

## IAMCR Ambassador Strategic Plan Template

### 1. Identification

Name and Surname:	Gizem CANALP
Country/Region:	Cyprus, Famagusta
Affiliation:	Eastern Mediterranean University
Position:	PhD. C., Research Assistant
Years that this Strategic Plan Covers:	2021 - 2024
Have you been an IAMCR Ambassador before?	No
Type of Ambassador that this Strategic Plan Covers:	IAMCR PhD ambassador

### 2. Motivation

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

Due to my position (working as a research assistant), I met with many people from all around the university. I believe that I can be effective for promoting the activities of the IAMCR, and I would like to use my connections for organizing events and contributing to the membership of 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.**

In my first year, 2022, due to the pandemic, I would like to organize webinar for Ph.D. and master's students about Quantitative Research Methods and Data Analysis and Qualitative Research Methods and Data Analysis. The seminar will take place in March. It will be an online seminar, so no need to be financed. This event will be for masters and Ph.D. students of Eastern Mediterranean University

In my second year, 2023, I would like to organize a seminar (online or face to face, I will decide due to pandemic situation) on Theories of Communication. It will be in November.

In the third year, 2024, I would like to organize a seminar about tips for publishing paper. It will be in December.

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

I have good relations with many Ph.D. and master's students from my institution and the other institutions in Cyprus. I want to use my connections to contribute to increase and retention of IAMCR membership. Also, I am planning to visit the institutions to promote the activities of IAMCR to contribute more members to IAMCR.

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

In this duty, communicating with the other members is vital. In this regard, everybody can be aware of the activities and help the other ambassadors to promote these activities. Thus, IAMCR activities will be insightful, and more people will be aware of them. While my institution (EMU) is organizing activities, IAMCR can be a part of the organization (by helping to arrange a keynote speaker or just speaker on the theme).

Facebook/Instagram groups will be formed for IAMCR Members of Cyprus. Thus, social media will be actively used to promote IAMCR and announce the events/activities.

Finally, I am planning to organize my events at the beginning of the semesters so that I will not face any difficulties while promoting them. Right after the events, I will send the event reports to the IAMCR.