IESBA Communication Update

March 16, 2023

David Johnson, Senior Manager, IESBA Communications
IESBA Communications Team

• Dave Johnson, Senior Manager, Communications
  – Supervisor: Jennifer DiClerico, Director, Communications, IFAC
  – Support: Jake Fegan, Associate, Communications, IFAC

• IESBA Staff Liaisons
  – Carla Vijian, Principal, IESBA
  – Astu Tilahun, Assistant Manager, IESBA
IESBA Communications Goals

• Deliver accurate, consistent, and engaging IESBA-related information to key audiences globally

• Raise brand awareness of IESBA as a leading global standard setter for ethics and independence standards

• Provide strategic communications support and counsel to IESBA Chair and Staff
IESBA Communications Strategy, Top Priorities

• Defining clear objectives
• Delivering official IESBA Board communications effectively and accurately
• Targeting audiences
• Measuring outcomes
IESBA Communications Strategy, Key 2023 Drivers

• Strong strategic planning to ensure content is reaching key audiences
• Finding balance between traditional media and social media
• Building an infrastructure to enable more IESBA Member engagement
IESBA Communications, Strong Strategic Planning

- Developing overarching content strategies and targeted communications plans
- Engaging with existing stakeholders and subscribers
- Identifying new audiences
- Partnering with other organizations
- Utilizing targeted advertising
IESBA Communications, Targeting Traditional Media

- Building/maintaining database of media contacts
- Leveraging relationships with IFAC, PR Firm Edelman, and others for media opportunities
- Tailoring and delivering external communications content specifically for media targets
IESBA LinkedIn, by the numbers, approx. 6,500 members

- Location of followers
  - London Area, United Kingdom – 207 (3.2%)
  - Greater Melbourne Area, Australia –190 (3%)
  - Lisbon Metropolitan Area, Portugal – 145 (2.3%)
  - New York City Area – 143 (2.2%)
  - Greater Delhi Area, India – 129 (2%)

- Industry
  - Accounting 2,110 (33%)
  - Financial Services 415 (6.5%)
  - Business Consulting and Services (6%)
  - Higher Education 319 (5%)

- Seniority
  - Senior 2,212 (34.7%)
  - Entry 1,096 (17.2%)
  - Director 825 (12.9%)
  - Manager 570 (8.9%)
IESBA Communications, Growing Social

- Latest standard-setting activities
  - Final pronouncements
  - New handbooks
  - Webinars
  - Exposure drafts
- Humanizing the Board
  - Moment in time campaigns
    - Global Ethics Day
    - International Accounting Day
  - Thought leadership
- Outreach activities

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IESBA Communications, Member Engagement

Social Media
- Organic content
- Engagement
- Follower invitations
- Insight sharing

Jens Poll
Tax Planning and Related Service Task Force Chair

Thought Leadership
- Social media
- Traditional media

Earned/Traditional Media
- Interview opportunities

Other opportunities
- Speaking engagements
- Panelist invitations
• What is working?
• What is not working?
• Where are you seeing us?
• Where aren’t you seeing us?
• What would you like to see more of?
• What audiences should we be focusing on more?
• What platform aren’t we on?
Questions?