

Posture & Mobility Group Publications & Marketing Sub-committee

Meeting of 11th May 2010
Otto Bock Healthcare,
32 Parsonage Road, Englefield Green, Egham, Surrey, TW20 0LD

Present: Jane Chantry (JC) – chair
Barend ter Haar (BtH)
Joanne McConnell (JMcC)
Carolyn Nichols (CN)
Fiona Walker (FW)
Minutes: Olwen Ellis (OE)
Apologies: Julianna Arva (JA)
Geoff Harbach (GH)

1. **Minutes from previous meeting:** minutes of meeting of February 4th 2010 agreed.

2. **Matters arising not covered on agenda**

2i) **Internet searching for journal articles:**

FW to discuss metatags with James Foy.

FW

2iv) **Advertising rates:** comparisons with rates in other journals. Need to be aware of whom the journal is pitching against in terms of advertising. JMcC feels that dealers look at PMG as an elite organisation which has no relevance for them.

- NTE sub cttee to be asked to encourage dealers to exhibit
- Get dealer contact details from BHTA and send them information of how to join
- JMcC to discuss advertising in the journal with dealers she meets, and also encourage articles from this sector
- Do general call for ads to the companies

JC
OE
JMcC

OE

3. **Stand at International Conference**

- i) CN to organise new PMG tablecloth
- ii) Rota for manning stand to be drawn up as in previous years
- iii) OE to organise delivery of Penguin and other material for stand

CN
JC/OE/CN
OE

4. **Journal**

- i) OE and CN reported that 27:1 had been passed for press.
- ii) **Colour Green:** JC provided Dulux colour charts to look at. *Paradise Green 3* was selected as favourite for using in the journal. OE to send to SPS so that they can find closest Pantone colour.
- iv) **Cover of 27:2** – agreed that one of the photographs recently sent by Leslie Fitzsimmons would work well on the cover if no other strong contenders.
- v) **Abstracts:** agreed that abstracts for articles and reports should be optional, as they are not always necessary or relevant.
- vi) **Guidelines for authors:** agreed that guidelines would be helpful to authors. CN to draft. JC to forward BJOT guidelines to CN.
- vii) **Contact details:** agreed to continue adding contact details under article headings, but in smaller print. Is there any need for further contact details at the end of articles? These are required for admin purposes, but not necessary to publish.
- viii) **Photographic images:** agreed that consent for publication of photographs is the responsibility of authors; this to be included in guidelines for authors.
- ix) **Advertorials/product reports:** agreed that this is a problematic area, and getting the balance right is very difficult. Laura Finney from Leckey has succeeded for current journal, but R82's submission had to be rejected on grounds of conflict of interest. CN to discuss with Jon Preater of R82 at Glasgow conference. General rule is to focus on the principles more than on the product.

OE

CN/OE

CN/OE

CN/JC

CN/OE

CN

CN

	Guidelines needed for manufacturers too. Suggestion for a Product News Section, with articles of 250 words with photo. Charge £80, more if extra photos. Email the companies.	CN/OE
x)	28:1 – CN took home several journals provided by BtH, and will report back to next meeting about her thoughts for future design, especially first page of articles, and where to place key words. JMcC to scan the cover of “Gastro Intestinal Nursing” to forward to SPS.	CN JMcC
xi)	27:2 content and article ideas ➤ Perception of Pain and Pressure Mapping – Fotis, Hillingdon ➤ Bursary reports – with so many bursars, agreed that reports should be only 500 words with focus on strong take home message. Guidelines to be drawn up and approved by all. ➤ Those attending Glasgow conference to consider some of the free papers for future articles. ➤ RESNA position papers	BtH/OE OE all JA
	<u>5.Membership Drive and PMG promotion</u>	
i)	<i>Social Services</i> : agreed that this sector should be focus for getting new members	all
ii)	<i>Facebook and Twitter</i> : OE to ask GH if he could research how to make use of these networks to promote PMG membership.	OE/GH
iii)	JC to contact Elsevier re future publishing of journal.	JC
	6.Next meeting OE to arrange via email, Subsequently arranged for	OE

August 12th 2010 at BES, Bristol. 11am to 3pm