Webpage review secretariat meeting minutes
Monday, July 5th, 2021 By Webex

Participants: Rajinder Suri (RS), Laura Viviani (LV), Sivashen Cunden (SC), Tana McCauley (TM), Prerna Kumar (PK), Sonia Villaseñor (SV)

Meeting started at 13h05CET and adjourned at 13h58CET.

SV welcomed the team and went through the pending issues.

Webpage update

1. In the vaccines section, some manufacturers that are no longer members still appear. SV suggested to erase them. RS agreed.

2. RS said there are some stationary pages and some dynamic pages. e.g. COVID section is a dynamic page and must give us the flexibility to change it according to what is happening. BH and SC will be in charge of sorting the information of that webpage by subtitles LV also volunteered. SV said the idea is not to replicate WHO’s webpage; we have a link to WHO’s website in that section, but also the idea is to have articles from other sources that could be of interest to our members, as well as articles related to our members' activities in this field.

3. Regarding the strategy to increase traffic to our website, TM suggested to have our audience register for DCVMN events by being redirected first to our website. SC said these events are open to non-members. RS said it is fine to leverage social media to increase the traffic to our website. However, we have to be conscious and cautious on who joins these events. Consultants are ok, but any unauthorized person should not be able to join; having identified their company name and set in place whatever system to make secure the events.

SC said this system was implemented before, but at some time it was disabled. RS advised SC to check historically who authorized these events to go public and why, so as to understand the logic and rationale behind it before making any change.

LV said using social media is ok, but every person in DCVMN who follows the Working Groups, should understand what kind of information can be disseminated outside. LV would be happy to share some short press release to update on her WGs, which could be posted on Linkedin and could go back to our website, so that people can understand from the members what is being done. But all should be aware that not all information could be publicly available. SV and RS agreed.

As for Youtube channel, SC and BH will work on finding information that could be of interest to post on our website. PK could help as well. This information will need to be authorized by RS before posting.

Regarding AGM

RS asked SV to forward him the response from vFairs on the voting feature to the comments made by the legal advisor. We should not leave any opportunity for hassles to crop up.

SV confirmed that the chat function is available as well.

RS said there are some gaps regarding the AGM that should be filled, and the Secretariat team can take them or we would need to contract somebody; such as creative work like designing the materials to be displayed, to create the reception, gate, the backdrop, flags with DCVMN and Biovac
logos, logos and speakers’ background. TM volunteered to do this creative work with the support from PK.

RS suggested to create the event in Linkedin and every two weeks post something on the potential participants we will have in the AGM as to create movement.

SC asked if we already have an agenda. RS said we have a draft and it is 80% completed and the key messages and main speakers are in place.

SV said that we are still missing some Speaker names and titles of their talks, she is been working on making a proposal, but we have still to work on that in order to be able to send the invitation to the speakers.

RS mentioned that he has been invited to be part of the African CDC task force and they will be very happy to join DCVMN event, so he thinks there will be no issue in bringing them on board. We should start working on creating attractive communication and messages and attract registration through payment.

TM suggested to use Twitter as well as part of the communication strategy; PK pointed out that even though it is a very powerful tool, it would need 24 hrs watch by an authorized person to respond; this can be discussed later. RS encouraged TM to lead this work of evaluating everything with pros and cons on why to take something or no; and come with a proposal. RS assured he will be supporting her to make sure nothing goes wrong.

RS suggested SV to share the agenda with the team to request their inputs without changing the document, just sending comments and suggestions by email.