

ESLA Task Forces

- ✓ High-performance team working on a specific task in a specified time frame.
- ✓ Each TF has short, tangible goals.
- ✓ Working language is English.
- ✓ Each TF consists of 3 up to a maximum of 6 people.
- ✓ It is strongly encouraged that delegates form part of a task force. Other members of the member association, as well as non-SLTs, can be nominated for the task force provided they satisfy the criteria for the specific task force.
- ✓ TF members are required to have expertise or special interest in the task at hand and be able to dedicate time to the task force.
- ✓ Duration of each TF is one year to reach the set objective, unless specified otherwise.
- ✓ It is foreseeable that certain task forces will require more than one year, e.g. Congress task force.
- ✓ Specific requirements are listed for each TF so that member organisations can nominate candidates accordingly.
- ✓ ESLA covers travelling and accommodation expenses for up to two physical meetings per calendar year.
- ✓ A maximum of two individuals from the same ESLA member association are allowed in each task force.
- ✓ Members may propose new task forces. The board evaluates the proposals on the basis of the current vision, mission and objectives of ESLA.

HOW TO APPLY TO BECOME MEMBER

- ✓ **Send a nomination letter from the member association; AND**
- ✓ **Short CV, explaining motivation and personal assets for the respective task force**
TO gen.sec@eslaeurope.eu

Communications Strategy Task Force

THE MAIN GOAL OF THE TF

To work with the ESLA Board and develop ESLA's business strategy that supports the vision, mission and objectives of the organisation.

THE SPECIFIC GOALS OF THE TF

- ✓ Based on ESLA's business strategy, develop a viable communication strategy that clearly delineates the value proposition of ESLA across key stakeholder groups.
- ✓ Through targeted activities the Communications Strategy Task Force will raise brand awareness for the profession and for ESLA.

TF DUTIES

- ✓ Identify the key target audiences and value proposition and key message for each audience.
- ✓ Develop and implement the relevant communications strategy, that is tactical and tangible and includes a budget, timelines and communication channels.
- ✓ Develop a plan on how to increase and enhance ESLA's communication efforts with both internal and external stakeholders.
- ✓ Use dedicated tools such as the website, newsletter and collateral materials in order to deliver the message in an effective and efficient way.
- ✓ Collaborate with other ESLA task forces in order to coordinate efforts and maximise impact.

RECOMMENDED TF MEMBER QUALITIES

- ✓ Commitment and passion for the task and the topic.
- ✓ Creative and innovative.
- ✓ Experience with marketing and promotion activities.
- ✓ Fluency in written English.
- ✓ Candidates with a diverse set of skills, professional backgrounds and sets of knowledge are appreciated.

Other assets:

- ✓ Experience in marketing and promotion of services or other similar professional activities.
- ✓ Experience in website development and/or in development of professional materials and/or branding activities.
- ✓ Proficiency in the use of various social media.

European SLT Day & Webinars Task Force

THE MAIN GOAL OF THE TF

Organization of SLT Day and other professional promotional activities that will increase the visibility of the profession of SLT and raising awareness of the scope of the practice and importance of the profession.

THE SPECIFIC GOALS OF THE TF

- ✓ To increase visibility of the profession by reaching out to the general public, those who are in need and policy makers.
- ✓ To advocate for our clients/patients.
- ✓ To promote ESLA as a European SLT association among the general public and members of local associations.

TF DUTIES

- ✓ Draw up specific ideas how to promote the profession apart from the European SLT Day, for example study days, event workshops and/or webinars, month or trimestral dedication to certain disorders.
- ✓ The planned activities, materials and templates should be made available to the member countries and should assist them in planning and establishing different promotional activities (that will be realised globally at the European level and specifically at the local associations).

RECOMMENDED TF MEMBER QUALITIES

- ✓ Commitment and passion for the task and the topic.
- ✓ Creative and innovative.
- ✓ Candidates with a diverse set of skills, professional backgrounds and sets of knowledge are appreciated.

Other assets:

- ✓ Experience in Continuing Professional Development activities.
- ✓ Being already active in advocating for the profession, clients/patients.
- ✓ Experience in planning/organising professional promotional activities.
- ✓ Familiarity and/or experience in social networking and IT technologies.

Additional Revenue Task Force

THE MAIN GOAL OF THE TF

Being a non-profit organisation, ESLA always dealt with costs exclusively through revenue from the member association fees. It was felt that ESLA needs to create larger initiatives, not only to increase financial support, but also to give us the chance to create “products,” such as events, materials and contacts that if well-utilised, could also give ESLA greater visibility. It is envisaged that such a plan will also, in the long-term, alleviate the burden from member association fees.

THE SPECIFIC GOALS OF THE TF

- ✓ To structure activities that will provide an additional revenue while reinforcing ESLA’s image within inter-European, interprofessional and international networks.
- ✓ The TF’s financial structure, if well-formed, could strengthen in time and guarantee ESLA greater and continuous revenue to deal with eventual issues and/or goals of the individual associations.

TF DUTIES

- ✓ Draw ideas and plan activities/events that can create an additional revenue to ESLA.
- ✓ Look at the possibility of opening the ESLA website to advertising of SLT related companies.
- ✓ Analyse the possibility of having long-term sponsors who can then also sponsor the ESLA Congress.

RECOMMENDED TF MEMBER QUALITIES

- ✓ Commitment and passion for the task and the topic.
- ✓ Creative and innovative.
- ✓ Good interpersonal skills.

Other assets:

- ✓ Experience in fundraising activities.
- ✓ Experience with the creation and implementation of webinars or any other activities which can be a possible source of additional revenue.
- ✓ Experience in government and/or industry, private sectors, health/pharmaceutical corporations.