

IAMCR Ambassador Strategic Plan Template

1. Identification

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|---|---------------------------------|
| Name and Surname: | Yiannis Christidis |
| Country/Region: | Cyprus |
| Affiliation: | Cyprus University of Technology |
| Position: | Assistant Professor |
| Years that this Strategic Plan Covers*: | 2022-2025 |
| Have you been an IAMCR Ambassador before? | No |
| Type of Ambassador that this Strategic Plan Covers: | IAMCR faculty ambassador |

(*) Please specify the actual years (e.g. 2022-2024)

(**) Delete what is not appropriate

2. Motivation

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

IAMCR is a well-established and -organized association worldwide. I have been a member for many years, presented at conferences, and have also won an IAMCR/UCF Grant in the past, regarding my PhD research. As I know that IAMCR promotes Media & Communication Research having adopted a 'vue' aligned with the 21st century, I happily accepted the invitation for applying. My main contribution will hopefully concern a bridging between the field of Media and Communication with the Arts. If selected, I hope I will have the opportunity to promote IAMCR and its events in Cyprus, and make IAMCR co-host to the Arts-related events we have already been planning, here at Cyprus University of Technology.

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.

IAMCR will be connected to the events we are already organizing in Cyprus University of Technology, Department of Fine Arts. Locally, there can be parallel actions along with the annual IAMCR conference, like a small workshop or exhibition. I can also picture the involvement of art students to such small-scale events. In terms of financing, the university will offer its spaces and equipment for the happenings/events, but it is possible that small funds will be asked from the association for artist fees or possibly catering services.

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 am going to let the possibly interested academics and students know about IAMCR. This would include mainly oral information during the relevant (or irrelevant) events.

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

I can be sending a brief report yearly, where the main executed actions and contributions will be analysed.