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. europhotometeomeo 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

Thank You.