

## IAMCR Ambassador Strategic Plan

### 1. Identification

<b>Name and Surname:</b>	<b>Ms. PRIYANKA SACHDEVA</b>
<b>Country/Region:</b>	<b>INDIA</b>
<b>Affiliation:</b>	<b>GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI, INDIA</b>
<b>Position:</b>	<b>RESEARCH SCHOLAR</b>
<b>Years that this Strategic Plan Covers*:</b>	<b>2021-2024</b>
<b>Have you been an IAMCR Ambassador before?</b>	<b>No</b>
<b>Type of Ambassador that this Strategic Plan Covers:</b>	<b>IAMCR PhD ambassador</b>

(\*) Please specify the actual years (e.g. 2022-2024)

(\*\*) Delete what is not appropriate

### 2. Motivation

**Please briefly explain why you wish to become (or continue to be) an IAMCR Ambassador.**

IAMCR is a trans-border organization dedicated to the expansion of media and communication studies and research. Being a mass communication scholar and watching IAMCR videos, attend conferences and webinars, the interaction on research is par excellence. As an Ambassador of IAMCR will provide me with a global platform to interact with the versed faculty members, researchers and eminent scholars. It also allows me to share my experiences with other peers and promote IAMCR.

### 3. Activity plan

These are the eight ambassador tasks:

1. Communicating the existence of IAMCR to the outside world, and promoting its activities
2. Communicating with IAMCR members
3. Organising at least one regional/national IAMCR event per year
4. Actively contributing to IAMCR membership increase and retention
5. Connecting IAMCR to relevant regional/national associations
6. Collaborating with other ambassadors where possible
7. Reporting relevant information to IAMCR entities (EB, IC, C/TF/C, S/WG, ...)

## 8. Planning and reporting ambassador activities

**Please describe the regional/national IAMCR events that you plan to organise on a yearly basis (Task 3), for the duration of your appointment as IAMCR ambassador. Mention the timeframe, possible themes and how the events will be financed.**

### Regional/ National Activities

#### Year 1

**IAMCR Ph.D Ambassador Meet** in Delhi twice a year. This will aim at interacting with the other IAMCR members of India. It will help in networking, planning of events with collaborated efforts.

**Promotion of IAMCR through social media accounts** such as Facebook, Twitter, WhatsApp and YouTube. This will be done with an objective of promoting awareness among the students and faculty members.

**IAMCR Lecture Series** which can be done in reputed universities in Delhi. It will intent to promote awareness among students and on the themes of Media and Communication studies.

#### Year 2

**IAMCR Ph.D Ambassador Meet** in Delhi twice a year. This will aim at interacting with the other IAMCR members of India. It will help in networking, planning of events with collaborated efforts. It will also act as an announcement platform about the IAMCR upcoming events.

**Organising educational expeditions at least once a year** to promote awareness among the research scholars and motivate them to participate in the IAMCR conferences and submit their research papers.

**Promotion of IAMCR through social media accounts** such as Facebook, Twitter, WhatsApp and YouTube. This will be done with an objective of promoting awareness among the students and faculty members. Every week a post will be updated regarding research and on the pertinent topics.

#### Year 3

**IAMCR Ph.D Ambassador Meet** in Delhi twice a year. This will aim at interacting with the other IAMCR members of India. It will help in networking, planning of events with collaborated efforts.

**Promotion of IAMCR through social media accounts** such as Facebook, Twitter, WhatsApp and YouTube. This will be done with an objective of promoting awareness among the students and faculty members.

**IAMCR Lecture Series** which can be done in reputed Universities in Delhi. It will intent to promote awareness among students and on the themes of Media and Communication studies.

**Please describe how you seek to contribute to IAMCR membership increase and retention (Task 4), for the duration of your appointment as IAMCR ambassador.**

Members are indispensable to the strength of an organisation, The IAMCR global presence showcases its stability both in increasing and retaining members. Being a research scholar and part of an esteemed university I interact with media students in and out of my campus and other universities. I have observed that most of the students are not abreast with global media programs and researches and the pertinent topics of media importance, so I will promote IAMCR as a global media outreach organization to keep research scholars and other media students on a level playing field in terms of media researches and other academic activities.

**Please describe how you will realize the remaining 6 Ambassador Tasks (1-2 & 5-8).**

1. In today's social media-driven world communication per se play an imperative role, local or community outreach can be carried out through social media interactions, emails, blogs. Small group orientations programs with the peers and educators at IAMCR will prove to be a key in spreading awareness.
2. Communication is the key to knowledge, a regular interaction with present ambassadors of IAMCR through social and virtual reciprocity will establish like-minded connections and open new avenues of knowledge and a bond beyond bounds.
3. With the advent of the internet ease of webinars and online conferences has broken knowledge barriers. Organizing IAMCR events with other eminent regional and national media research organizations with new and innovative ideas, unexplored topics of media research will further cement the position of IAMCR as an extensive and far-reaching organisation.
4. Collaboration in the present times is the key to success and a mechanism to spread far and wide. Pooling resources with like-minded ambassadors provide novel and engaging propositions. I am confident that being a media scholar my knowledge on the subject will help me in blending with other ambassadors extensively.
5. Reporting is the key to keep the entities abreast with IAMCR. The reporting of relevant information to IAMCR entities can be done through extensive report preparations, sharing global information through emails and brief through virtual meetings
6. Planning and reporting can be done through communication with the other ambassadors, seeking their expert view on certain research, study and establishing consensus.