



**Institute
of Experimental
Medicine, CAS**

COMMUNICATION AND MARKETING STRATEGY IEM CAS

HR AWARD

**Activity No. 8 – Strategic Definition and Development of Popularization of
Research and Development**



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Introduction

In December 2019, the **Institute of Experimental Medicine CAS (IEM)** decided to adhere to the principles laid down in the *European Charter for Researchers* and *Code of Conduct for the Recruitment of Researchers*.

The main objective of this effort is to optimize internal processes and to enhance the IEM's prestige in the academic world.

In the working group, the PR Specialist takes part in efforts aimed at obtaining the HR Excellence in Research Award (HR Award), oversees all popularization activities, and assists in building favorable public relations.

The HR Award is a prestigious award bestowed by the European Commission for excellence in providing care for human resources in the scientific domain. For scientists and other researchers, an organization holding the HR Award translates into a guaranteed standard of staff care, openness and transparency of the recruitment process, and quality of the working environment. The HR Award is regarded as an international quality benchmark for the management and development of human resources and for excellence in research and development.

The project includes a voluntary activity – *strategic definition and development of ways of popularizing research and development* – which the IEM has decided to carry out. The main objective of this effort is to create and implement the IEM's communication and marketing strategy and research popularization strategy.

As part of the project, strengths and weaknesses of the IEM's popularization efforts have been identified. Key strategic areas have been defined based on the findings.

Strategic Areas

Internal Communication

Intranet

In the domain of research and development, information and knowledge sharing is one of prerequisites for scientific discovery, advance, and innovation.

As part of optimizing information sharing, the IEM will create a new intranet on the MS SharePoint platform, where the main objective will be to optimize the use of information, resources, and knowledge within the organization.



Emphasis will be placed on maximum user comfort, simple navigation, user-friendly layout, and compatibility with various MS Office 365 tools.

The intranet will feature an attractive and fully responsive design, simple administration tools, clear classification of information in the navigation system, and simplified full-text search.

The new intranet will offer users multiple useful functions, such as the sharing of documents, posts, and calendars, a database of internal documents, a discussion forum, online polls, questionnaire surveys, and much more.

Objective:

- Effective and secure information sharing
- Simplifying work processes
- Optimizing the use of information, resources, and knowledge within the IEM

Preliminary schedule: 05/2021

Seminars Organized by the IEM

The IEM organizes regular specialized seminars featuring lecturers from the ranks of the IEM's scientists as well as experts from other Czech and foreign institutions. The seminars are open to both professional and members of the public, including students and persons interested in doctoral studies. Seminars are announced via the IEM website and social media.

As part of delivering staff training and improving cooperation, the IEM began in 2019 a tradition of holding a three-day biannual student conference.

Due to the COVID 19 pandemic, all collective events had to be cancelled in 2020, including the IEM's seminars. In 2021, the seminars will be reinstated in an online format. To that end, new audiovisual equipment will be procured using the IEM's financial resources, to facilitate high-quality broadcasting, including recording and sharing.

In the event the epidemiological situation is favorable, seminars and other training events will have standard in-house format with a limited number of attendees.

Objective:

- Sharing scientific information
- Deepening cooperation among research facilities and institutions
- Popularizing research and development and its outcome
- Creating a platform for expert discussion

Preliminary schedule: 04/2021



Information Kiosk

To improve the IEM's presentation and to facilitate navigation on the premises for students and visitors, an interactive kiosk will be installed in the main entrance lobby. The kiosk will be fitted with an LCD touch screen through which visitors and staff will have access to information on current events and other important issues. In addition, the facility will include a plan of the building and other institutions in the Czech Academy of Science complex in Prague-Krč.

The kiosk will be mobile, and it will also be used during science popularization events. The kiosk will allow interactive use, particularly Internet browsing, playing video and audio files, working with MS Office tools, etc.

Objective:

- Improving the IEM's presentation
- Educating the public
- Popularizing research and science
- Improving internal communication

Preliminary schedule: 02/2021

Presentation Space – Notice Boards

Notice boards serve for presenting the outcome of research by means of posters presented at international science conferences. The main purpose of posters is to attract the attention of visitors to the IEM from the ranks of students, scientists, and members of the public as well as to increase the popularity of research and science per se.

The existing notice boards are incompatible with fire-safety requirements. They will be replaced with new magnetic notice boards.

Objective:

- Improving the IEM's presentation
- Complying with fire-safety requirements
- Modernizing the interior

Preliminary schedule: 01/2021

Onboarding Manual

In the framework of optimizing the adaptation process, a brochure/manual will be created for new employees in cooperation with the HR and IT Departments. The purpose of the manual will be to facilitate the adaptation process for new employees, to help them navigate through the IEM, and to provide answers to frequently asked questions as well as other important facts.



Objective:

- Improving the IEM's presentation
- Simplifying work processes
- Assisting new employees

Preliminary schedule: 2Q / 2021

Media Monitoring

As part of improving PR activities and internal communication, the IEM's new intranet and website will include regular reporting and analysis of medial outputs and news from the IEM and the CAS. Media monitoring will include all Czech media, including the Internet and social media.

Objective:

- Improving PR activities
- Improving internal communication

Preliminary schedule: 1Q – 2Q / 2021

External Communication

Visual Identity

Visual identity is part of the IEM's corporate identity (CI) together with corporate culture and corporate communication.

Since last year, the IEM has been updating and upgrading its unified visual style, including:

- Business cards
- Letterhead
- Stationery
- Posters
- Name tags
- PowerPoint presentations
- Internal documentation

A unified graphic manual will be created that will reflect modern graphic design trends and allow the IEM to be easily identified.

The process of creating a unified visual style will include a debate about the functionality of the current logo, the unification of the visual style with that used by the CAS, and, if applicable, the introduction of a



new logo. Considering its demanding nature, the process is not expected to be completed (creation of a new logo) by the completion of the HR Award project. It is a long-term strategic objective.

- Improving the IEM's presentation
- Integrating processes

Preliminary schedule: 3Q – 4Q / 2021

Website

The IEM's official website is one of the principal tools for external communication. The website mainly serves for the IEM's presentation toward the general public. In addition, the website is used to popularize research activities and to establish contact with professional and members of the public.

Both language versions of the website are presently updated on a regular basis. The website supports fully responsive browsing. In the future, the website's graphic design will be upgraded to incorporate the IEM's unified visual style and to reflect modern web design trends.

Objective:

- Improving the IEM's presentation
- Popularizing research and science

Preliminary schedule: 1Q / 2022

Social Media

Social media are the IEM's most frequently used communication means. The IEM has official profiles on Facebook, Instagram, LinkedIn, and YouTube. In terms of the number of followers, Instagram is the most important medium, where the IEM has over 500 followers (data in effect on 29 January 2021). The IEM's profiles are regularly updated. In 2021, the profiles will be updated by the implementation of a new graphic design consistent with the IEM's unified visual style.

Objective:

- Improving the IEM's presentation
- Establishing new contacts
- Popularizing research and science
- Improving communication with the public

Preliminary schedule: 2Q / 2021



PR Policy (Media Relations and Social Media Policy)

One of the main objectives of the IEM's communication strategy is to ensure the security of communication between staff and the media and the public. For this purpose, a new internal guideline is being created, which will lay down requirements for employee conduct vis-à-vis the media and the public, including private communication in social media relating to the IEM's activities.

Objective:

- Communicating in an effective and secure manner
- Preventing conflicts
- Integrating PR activities

Preliminary schedule: 2Q / 2021

Training and Specialized Courses

In the framework of the staff training scheme, specialized courses and training will be organized for IEM employees with the aim of improving their presentation and communication skills.

The courses will include:

- **How to Use the ZOOM Application** – organized by Nikon a.s.
- **How to Use the MS Teams Application** – organized by Nikon a.s.
- **MS Teams for Teachers** – organized by Nikon a.s.
- **Successful Online Communication** – organized by Nikon a.s.
- **Behind a Microphone and Before a Camera** – organized by ČTK Academy
- **How to Write E-Mails That Are Actually Read** – organized by ČTK Academy
- **How to Write a Press Release** – organized by ČTK Academy

As a result of the unfavorable epidemiological situation, all collective events and training session have been rescheduled for 2021.

Preliminary schedule: Throughout 1Q – 4Q / 2021

Presentation Wall / Roll-Up Banners / Poster Stands

A presentation wall will be procured for the needs of staging presentations of the IEM's activities and popularizing research and science. The wall will mainly be used during press conferences, for filming reports, photographing employees, or as a part of the IEM's booth at science popularization events.

In addition, presentation roll-up banners will be procured for the same purpose. They will be used particularly for smaller-scale promotional events or as a part of posters used at international science conferences.

The above equipment will be complemented with new poster stands, which will supplement magnetic notice boards in hallways as part of improving internal communication. However, they will be primarily used for popularizing science and research at seminars, conferences, and other specialized and popularization-oriented attendance events.

Objective:

- Improving the IEM's presentation
- Improving popularization activities

Preliminary schedule: 2Q / 2021

Popularization Activities

As part of popularization activities, the IEM regularly organizes or participates in numerous educational and promotional events for the public.

The IEM presents all of its activities on its website and in social media. In cooperation with the **Center of Administration and Operations of the CAS**, the IEM takes active part in promoting the outcome of research and publishes press releases for the media. These, as well as other, activities are conducive to improving the IEM's prestige and to building the good reputation of the IEM and the Academy of Science as a whole.

PhD Recruitment

Cooperation with young researchers is of fundamental importance for the continuing development of the IEM. The role of the PR Specialist is to liaise with the HR Department in promoting recruitment activities in the framework of graduate study programs.

Candidates are recruited before the beginning of every new year, when a targeted campaign is launched in social media, on the Internet, and on international student portals.

Active search is conducted for new opportunities to promote and advertise vacant PhD positions, particularly at foreign universities and on international student websites.

Objective:

- Presenting the IEM
- Popularizing and improving the attractiveness of graduate studies
- Cooperating with Czech and foreign universities and students

Preliminary schedule: 1Q / 2021



Educational and Popularization Events

The IEM holds an *Open Doors Day* during the science festival Weeks of Science and Technology. The event features lectures delivered by scientists and excursions to the IEM's laboratories. In addition, the IEM attends the Science Fair, where an interactive presentation is staged to demonstrate the IEM's research work to visitors. Researchers specializing in brain research and neurosciences regularly deliver lectures during the Week of the Brain festival.

In 2020, all collective events were cancelled or held in an online format due to the COVID 19 pandemic.

In response to the development of the epidemiological situation, the IEM will focus in 2021 on distance presentation forms, such as virtual visits, online broadcasts, video presentations, online chats, etc.

In addition, new opportunities for popularizing science will be actively sought, for example the *Scientists' Night*, *Science Festival*, and other events.

Objective:

- Improving the IEM's presentation
- Popularizing research and development

Preliminary schedule: Throughout 2Q – 4Q / 2021

Equipment for Popularization Activities

As part of educational and popularization activities, new anatomic models will be procured, which will serve not only for the needs of secondary and tertiary education, but also for educating the public during popularization events.

Objective:

- Improving the IEM's presentation
- Popularizing research and development
- Improving tuition for secondary school and university students

Preliminary schedule: 12/2020 – 1Q/2021