

AISBL - REGISTERED OFFICE
Egmontstraat 11 - 1000 Brussels (BE)
(registration number: 0524.835.227)

EFLM OPERATIVE OFFICE
Via C. Farini 81 - 20159 Milano (IT)
Tel: +39-3895320051 - eflm@eflm.eu
www.eflm.eu

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**EFLM is a Regional Federation of the
International Federation of Clinical Chemistry
and Laboratory Medicine (IFCC)**

January 19, 2023



EUROPEAN FEDERATION OF CLINICAL CHEMISTRY
AND LABORATORY MEDICINE

To: Presidents and National Representatives of EFLM National Society Members

Call for nominations for the EFLM Working Group Promotion & Publications

Dear President and National Representative,

The main goal of the EFLM Communication is efficient communication between EFLM and its member societies. Moreover, CC promotes all EFLM activities in social media and official EFLM web page. This work is conducted through the EFLM Working Group "Promotion & Publications" (WG-PP) currently chaired by Prof. Harjit Pal Bhattoa.

By this letter, EFLM informs you how the nomination call for **1 Full Member** is open.

The main communication channels are: the website, the bimonthly newsletter (EuroLabNews), the social media, the EFLM section in the IFCC e-NewsLetter, the EFLM mailing list and sending-regular messages to the national societies. The WG-PP is a liaison between all EFLM Functional Units and collects information in order to share them with EFLM community.

The EFLM WG-PP member is involved in the following tasks:

- *Creation, development, implementation, and promotion of EFLM activities*
- *Promotion of Laboratory Medicine in non-laboratory medical professionals and patients*
- *In collaboration with EFLM Functional Units, creates, updates and maintains the web and social media content, assembles EuroLabNews and keeps the memory of the EFLM milestone achievements by publishing content in communication channels*

The new member will have an opportunity to work in a dynamic and interesting team, give an improvement in EFLM visibility, participate in creating EuroLabNews and create the new EFLM website.

The term of office will be for 2 years ending on 31 December 2024 with the potential extension for two more 2-year terms beyond 2024. The work is mainly conducted by e-mail and teleconferencing, the WG usually meets once per year. The full member is expected to spend at least 3 hours a week working on Communication Committee tasks.

The full version of [Terms of Reference of the WG-PP can be found here](#).

Procedure for applications

Each EFLM National Society Member in good standing with the membership fee can submit one nomination through the attached application form. A brief plan of the applicant's contribution to the aims and objectives of the relevant Working Group has to be included in the form. Along with the application, a short CV should also be submitted underlining the qualifications, prior experience, and publications in the relevant area. The candidate has to be officially recommended by the National Society through a formal letter of support.

Nominations have to be electronically submitted to the EFLM Office: Silvia Terragni - e-mail: silvia.terragni@eflm.eu within the deadline of **1 March 2023**.

To ensure an objective and transparent procedure for applicant selection, the following criteria are set:

Criteria	Score
<i>Administrator/editor/author of social media posts for National society or relevant professional organizations</i>	4
<i>Administrator/editor/author of the website content of the National society or relevant professional organizations</i>	4
<i>Administrator/editor/author of the Newsletter content of the National society or relevant professional organizations</i>	4
<i>Active use of any of the following tools: Canva, mailing system (e.g. Mailer Lite ...), survey system (e.g. LimeSurvey, Survey Monkey ...), social media aggregator (e.g. Buffer) evidenced by a portfolio of outputs.</i>	4
<i>Positive reference from a member of any EFLM functional unit.</i>	1
<i>Evaluation of the applicant's proposed contribution to the work of this WG</i>	1-5
<i>How relevant is the previous work/experience of the applicant to this WG? (Note: based on the CV/publications listed by the applicant)</i>	1-5
<i>TOTAL (max. 20)</i>	

We look forward to hearing from you.

With kindest regards,

Daniel Rajdl
Chair of the EFLM Communication Committee