

IALA COUNCIL
63rd session



13-16 December 2016
IALA Headquarters

16 – IALA COMMUNICATION TOOLS

16.2 – IALA Bulletin

16.2.1 – Electronic newsletter – e-Bulletin – Proposed frequency, production, distribution and contents

Note by the Secretariat

The Secretariat will start publishing an electronic newsletter (e-Bulletin) at two-monthly intervals from 2017 onwards, while the publication of the IALA Bulletin would coincide with the mid-year and end-of-year Council sessions.

It is further proposed to terminate the printed publication of the Bulletin altogether as from 2018. The Bulletin's last printed editions would therefore coincide with the 64th and 65th sessions of the Council and provide a welcome opportunity to reflect on 2017 as an important milestone in IALA's evolution. Indeed, next year the Association will reach its 60th anniversary since it was founded and will convene the preparatory diplomatic conference on the new IALA Convention.

It is envisaged to produce and distribute the electronic newsletter in-house and the staff has been trained by Redwire to handle this. The electronic newsletter would be sent by e-mail directly to the individual National, Industrial and Associate Members and to IALA's partner international organizations which is more than 5.500 recipients. Recipients thus would have immediate access to the newsfeeds, via their personal in-box, and this would also save time for those who may not always be able to go online and check the IALA website's News Section (www.iala-aism.org).

The News Section on the IALA website would be retained, however. This would serve the useful purpose of providing timely announcements of IALA workshops, seminars and other events and to draw attention to important visits to and from IALA.

It is envisaged that the electronic newsletter would feature IALA's ongoing activities and those of the WWA in succinctly written columns for speed reading. The concise format would also enable quick and easy scanning of members' latest news, the most important outcomes of the Technical Committees, and the decisions of the Council, while providing the website links to the full meeting reports.

Industrial Members will be able to continue placing advertisements as the electronic newsletter's design will allow for that.

As regards the future publication of the popular technical articles written by experts, the Secretariat envisages the creation of a dedicated section on the website for their publication and archiving. The electronic newsletter would then provide abstracts, together with the website links for accessing the full texts of the technical articles and any diagrams, tables or other illustrations.

THE COUNCIL IS INVITED TO:

Note the above information and discuss as appropriate.