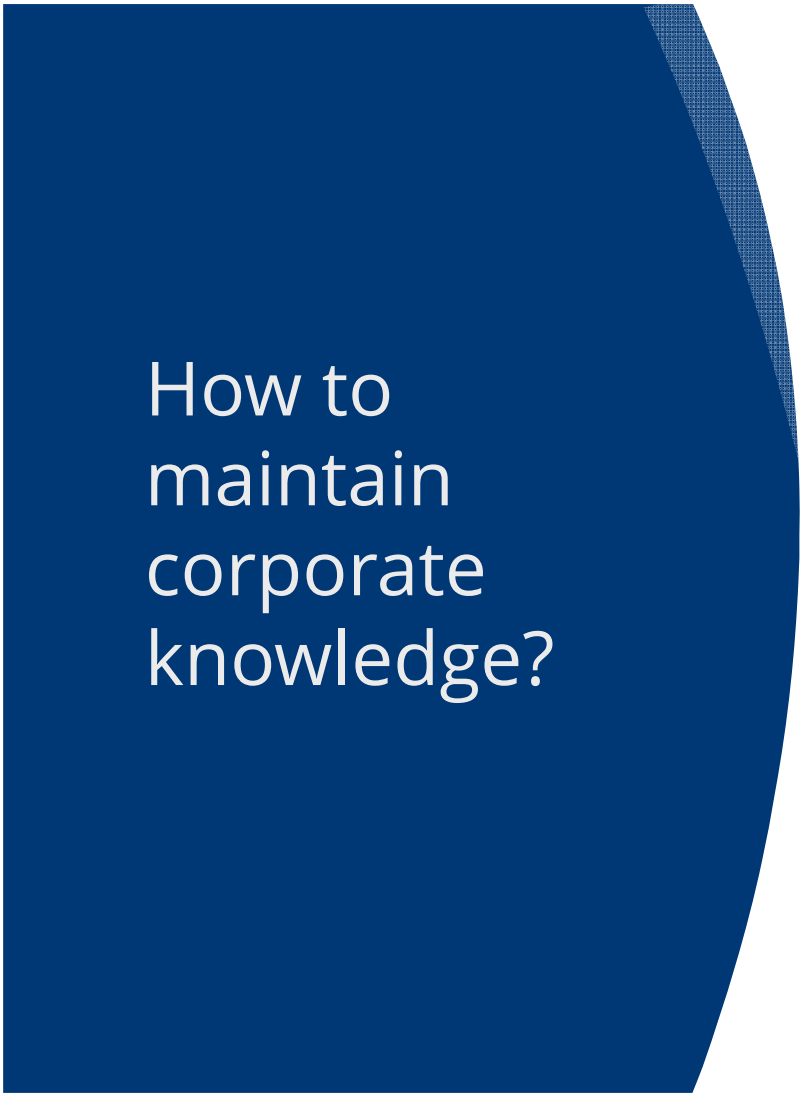




# How to address the strategic issues:

TWO BREAK-OUT GROUPS PROVIDED SUGGESTIONS ABOUT THE ACTIONS THAT MIGHT BE TAKEN TO ADDRESS THE STRATEGIC ISSUES IDENTIFIED BY COUNCIL.

They also rated the relevance/priority of the issues (High – Medium – Low )



# How to maintain corporate knowledge?




*PRIORITY: MEDIUM TO HIGH*

- ▶ Strengthen knowledge about the EMS within Member Societies and Associate Members.
- ▶ Outreach of individual Member Societies can be enhanced through the EMS.

# How to secure financial viability?

## *High*

- ▶ Ensure the Annual Meetings are successful.
- ▶ Enlarge the membership base.
- ▶ Have a better linkage to the business environment.
- ▶ Find out whether it is possible to gain funding from the European Commission.
- ▶ Seek project funding with the EMS as project coordinator.


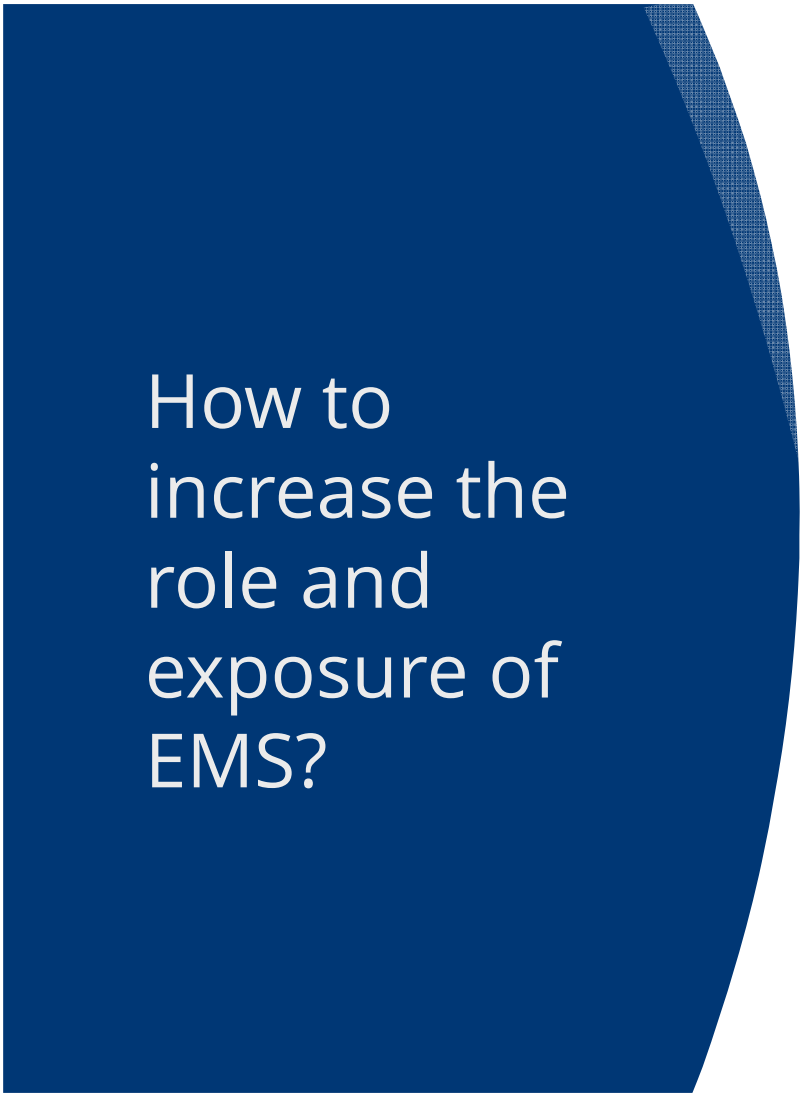


How to  
increase  
availability of  
resources and  
react to  
developments?



*MEDIUM TO HIGH*


- ▶ Use the surplus from successful Annual Meetings.
- ▶ Have well-informed people on Council and its committees.
- ▶ Increase the weight of applied climatology in the Annual Meetings.
- ▶ Have a more strategic framework for dissemination.



## How to increase the role and exposure of EMS?

### *MEDIUM TO HIGH*

- ▶ Identify the benefits of the EMS.
- ▶ Establish the brand of the Annual Meeting.
- ▶ Publish its own journal.
- ▶ Be present on the political scene.
- ▶ Associate the EMS with national events

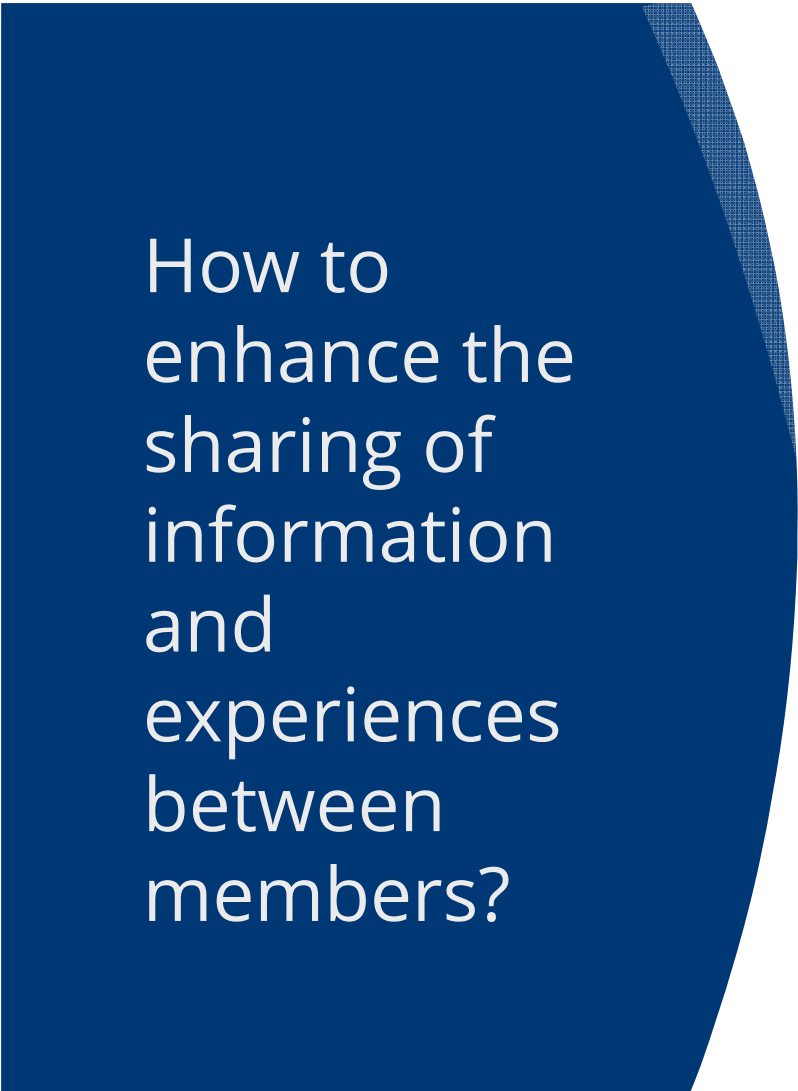


How to involve  
all Members in  
EMS's activities  
and increase  
the benefits of  
membership?



*MEDIUM TO HIGH*

- ▶ Communicate how to get involved.
- ▶ Encourage pooling of resources.
- ▶ Include lessons learnt and best practice.
- ▶ Have joint activities (e.g. europotometeo competition).


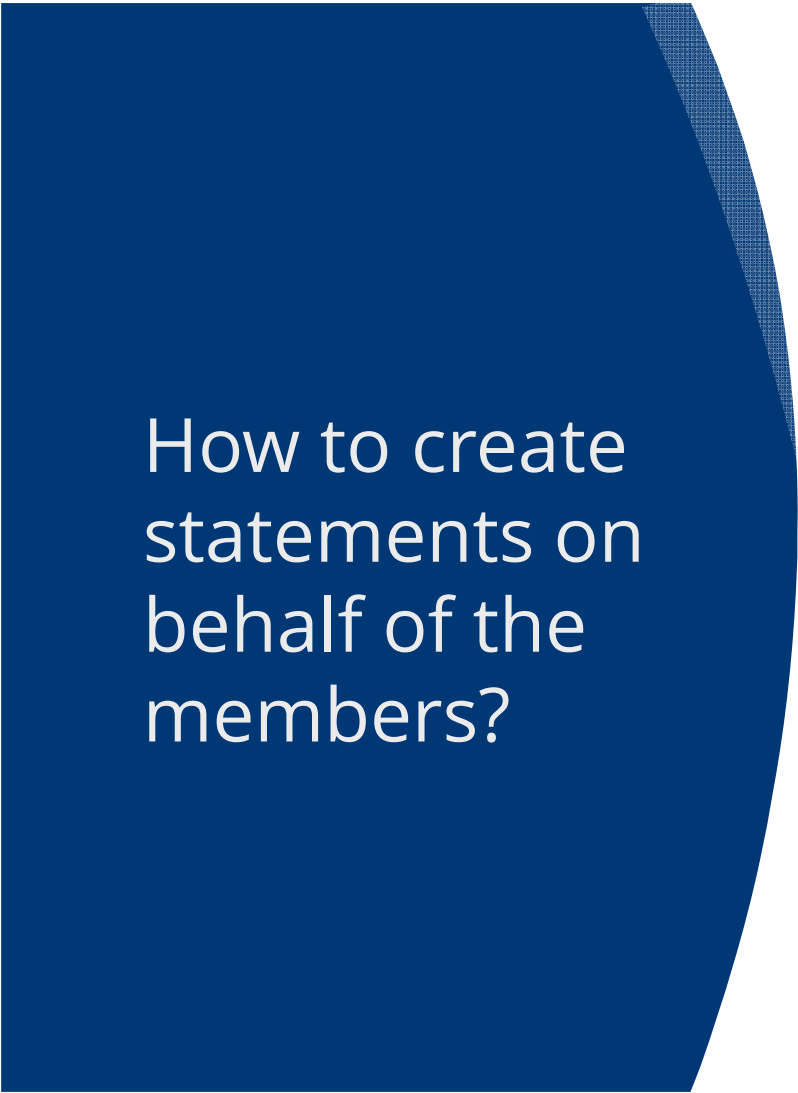


How to  
enhance the  
sharing of  
information  
and  
experiences  
between  
members?



*MEDIUM TO HIGH*

- ▶ Establish effective two-way channels of communication.
- ▶ Have active, open and dedicated contact persons in Member Societies and Associate Members.
- ▶ Provide funding to hold joint events/conference.

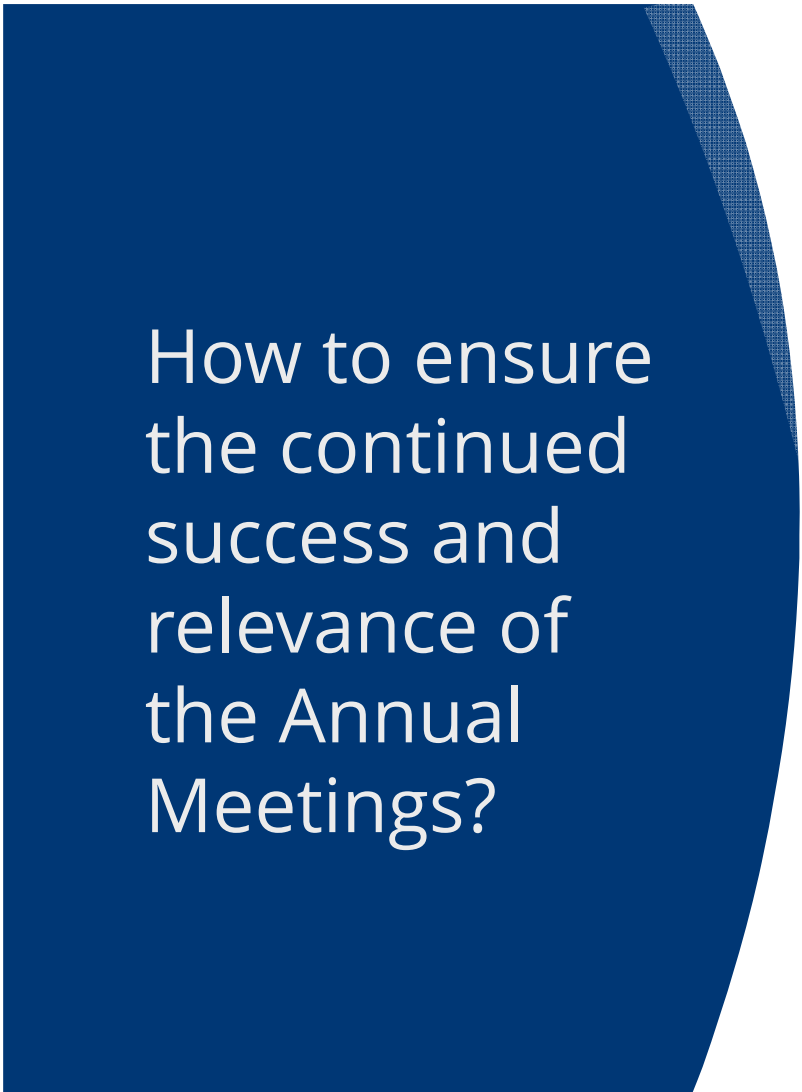


How to create  
statements on  
behalf of the  
members?

*LOW TO MEDIUM*

- ▶ This is difficult as a quick response is required.






## How to ensure the continued success and relevance of the Annual Meetings?



### *HIGH*

- ▶ It is going in the right direction but keep it affordable.
- ▶ Have high-quality programme and invited speakers.
- ▶ Have reasonable registration fees.
- ▶ Keep it unique and time relevant.



How to influence  
decision makers  
and support the  
public  
understanding  
of weather and  
climate issues?

*LOW TO MEDIUM*

- ▶ Support individual Members at the regional level.
- ▶ Invite decision makers to panel discussions.
- ▶ Have side events for the public.
- ▶ Does the EMS do anything in the policy area?




## How to support the global weather enterprise (GWE)?



### *MEDIUM*

- ▶ Incorporate the GWE in the Annual Meetings.
- ▶ Be part of the GWE by facilitating interactions.



Contact the EMS President if you have  
comments or more suggestions:  
[ems-sec@emetsoc.org](mailto:ems-sec@emetsoc.org)

THANK YOU.