



UBC General Conference, Working group 4"Communications"

Notes from 29th October 10-12.30

Agenda:

1. Dolina Charlotty Greetings / ubc.net working group
2. UBC Facelift: Renewing UBC's logo and ubc.net
 - Presenting 1st beta version of the ubc.net
3. Discussion

1. UBC.net working group was established in Dolina Charlotty meeting June 2015. The main focus for the networking group is to discuss ubc.net content, structure, navigation etc. Plan and produce content together! However, question about the development e.g. navigation structure have been sent to bigger group of Communication experts at this stage.

2. Logo decision has not been made yet. The vast majority of Communications Network's and cities communications' experts are in favor to version with UBC abbreviation. In the other hand, according to feedback of several members the Baltic Sea is seen to symbolize the UBC area and therefore they stressed that it should be kept.

Time frame for renewal process of the visual outlook:

[Ubc.net](http://ubc.net) content producing as we go. Publishing date in first part of 2016.

Include instructions for typography, upgrading the Baltic Sea Bulletin and creating intranet for internal communications.

The 1st beta version of the ubc.net was presented. The feedback was very positive. Only few minor changes were taking into discussion, such as lifting news upper part of the page. The page was seen visually modern, fresh and suitable for UBC's purposes.

Communications Manager informed that she will send the link for the ubc.net's 1st beta version for the Communications Network and other contact persons active with communication issues.

3. Discussion concentrated on communications matters. It was stressed that UBC needs to develop its internal and external communications. Also the need for strengthening international media contacts was on agenda.