

IAMCR Ambassador Strategic Plan

1. Identification

Name and Surname:	Victor Chinedu Eze, PhD.
Country/Region:	Nigeria
Affiliation:	French Institute for Research in Africa (IFRA-Nigeria), University of Ibadan, Nigeria
Position:	Research Fellow
Years that this Strategic Plan Covers:	2021 - 2024
Have you been an IAMCR Ambassador before?	No
Type of Ambassador that this Strategic Plan Covers:	IAMCR PhD ambassador

(*) delete what is not appropriate

2. Motivation

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

I am motivated to become an IAMCR Ambassador because of several reasons. In the first place, I want to help to create more fora or avenues where IAMCR members can meet more to advance scholarship and also offer support to members.

Also, IAMCR is a great body which has enabled me to explore and continue to explore the world -- meet several people, interact with great scholars and experience different culture. Becoming an IAMCR Ambassador will offer me the opportunity to continue meeting people and gaining more knowledge, which I enjoy doing. It will also offer me the platform to continue interacting with different scholars and experiencing new cultures.

Also, I am motivated to become an IAMCR Ambassador because I want to pay the kind gestures I have received from IAMCR forward. In 2019, I got a travel grant and in 2021, I got a no travel grant from IAMCR. I am deeply grateful for the grants and support by IAMCR and want to give back by way of becoming an ambassador who wants to talk about IAMCR and encourage more people to join the association.

I will also engage in promoting and publicising IAMCR's work in various academic and policy oriented for a. This will be made feasible by linking up with other relevant bodies who share a

common goal with IAMCR. I will also participate in various policy fora where the work of IAMCR may be useful for policy formulation.

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.

#1. I am proposing a 2-day IAMCR Nigeria Conference which will happen on the first Tuesday to Wednesday in the 1st week in every September of each year.

#2. I will collaborate with the ongoing IAMCR Africa conference each year.

Please describe how you seek to contribute to IAMCR membership increase and retention (Task 4), for the duration of your appointment as IAMCR ambassador.

#1. I will create a database of Communication and Media departments in various universities and polytechnics in Nigeria and reach out to the students in the various departments through the departmental Heads and through the student departmental union.

#2. I will also reach out to various media and communication departments in government agencies and communication departments in private and public companies/firms in Nigeria.

#3. I will also engage with journalists and other media practitioners in Nigeria and beyond, and encourage them to be part of IAMCR.

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

#1. I will be communicating the existence of IAMCR to the outside world, and promoting its activities through my social media accounts on Facebook, LinkedIn, Twitter and other appropriate online channels. I will also visit radio stations to talk about the organisations as often as I can.

#2. I will set up or tap into the listserve IAMCR members to enable me reach out to them fast. Also, I will also employ emailing, social media and sms channel to communicate with IAMCR members.

#5. On connecting IAMCR to relevant regional/national associations, I will reach out to the heads and executives of the various media and communication associations in Nigeria and beyond and try to partner IAMCR with them especially during conferences and other scholarly engagements. Some of these bodies in Nigeria are: The Association of Media and Communication Researchers of Nigeria (AMCRON), Nigeria Institute of Public Relations (NIPR), Advertising Practitioner Council of Nigeria (APCON), Institute of Mass Communication and Information Management of Nigeria (IMIM), The Association of Communication Scholars & Professionals of Nigeria (ACSPN) and other similar bodies.

#6. I will collaborate with other ambassadors where possible by cross fertilizing idea and seeing if there are certain regional/national events that can be done together, may be through a virtual meeting.

#7. I will be reporting relevant information to IAMCR entities (EB, IC, C/TF/C, S/WG, ...) through monthly reports, write-ups and other appropriate ways of communication. I will also have a log for all the yearly IAMCR events and collaborations mapped out by me. Every other engagement and drives I undertake will be appropriately reported through reports, emails and other exchanges.

#8. I will be planning and reporting ambassador activities through a dedicated Facebook page, LinkedIn page and other social platforms for information exchanges. I will also use emailing and sms approach to personalise the reporting.