

*FOR THE LAST 8
YEARS...*

EATA NEWSLETTER

EDITED BY

KRISTINA
BRAJOVIĆ CAR
AND EATA
EDITORIAL TEAM



VIEW
FROM
WITHIN

- NEWSLETTER REFLECTS THE ORGANISATIONAL LIFE OF EATA
- EDITOR COLLABORATES WITH CHAIRS AND OFFICERS, ALSO PROPOSES, BY THEIR OWN INITIATIVE, CERTAIN CONTENT AND INTERVIEWS, OCCASIONALLY.
- NL COMBINES VISUAL AND TEXTUAL CHANNELS OF COMMUNICATION AND, JUST LIKE TA IN PRACTICE, APPLIES THE SAME APPROACH TO CONTACT AND CLARIFICATION.

TWO DIFFERENT STRATEGIES



REVIEW OF PRACTICE, THEORY AND
SCIENTIFIC CONTRIBUTIONS OF EATA
MEMBERS



COMMUNICATIVE, EASY READ,
VISUALLY PLEASING AND RELEVANT
FOR THE ONGOING PROCESSES AND
EVENTS



STROKING FOR THE SUCCESS,,
CERTIFICATION PUBLIC VALIDATION
AND PROMOTION OF NEW
TRANSACTIONAL ANALYSTS

PART OF THE COMMUNICATION COMMITTEE

For the last two years, Chair of the CC and myself have discussed and looked for the ways to create a synergy between the work of Newsletter Editor and general communication strategy of EATA



Editor's role is now well supported with the Editorial Board that consists of EATA members with specific skills and contribution each, Marriane, Rauter, then EATA Ethical Advisor, liaison from the EC etc.

In addition, we are proposing the further expansion of the Editorial board with Co-editor, person with professional knowledge in communication.



Editor – responsible for the standard and narrative strategy



Co-editor responsible for the content and synchronization with other communication channels.



TRANSLATION

- More than 80% of the NL budget is allocated towards translation.
- During the last Chairs Meetings we came to decision with EC (or better to say an option or proposal) regarding the NL budget, that we now want to present to the Council:
- *To encourage national association to translate the Newsletter, once it is available in English on the EATA website, and to leave possibility for support if necessary, before they in future consolidate a quality in translation practice as part of their autonomy and responsibilities in news distribution among their members.*



EXPECTED OUTCOMES

Activation of the NA in the process of content creation relevant for their community.

Avoiding the questions and issues of selected languages acceptable for translation request.

Opening the available resources for other translation or publication projects.



QUESTION OF THE SUCCESSION STILL OPEN

- Proposed model with the Editorial Board would enable the process of succession to run smoothly including continuation in work with good focus on the structure and narrative frame of the NL as well as design identity preservation.
- Keep (and identify) the old good standard and blend them with the fast pace of information flow and visual message exchange domination among the generation Generation Z, Alfa etc.



THANK
YOU