

Communication Handbook

How to use efficiently the EADMT media

September 2022



CONTENTS

I. Introduction

What is this all about?

II. Eadmt digital addresses

III. Procedures to Follow

IV. Guidelines and ready-made forms

- NA identity on the website
- Training in your country
- Events: promotion / post – production

Conferences | Various | GA | Upcoming

- Profiles

Delegate -Deputy

Non Delegate: Group Members - Coordinators

I. Introduction

What is this all about?

Dear colleagues

During your time in EADMT as delegate, working group member, coordinator, committee member, or, board member you may need to use the EADMT media for several reasons: to post your profile, to create or update the identity of your National Association on the website, to pass information about new training programs in your country and to promote an event organized by your working group or by your National Association. The Communication Working Group (C.W.G.) works to have all these done for you!

Using the media obliges us to respect specific formats of text / graphics / visual material. Since we are therapists and not digital experts, this might be an unknown territory for many among us.

To facilitate the process, the C.W.G. created this handbook that contains information about the procedures to follow as well as standardized forms that you will use to insert the information you want to publish. The forms will guide you to organize appropriately the information that you want to communicate. Once you completed them, it is easy for the C.W.G to focus on how to make your announcements visible.

Another issue to take in consideration is timing. Please, send your announcements early enough so that the C.W.G. has the time to coordinate the necessary actions.

The following pages will help you and the communication working group to collaborate efficiently.

Read carefully, complete the forms, and respect the guidelines!

The C.W.G. will be happy to help you in your activities and promote Dance Therapy and EADMT worldwide!

Communication Group

Coordinator: Elli Kita

Members: Martina Vavrova, Andrea Tziorta, Gabriele Dylertaitè

II. Eadmt digital addresses

BOARD

president@eadmt.com

secretary@eadmt.com

treasurer@eadmt.com

communicationpr@eadmt.com

MEMBERSHIP COMMITTEE

membershipcommittee@eadmt.com

COMMUNICATION GROUP

wgcom.eadmt@gmail.com

INFORMATIONS

info@eadmt.com

LIST SERVE

listserv@eadmt.com

III. Procedures to Follow

Contact EADMT communication team:

Correspondence should be sent to

communicationpr@eadmt.com and wgcom.eadmt@gmail.com

Profiles

Profiles of delegates and deputies are collected by the EADMT secretary, who sends the relevant forms to the new delegates.

Profiles of non-delegate working group members are collected by the group coordinator. They are forwarded to the communication team to be uploaded on the website.

NA identity on the site

If an Association is a new EADMT member, a special page needs to be created on the site presenting the "identity" of the organization. Following the guidelines, the delegate sends this material directly to communicationpr@eadmt.com and wgcom.eadmt@gmail.com

The same procedure is followed if the NA page is to be updated.

Training in your country

Insert the information in the relevant forms and send directly to communicationpr@eadmt.com and wgcom.eadmt@gmail.com

Events: promotion / post – production

On the website menu there are four categories of events:

General Assemblies, Conferences, Various Events and Upcoming Events

The first two categories host exclusively EADMT conferences and GAs. But, under "Various Events" we publish activities organized by all member Associations. The C.W.G. is also promoting to other media (Face Book etc.)

Material about GAs is forwarded by the secretary to communicationpr@eadmt.com and to wgcom.eadmt@gmail.com

Material about the Conferences is sent by the Conference Group to communicationpr@eadmt.com and to wgcom.eadmt@gmail.com

Material about Various Events is sent by the delegate to communicationpr@eadmt.com and to wgcom.eadmt@gmail.com

IV. Guidelines and ready-made forms

1. PRESENTING YOUR NATIONAL ASSOCIATION ON THE EADMT WEBSITE

Elements required: Logo, Text

Photos / videos are welcomed, but they are optional.

If there are professional DMT training or introductory courses in your country, please use the standardized relevant forms

1. About the logos

Logos to be sent in

- **file format** => pdf (otherwise .jpg or .png)
- **Resolution** at least 1280px x 1280px

2. About the text

A) Format to be respected

File format => **word .docx**

Text => **max 20 lines.**

Heading => Name of the Association

Last line at the end of the text => links to your site and / or fb page

Do not include the logo in your text

B) Information to be included

Year of establishment of the NA

Year of becoming member of EADMT

Bodies of the Association

Types of membership

... And anything else you choose to present the identity and the history of your NA.

Have in mind that this text is going to stay online for some amount of time (until the next renovation of the site). The current activities of each NA are presented in the newsletter and the number of members is presented in a separate chart. So, it is preferable to avoid information that changes often over time (like the exact number of members) and prefer formulations and wordings that will be valid for a long time.

Ex. instead of 'There are currently 42 members and the number is increasing yearly' prefer: 'The Association has been founded by X members. The number increased to 42 in the first decade and is now growing yearly'

Or, if you absolutely want to include the exact number of members, please precise the date: ex. "In 2021 the association counts X members..."

2. PUBLISHING AN EVENT ON EADMT MEDIA

If the Association you are representing, or your Working Group is organizing an event and you want it published on the EADMT media this is what you have to know:

Where we publish:

We will publish on Facebook, Linked-In and on the Website and share via email. If necessary, we will also pass the info through the list serve, or send it to relevant organizations with which we share publishing. If you have video we can publish it also on EADMT YouTube.

Format of publishing:

We need two different kinds of material from you: short announcements for FB and comprehensive texts for the website and the list serve. We also need the logo / poster of the event. Please read carefully what is needed in each case and send the info in the relevant standardized forms, which you can find in the next pages or download from the site.

POSTS FOR FB

Create (and send to us) a short text announcing the event. If a photo is needed, please attach. An event can be announced early on at FB, before all

the details are decided, with the note "save the date -more info coming soon". Consider taking advantage of this, when you want to promote an activity.

TO POST ON THE WEBSITE

Before the event, the announcement will be published in the category "Upcoming events". This is promotion. After completion, the event will remain visible online in the category "Various events". This is post-production.

Promotion and post- production are equally important. Please take care of both phases of publishing and send the adequate info before AND after the event.

Timing:

Please be aware that the communication group people are not professionals. We need time to coordinate our actions. Prepare your material early on and send it to us 20 days before the date you want it to be published. This is important to take in consideration when you want to promote an upcoming event.

3. Ready-made forms

Training:

Professional programs

Introductory courses

Events:

Promotion

Post production

Profiles

Delegate -Deputy

Non Delegate: Group Members - Coordinators

You can download most of these forms in word.docx format from the website:

<https://eadmt.com/eadmt/download-eadmt-documents>



PROFESSIONAL TRAINING PROGRAM

COUNTRY:	
Title of the programme	In English
Title of the programme	In original language
Name of the institution	In original language and English
Qualification provided	
Length and / or frequency (if available)	
Location	
link to the programme website/page	
Email	
Language of the course	



INTRODUCTORY COURSE

COUNTRY:	
Title of the programme	In English
Title of the programme	In original language
Name of the institution	In original language and English
Qualification provided	
Length and / or frequency (if available)	
Location	
link to the programme website/page	
Email	
Language of the course	



EADMT

EVENT PROMOTION on the website

Please send the logo and / or the poster of your event. In case you do not have a poster-logo, please choose the image you want to accompany the event announcement. Be sure it is high resolution.

TITLE of the event

ANOUNCEMENT TEXT – including dates and all necessary info

EVENT POST-PRODUCTION

SUMMARY – brief report of what happened

PHOTOS

NAMES OF PARTICIPANTS- could be the names of the presenters, the number of the participants and / or which countries participated.

OUTCOMES- brief report of the outcomes



EADMT

Delegates & Deputies of EADMT

Please insert your Photo into this space	Nationality
	Position
	Email address
DMT Professional Qualifications, Supervisor, Private Practitioner etc.	
Which DMT training program did you attend?	
Academic titles and professional experience?	

Do you agree to share this information on the EADMT website?

Yes () or No ()

Please attach separately a high quality, best resolution possible, square photo, in jpg.

Many thanks for your time & collaboration!

Delegates & Deputies of EADMT

Please insert your Photo into this space	Nationality
	Position
	Email address
DMT Professional Qualifications, Supervisor, Private Practitioner etc.	
Which DMT training program did you attend?	
Academic titles and professional experience?	

Do you agree to share this information on the EADMT website?

Yes () or No ()

Please attach separately a high quality, best resolution possible, square photo in jpg.

Many thanks for your time & collaboration!



EADMT

Non - delegate Working Group coordinator

Name	
Working Group	
Nationality	
Email address	
DMT Professional Qualifications, Supervisor, Private Practitioner etc.	
Which DMT training program did you attend?	
Academic titles and professional experience	

Do you agree to share this information on the EADMT website? Yes () or No ()

Please attach separately a high quality, best resolution possible, square photo, in jpg.

Many thanks for your time & collaboration!



EADMT

Non – Delegate Working Group member

Name	
Working Group	
Nationality	
Email address	
DMT Professional Qualifications, Supervisor, Private Practitioner etc.	
Which DMT training program did you attend?	
Academic titles and professional experience?	

Do you agree to share this information on the EADMT website?

Yes () or No ()

Many thanks for your time & collaboration!

Communication = Community

