

ICV Management Conference

May 8, 2022

reports work groups



International
Association
of Controllers



Work groups results

Group1: **Internal communication/ membership information**

Team: Klaus Eiselmayer

Group2: **External communication/impact/visibility/attractivity**

Team: Malgorzata Podskarbi, Tomasz Zielinski

Group3: **Communication Paid Content**

Team: Claudia Maron, Carmen Zillmer

Each following these aspects:

- Main aspect of the topic
- Ideas/improvements/brainstorming for realization
- Which kind of support is necessary for ICV officials
- 2-3 specific suggestions for realization

Group1: Internal communication/ membership information

Kommunikationskanäle

- * Teams
- * ICV App
- * Verein Online
- * WIKI
- * E-Mail
- * Website

Content

- * WIKI
- * Job-Plattform (nicht allen bekannt)
- * bisherige ICV Publikationen
- * Infos zum Tool Verein Online

Group1: Internal communication/ membership information

Was mir* fehlt (mir als ICV-Mitglied)

Was ich mir* (noch) wünsche?

- + Terminkalender, wann
 - tagl Vorstand - für Anlegen
 - Kontrolle Agorien Rechtsausschuss
 - tagl Kommunikationsteam
 - tagl E-News Erscheinung
 - tagl Wiki
- + Verknüpfung Vereinskalender
 - pers. Outlook

* Was sind die aktuelle Themen im ICV

- der "Virtual coffee"
 - ↳ Vorstandsmitglied mit dabei
- für "Alignment"
- rechtliche Beiträge vorgeben
 - ↳ durch Vorstand als 2x p.a.
- + Fokussierung
 - Veröffentlichung
 - Webinars
 - Wiki-Betrieb

was hat
Priorität
Vorstands-
Guidance

- Was gut war heute (Claudia A.)
↳ welche Themen wurden/werden
im ICV diskutiert

Spiegel dessen, was aktuell
relevant ist

↓

bitte aufbereiten und zur
Verfügung stellen

- wo suche ich z.B. nach „OKR“

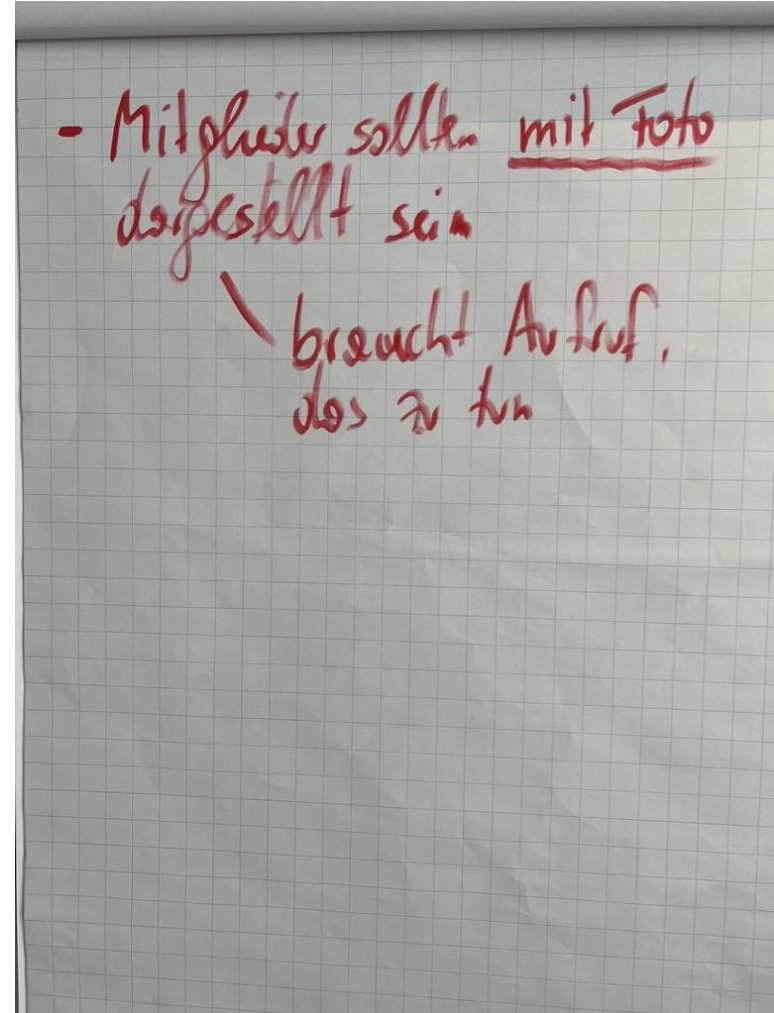
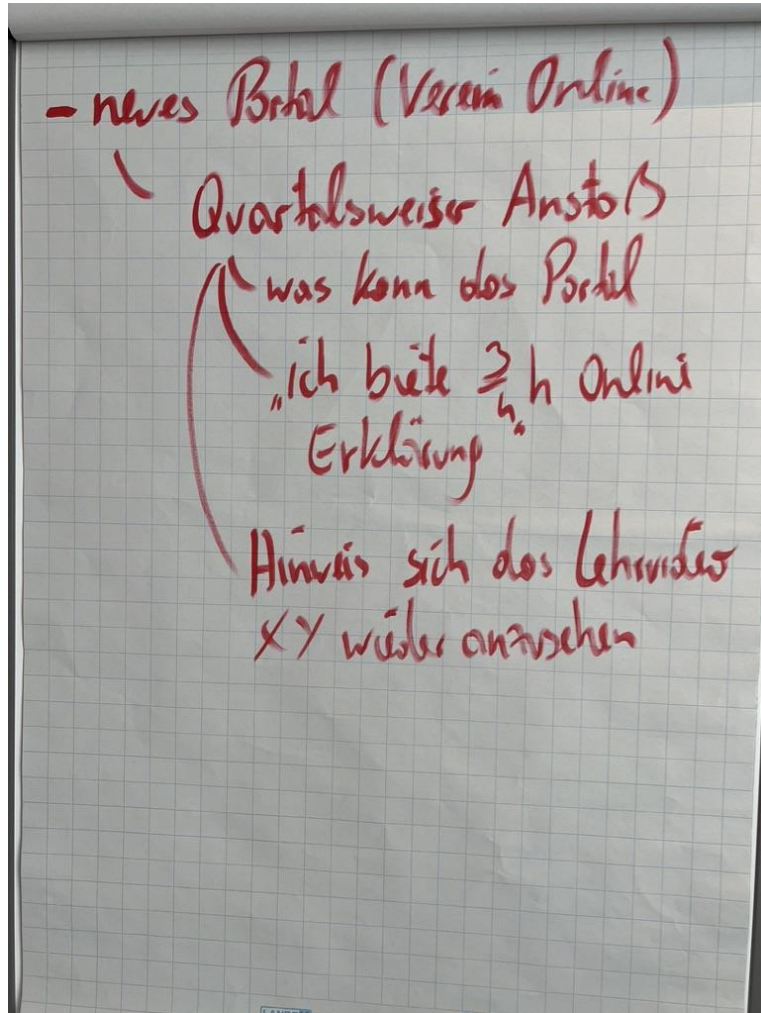
- In Wiki *
- In Ablage von Akt's / FK's
- In Teams
- In F.Verein - Online

strukturiert Datenablage
+
Suche über alles

* Vorteil: von Techbird gepullt
(Plagiatsschutz (Software))

LANDRIG TUP-CHAFFPAPER - ART. 100050991

Group1: Internal communication/ membership information



Group1: Internal communication/ membership information

* Christian B organisiert ^{Kurz} Schulung(en) zu Verein Online
verschiedene Themen/Termine in max. 15 Min
zu ... wie Teams nutzen (wie Dateiablage strukturieren, ...)
durch Frank A.

⇒ TAG Videobibliothek wie lese ich ein wie Sitzung vorbereiten etc.

wie umgehen mit Interessierten noch nicht! die sind

LANDRC CHARTERFABRIK - ART. 100000591

* Netiquette zu AK/FK Treffen
wie best WINS erhalten

→ Protokoll – vertraulicher Teil
"öffentlicher Teil" mit Erkennungsmüssen für ICV-Mitglieder

→ WIKI-Bitrop erstellen

→ MURAL als Möglichkeit (Mura-Wise L.)
nutzen das regelmäßig

LANDRC FÜR CHARTERFABRIK - ART. 100000591

Group2: External communication/ impact/ visibility/ attractiveness

GR. B

~~MISSION~~ CONNECTED

Quick Wins:

- LINKEDIN TRAINING + SUPPORT
DUE TO ICV Marketing / strategy
→ webinar for ICV members
- ALL ICV OFFICEES CONNECTED
→ ICV OFFICE
- UPDATE PROFILE ON LIN WITH KV LOGO

Work on the strategy
due to ICV in social media

Central

ICV Headquarter

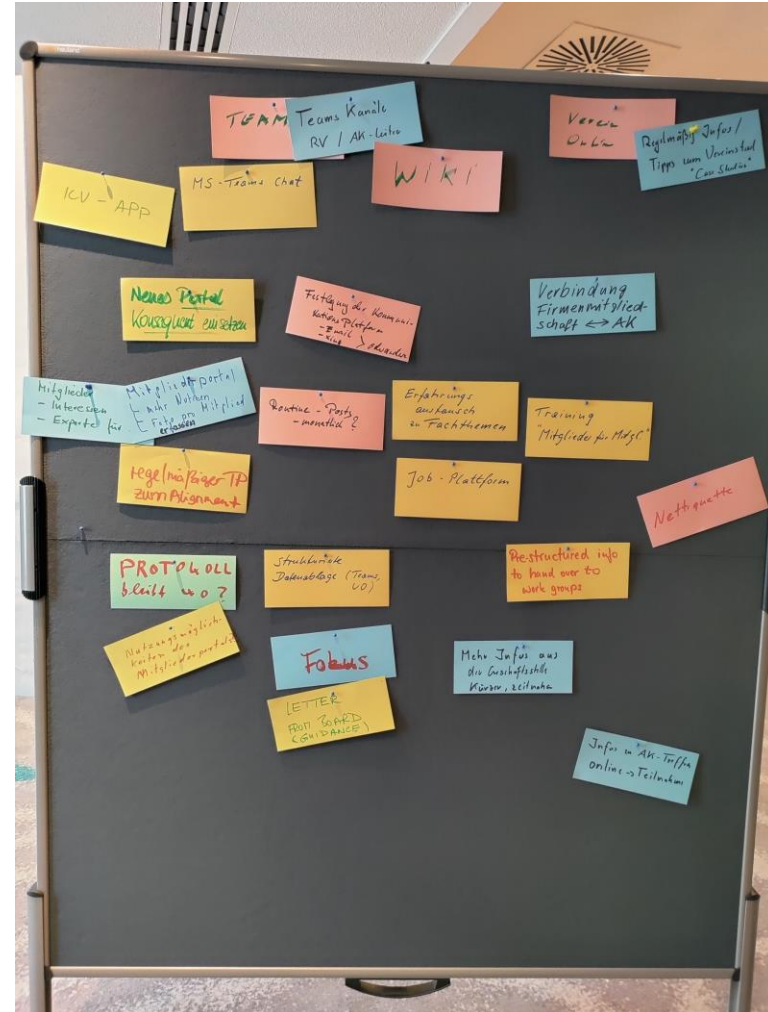
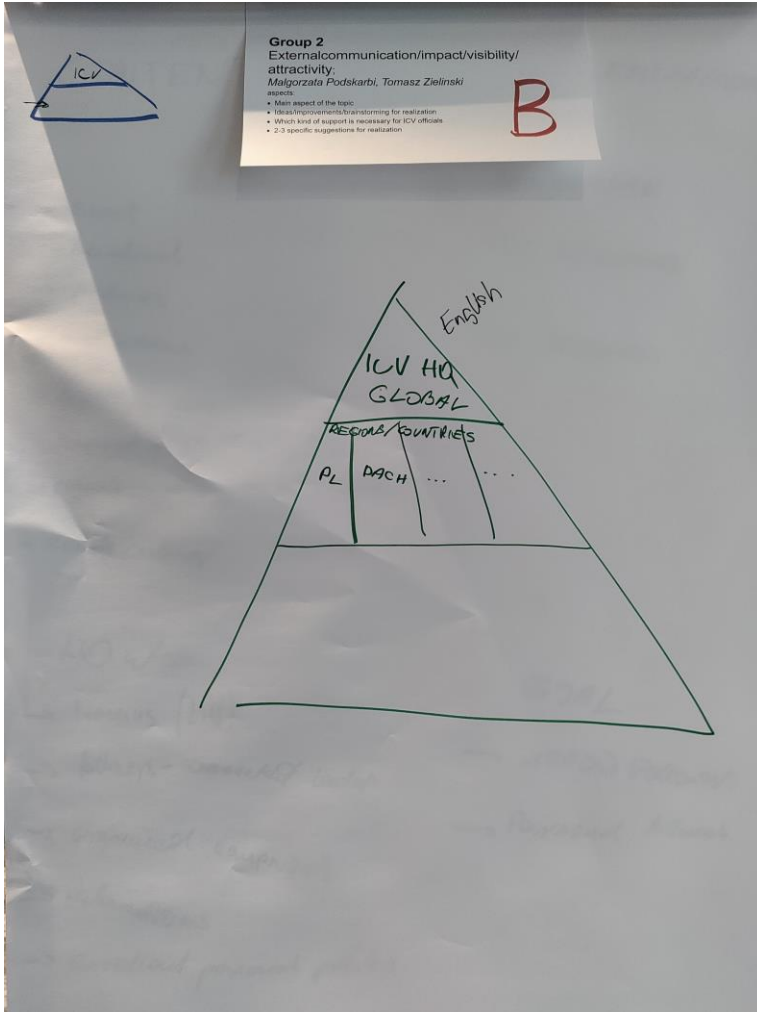
move coordination
↓
marketing strategy
Support!

decentral

1x month every one
(POST)

<p>CONTENT</p> <ul style="list-style-type: none"> → short → econtent → pictures → social media → surveys → reporting structured (ICS) → podcasts → events / webinar / ... <p>HOW</p> <ul style="list-style-type: none"> → training (LIN) → followers - connected leader → organized campaigns → influencers → excellent personal profiles 	<p>ORGANIZATION</p> <p>ICV GLOBAL</p> <p>ICV REGIONAL</p> <p>ICV PERSONAL</p> <p>GOAL</p> <ul style="list-style-type: none"> → 10000 Followers → Personal Accounts
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Group2: External communication/ impact/ visibility/ attractivity



Group3: Communication Paid Content

Paid Content - ICV

- Main aspect of the topic
- Ideas/improvements/brainstorming for realization
- Which kind of support is necessary for ICV officials
- 2-3 specific suggestions for realization

Management Conference 8 May 2022, Munich

3. Paid content - Management Conference 2019

Leading question: What could we offer for sale?

Data available:

- Monitoring tool necessary, but gives more options to control ICV
- Actual ICV content has to be large outside the "tool"
- Some promotional material content but not in membership with articles and magazines

Executive decision:

- One paid membership plan exists to all content of every #memberonline
- Issue members are only members because of controller magazine content but not real
- Incentive to reach chosen as a member and benefits (member @ event)

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Today's [paid] content situation

- Publications (Web-Shop): paid and some for free (for members)
- Webinars: for free
- Podcasts: for free
- ICV Webpage: for free
- Wiki: for free
- Events: paid
- Controller Magazine, Controller Magazine Special (print, pdf, app): members for free
- FINANCE Magazine: o.a. members for free

Today's paid content situation

Online-Shop / Webshop

Ideas to realize more paid ICV-content

IDEEN zu mehr bezahltem Content

- Hochschul Kooperation**

HOCHSCHULMITGLIEDSCHAFT

Package für Hochschul: Schulbuch → Bibliothek → e-Content

IT-Software (z.B. Power BI) → Tools → 500 Euro/Leihe of ICV
- SEXy Controlling**

ICV wäre historisch → Fashion Accessories

Controlling Glas Kollektion

Merchandise (z.B. in Verbindung mit langem Kongress)

Content auf den SM-Kanälen vorstellen
- Ausproche von Personen, die Controlling medial oder face Controlling sind.**
- KEIN PAID CONTENT, ABER #BICV Verbindt zu paid content**
- Donken in neuen generativen Content-Modellen**

WIKI, Youtube KOSTENFREI → aber vollwertig zu paid Content