multimedia hall for PhD and postdoc researchers) for hosting this event. The event will mainly target the Spain-based scholars from different academic levels. Since I will receive support from my own institution, there will not be a need for external funding. However, I will look for some other co-sponsorship opportunities.

**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 will make use of social media to communicate IAMCR's existence and its activities. I believe WhatsApp groups, Facebook pages and groups, and LinkedIn are effective platforms for this. I will also use "bring a friend" events (webinars) to promote IAMCR's membership. I also aim to contribute to the increase and retention of membership by developing collaboration with other Spanish research organizations.

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

As explained in the previous item, I will make use of social media (e.g. WhatsApp, LinkedIn, Facebook) to communicating the existence of IAMCR to the outside world, and promoting its activities. I also plan to communicate and collaborate with other IAMCR ambassadors. Also, when possible, I will prepare email messages to be sent to the scholars, these email messages will contain visuals from the events, reports, and the plans for future activities. I believe that with each webinar session, I will learn more effective ways to present IAMCR. An appealing plan may be present in the

case of IAMCR collaboration with Spanish research organizations. Lastly, I will also report my own activities regularly to IAMCR.