

## **EA COMMUNICATIONS & PUBLICATIONS COMMITTEE**

### **TERMS OF REFERENCE**

#### **Role**

The Communication and Publication Committee (CPC) is the forum for the exchange of information and experiences related to and discussion of communication issues relevant for EA Members and Stakeholders.

#### **Tasks**

- To discuss matters related to the communication activities of EA, EA Members, IAF/ILAC and Stakeholders,
- To exchange and cascade information on communication activities,
- To support EA members in communication issues,
- To benchmark communication activities between EA Members with the purpose of transfer of marketing and communication knowledge and best practices between EA Members,
- To support and provide input into the development of communication and promotional material aiming to support EA and EA Member activities;
- To support the EA Secretariat regarding EA communication issues;
- To generate materials and case studies that demonstrate the value of accreditation;
- To adapt materials produced by the Quality Infrastructure and accreditation partners to promote accreditation in EA Member economies.

#### **Approach**

The EA CPC will achieve this by:

- Conducting the meetings scheduled to provide opportunity for discussion, as well as establishing working groups to progress tasks;
- Arranging workshops and other events with the purpose of facilitating exchange of information and experience among members;
- Providing feedback to the EA Secretariat in the development of EA IT facilities for communication among EA members and dissemination of information about accreditation in Europe and outside Europe;

- Contributing to the publication of information on specific issues to promote accreditation to industry and authorities and to support the members' communication activities at national level;
- Providing regular feedback to the Secretariat to check relevance and effectiveness of Communications/Marketing actions undertaken by the Secretariat.

## **Membership**

Each EA Member is entitled to appoint one representative.

Each recognized stakeholder member can appoint one representative.

All interested parties can contribute with additional meeting participants and resources to task forces and working group at will.

The Chair of the CPC is elected by the EA General Assembly according to the EA Rules of Procedures.

The duties of the Chairman are:

- To ensure the proper functioning of the committee and its work according the Terms of Reference;
- To prepare the committee meetings in cooperation with the EA Secretariat and the Vice-Chair;
- To chair CPC meetings.

The Vice-Chair which is elected by members for a period of 2 years assists the Chairman in carrying out his/her duties. The term of office shall be aligned with the term of office of the Chairman.

The EA Secretariat provides secretariat resources to the EA CPC and supports the CPC in its operations. For these reasons, the secretariat is ex officio a member of the Committee.

The CPC Chair may invite observers, experts and others to attend CPC meetings.

## **Meetings**

The CPC will meet when considered necessary by the Chair, by the EA General Assembly or by at least one third of its members. The CPC will, however, normally meet twice a year.

The draft agenda should be distributed at least one month prior to the meeting. Draft minutes will be distributed within one month after the meeting.

## **Final provisions**

EA CPC shall, if necessary, establish its internal rules of procedure in order to execute its tasks and responsibilities in an efficient and effective manner.

In case when working group or task force is established, EA CPC defines its terms of reference which include the scope, composition, tasks to be carried out and deadline for reporting of results.