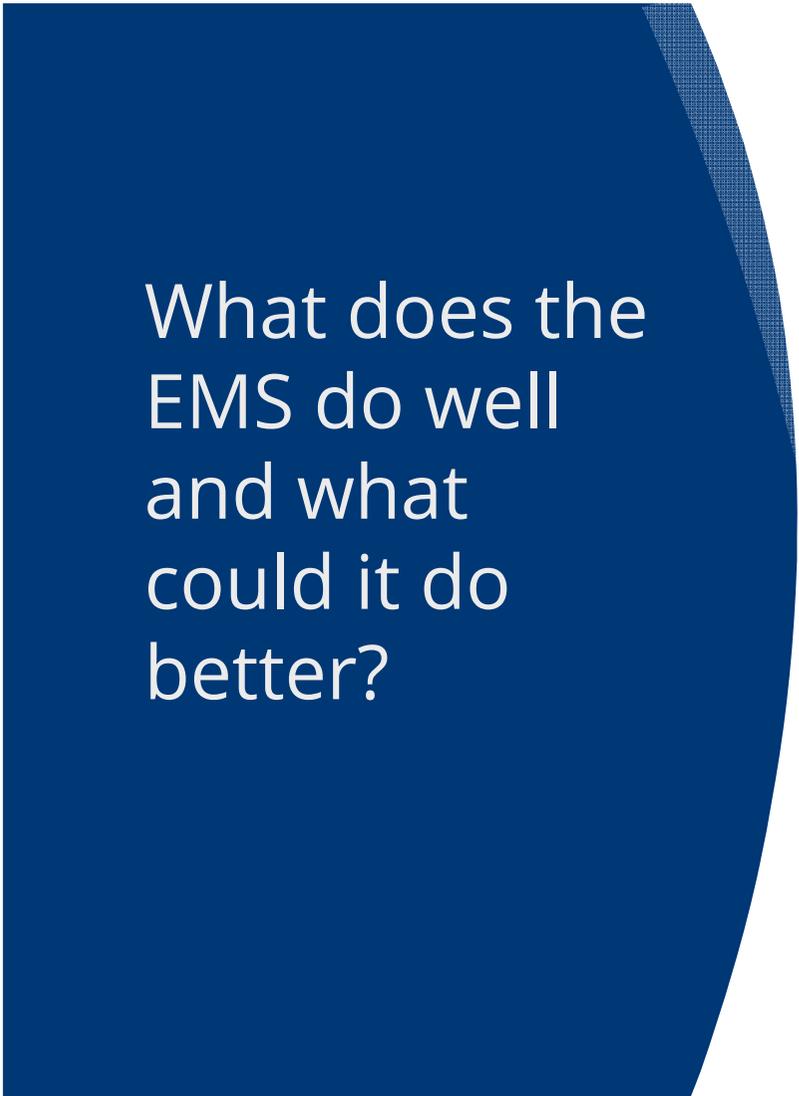




Input to a new strategic plan for the EMS 2020 - 2023

BREAK-OUT GROUPS PROVIDED MANY INTERESTING AND THOUGHT-
PROVOKING VIEWS IN RESPONSE TO THE FOLLOWING SET OF QUESTIONS

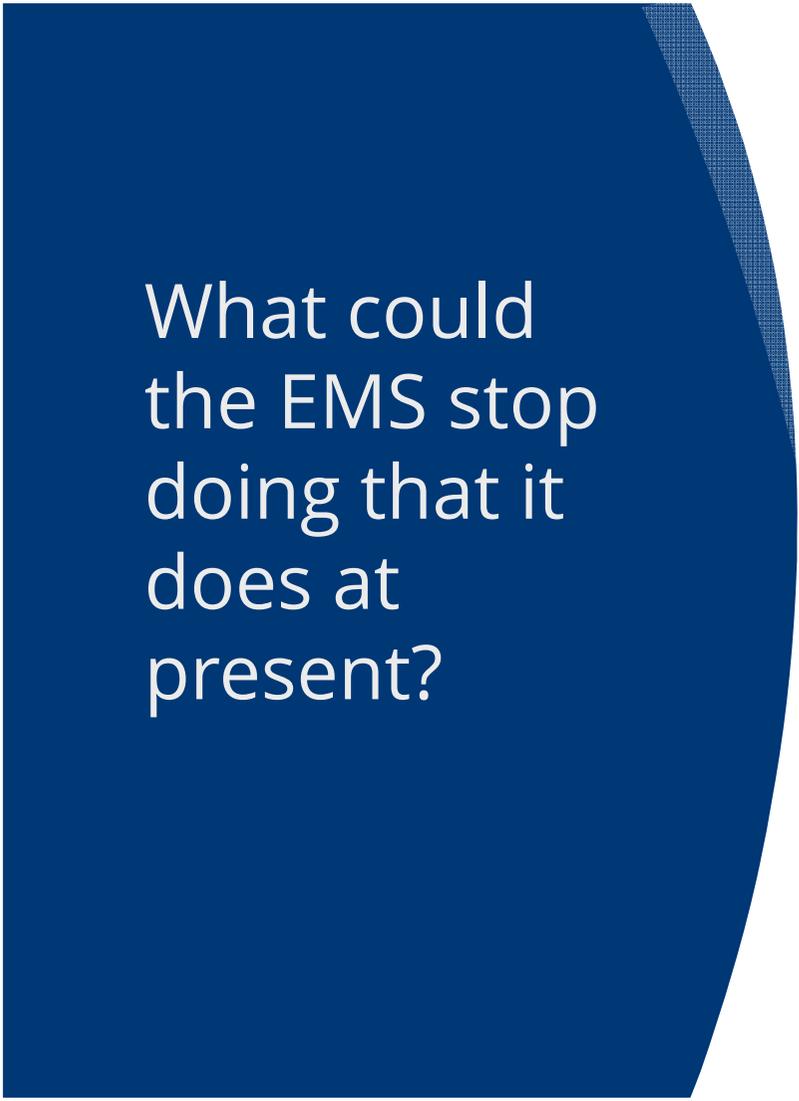


What does the EMS do well and what could it do better?

- ▶ The EMS functions well with very limited support and has a very good Secretariat and Board, but it could do better with more resources for the Secretariat and spending any surplus income on projects.
- ▶ The Annual Meeting is well organised, has reasonable fees, provides side events for projects, and connects research and applications.
- ▶ The EMS could do more to promote meteorology to the general public, increase its visibility with decision makers, and have better communication with members.

What could the EMS do that it does not do at present?

- ▶ Provide a web platform for discussing and solving forecast/research problems, forums or other communication platforms for interaction, and communications training.
- ▶ Improve the links to Member Societies (e.g. visiting them, organising training courses and sharing good practice).
- ▶ Produce a journal, be involved in education and accreditation, and provide some interactive activities for children.



What could
the EMS stop
doing that it
does at
present?

- 
- ▶ Stop the ems-message and use information in the EMS news room.



What do you want from the ems-message and how could its reach be improved?

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- ▶ Needs to be decided once the objective of the ems-message is known and what people want; link targeted communications to the strategy.
 - ▶ Include research articles and items about sustainability, food security, soil security and significant weather events, and have more interviews and links to societies and their activities.
 - ▶ Increase outreach, distribute information in smaller pieces, publish it more frequently, and put more emphasis on promotion and increasing its visibility.

What could be done to enhance the EMS Annual Meetings?

- ▶ Put more emphasis on future needs (e.g. satellite services, seamless models and integrated modelling) and bringing together forecasters and researchers.
- ▶ Have more open on-line access (video streaming), keynote presentations by experts, and opportunities for interaction during the meeting and follow-up after the meeting.
- ▶ Include a "young meteorologists" (still studying) conference, early career streams, and speed networking for students.
- ▶ Keep or reduce the registration fees so as to increase attendance and have unique affordable destinations.