

## 2007-2009 Directions of the President



### Background

EAACI is growing. Membership counts are increasing. Annual meetings are attracting more and more attendants. With venues at Barcelona, Warsaw, London and Istanbul in the coming years large numbers of participant are expected to come. A large society gives the opportunity to increase awareness for allergy and the allergic patient. A large EAACI is able to fulfil the mission of promoting science, exchange of knowledge, training, education and collaboration and to serve as scientific reference body.

### Congresses

To achieve the aims of EAACI attractive congresses which meet the highest standards possible are and will remain our core business. Already some years EAACI is optimizing the procedures for the congresses. Large congresses ask for a strong central scientific organization, headed by a SPC. Involvement of sections and IGs has been better structured. The position of the JMA has been strengthened. The size of the coming congresses may limit the number of potential venues. The high costs of the congresses warrant effective negotiation and competition between venues. The selection process will be adapted accordingly.

### Education and specialty

Against the background of the large variation in training and education in allergy, Europe clearly needs high standard education crossing the borders of countries.

Allergy schools, international courses, Section- and Interest group meetings and workshops outside the annual meetings are important tools to achieve this. With the annual meeting they are the instruments for education, training and dissemination of knowledge. In particular a pan-European exam will be instrumental in harmonizing knowledge.

There is however room to improve the structure of educational initiatives, to define the goals and to optimize procedures for application and to set priorities.

### Communication and membership

Growth calls for a well-designed communication strategy. A communication strategy is required to bring the image of EAACI to the outside world in a professional way. The strategy should be aimed at increasing membership, at establishing EAACI as the recognized leader in the European allergy domain and at gaining more political influence. Growth in membership is one of our aims, but increase in membership calls also for more membership involvement and commitment. Attempts should be made to identify and meet the needs of members and to promote commitment and loyalty of members EAACI has evolved from a federation of National Societies to a society of members. With this development EAACI became prosperous. However, it has to be acknowledged

that the bonds between EAACI and National Societies may be improved. EAACI and National Societies may have common interests. They share members. Common goals and the needs of the National Societies should be better defined.

### Clinical Allergy

EAACI is the home for all committed to allergy. To keep all EAACI bodies in balance, there is a need to strengthen Clinical Allergy as represented by the Interest Groups. A better structure, a solid budget and representation in the Executive Committee may overtake the arrears. In a more general way establishing a European exam is another method to reinforce the area of Clinical Allergy.

In several European countries Clinical Allergy is connected with Clinical Immunology. This is acknowledged in the congress programs but importantly also in the name of our society. However, clinical immunology has not a defined position within EAACI. It is the intention to start an IG in this area.

### Infrastructure

A large society requires an optimal infrastructure. To meet the needs of a growing Society and a newly structured Executive Committee a reorganization of the Executive Office is required. Moreover, financial management may be optimized. In particular attempts to find new financial resources should be made. Finally, transparency - one of the key issues of modern organizations - should be at the base of all procedures and decisions.

### External relationships.

The outside world is important for EAACI. Relationships with organizations as GA2LEN and relevant societies as the AAAAI and WAO are considered as valuable. Also in 2007/2008 EAACI will be part of GARD. Other partnerships will be welcomed in particular associations with organizations in adjacent areas to EAACI.

### Plans, themes and targets

#### A. Congresses

Vice president: Cezmi Akdis

Congress group: VP congresses, section chairs, 2 MaL, SPC

SPC group: SPC, VP congresses, president, section secretaries, JMA chair, IG chairs, congress president, LOC

A.01 Optimize and strengthen SPC procedures further together with new SPC

A.02 Develop further an organization plan for upcoming congresses

A.03 Develop further a selection process for upcoming congress venues

A.04 Measure and publish participant satisfaction

A.05 Identify potential sources of income or savings

A.06 Coordination of Interest Groups until coordination by Interest Group representatives has been established

#### B. Education and Specialty

Vice president: Luis Delgado

Education and Specialty Group: 2 MaL, CME chair, UEMS chair

B.01 Co-ordination of Summer Schools

B.02 Develop written application procedures and forms for Summer schools; publication on the

web.

B.03 Develop written application procedures and forms for meetings, courses and workshops; publication on the web.

B.04 Develop a review system to prioritize proposals for meetings outside the annual congresses.

B.05 Oversee development of European Exam. Liaise with UEMS chair. First European Exam should be implemented during the Barcelona Congress in 2008

B.06 Liaise with CME chair. Aim at CME online (in collaboration with VP communication)

#### C. Communication and Membership

Vice president: Nikos Papadopoulos

Communication and Membership group: 2 MaL, editor Newsletter, editors Allergy & PAI, webmaster group

C.01 Develop a communication strategy using different tools:

a) professional campaigns,

b) membership analysis (needs of members, incentives for members, calculate costs of membership)

c) recruitment of members as a specific and implicit task for schools and meetings (quantification)

C.02 Focus on membership loyalty (voting, web). Voting systems for sections and IGs to be implemented.

C.03 Development of a webmaster group<sup>1</sup> (1 news editor, 1 scientific editor, 1 laymen editor; 1 of the editors will be the co-coordinator and technical manager).

C.04 Coordinate different tools (newsletter, web, journals)

C.05 Development of educational material for laymen. Involvement of IGs, also involvement of national societies for implementation.

C.06 Optimize communication with national societies. To identify needs of and incentives for national societies all ExCom members may act as liaison with appropriate national society / societies. Exploration of possible joint ventures. Coordination by president.

C.07 Focus on transparency: publish executive summary of ExCom minutes or list of decisions, publish annual budget report.

C.08 Communication by periodic mail messages from President and other BoO members. <sup>1</sup>Outside the ExCom

#### D. Clinical Allergy

D.01 Establish representation from IGs in the ExCom. The ExCom will be extended with two rotating representatives from the IGs (in 2007 as adjunct members and after the General Assembly in 2008 as full members). They should act as IG-coordinators and take over the role of the VP for congresses (A.06)

D.02 Establish a transparent voting system for IG boards.

D.03 Secure budget consistency. The ratio section: IG budget may vary from 11:1 (2005) to 2:1 (2007). The 2007 budget will be used as reference. Eventually, the budget for sections and interest group meetings will be added up and allocated to meetings being subject to a review process (2009).

D.05 Promotion of combined meetings: IG-IG, IG-sections

D.06 Involve IGs in the development of educational material for laymen (see C.05)

D.07 Establish an IG Clinical Immunology (action Luis Delgado)

#### E. Infrastructure

Financial management

Treasurer: Marek Kowalski

E.01 Optimize budget planning process

E.02 Improve financial data flow from all EAACI activities

E.03 Develop a long-term financial plan

E.04 Develop a financial audit

E.05 Increase overall revenue

E.06 Establish an advisory board addressing above mentioned issues and identifying new sources of income

## Executive Office

Secretary General: Jan Lotvall

E.06 Develop a new Executive Office organisation providing support for the extended Board of Officers, for editors / web, providing sales manager activities, PR activities and a liaisons with professionals in the field of public relations and other relevant areas. Also some congress activities can be taken over by the Office. The Office should be involved and supportive in strategic discussions.

Putative location: Zürich.

## F External relationships

F.01 Collaboration with GA2LEN. In this respect a vision needs to be developed on the coming years after ending of European financial resources.

F.02 Continued relationship with AAAAI. Involvement in the PRACTALL program.

F.03 Continued relationship with WAO.

F.04 Interacting with GARD. As part of this interaction EAACI will have a leading role in dissemination of ARIA II in European countries. This initiative is considered to be instrumental in the communication with national societies (see also C.06).

F.05 Take initiatives in areas adjacent to EAACI. In autumn 2007 speakers support will be provided to Israel and Tunisia.

Roy Gerth van Wijk

EAACI 2007-2009 President