



Communications and Marketing in the new UBC Commissions

In all questions concerning UBC communications and marketing, the commissions are invited to contact UBC's Communications Manager Irene Pendolin:
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Names of the new commissions should be unified and follow this pattern:
UBC Cultural Cities Commission (not: UBC Commission on Cultural Cities).

Note: UBC's whole visual outlook might change in the near future. Therefore, it is important that the new commissions not use too many resources – mainly money – on the visual outlook of the new commission (e.g. web and print). This is because if UBC's visual look is renewed, the new look will need to extend to the commissions as well.

Each commission is asked to choose a **Communications Officer** to act as a liaison in matters regarding UBC communications and marketing. This person will also be a member of UBC's **Communications Network**.

Main tasks of the Communications Officers are to:

- Ensure that the commission follows UBC guidelines regarding communications and marketing and that the commission's contact details and other information are updated.
- Act as a liaison in matters regarding UBC communications and marketing. Main partners in this are members of UBC's Communications Network: UBC's Communications Manager, other commissions' Communications Officers and member cities' Communications Experts.
- Attend UBC's training events in communications (seminars, workshops):
 - UBC Communications Seminar, Turku 15–16 April 2015
 - Follow-up seminar in Poland at Dolina Charlotty Board meeting 10–12 June 2015 <http://www.ubc.net/documentation,58,3390.html>
 - Communications seminar/workshop at UBC's XIII General Conference, Gdynia 27–30 October 2015