

Council highlights: 20-21 January 2022

FIGO HQ update

Professor Lumsden, Chief Executive, gave an overview of FIGO's current structure, comprising governance, administrative, communications, publishing, finance and project functions – this was outlined via a new staff organogram. Maintaining accurate contact details is naturally a 'work in progress', due to the ever changing nature of societies and their in-house contacts. In time, it is hoped that FIGO member societies will be able to update their own contact records via a special member portal. In addition, the FIGO President, Dr Jeanne Conry, aims to meet the presidents of member societies virtually to help improve the communication process.

Visit: <https://www.figo.org/contact-figo>

Unveiling the new FIGO Strategic and Implementation Plans

Dr Conry, President, gave an overview of the Strategic Plan and Implementation Plan (to cover 2021-2030). It will be vital for FIGO to promote its work as reaching across a woman's lifespan. Policy, advocacy, membership and partnership will be key themes in the implementation of the Strategic Plan. FIGO should consider the importance of prioritising clinical guidelines which - through focused implementation - can be used to help unify societies. FIGO needs to improve direct communication with and between its members and stakeholders and a new online FIGO portal could help with this. In addition, FIGO can expand promotion of its work through increased use of social media.

Visit: <https://www.figo.org/about-us/figo-strategic-plan-2021-2030/introduction>

FIGO finances firmly on track

Dr Kumari, Honorary Treasurer, gave an overview of the FIGO budget. This included a look at the structure of FIGO's financial entities – FIGO Charity, FIGO Trading and FIGO Projects – as well as a recap of FIGO's relative financial robustness. Notably, FIGO is planning to invest in a Customer Relationship Management (CRM) system and an education platform to help drive member services and engagement (increasing satisfaction and fees payments), and sustainability (enabling income generation from ongoing activities). It was noted that hybrid congresses are the future so it will be necessary to carefully balance the financial commitments/risks of hybrid events against FIGO's income and expenditure (NB, hybrid is more expensive to stage). It is vital for FIGO to adapt accordingly to hybrid models to 'insulate' its financial future.

Visit: <https://www.figo.org/events/xxiv-world-congress-gynecology-and-obstetrics>

Destination Cartagena! – FIGO Regional Congress 2022 location announced

Dr Conry gave an overview of FIGO's current in-person Regional Congress proposal; this is planned for Cartagena in Colombia in early November 2022. It will be organised as a joint effort with the Colombian society, FECOLSOG. While a face to face meeting is preferable, it may be necessary to have a hybrid component. FIGO is hoping to hold an in-person Council meeting before or after the Congress, to which strategic partners would be invited.

Visit: <https://www.figo.org/events/figo-africa-regional-kigali-congress-2020> (for an overview of our last Regional Congress in 2020)

Introducing the FIGO Education, Communication and Advocacy Consortium (ECAC)

Professor Descamps, Vice President, gave an overview of FIGO's ground-breaking Education, Communication and Advocacy Consortium (ECAC), outlining the aspects of governance, building membership and affiliation, collaboration with Regional Federations, partnering with non-OBGYN professionals, guidance provision for Committees and Project teams, and how ECAC can best support implementation of the FIGO Strategic Plan. Other major areas of ECAC collaboration highlighted were FIGO's important association with WATOG and its trainees, future webinar plans, the development of enduring educational materials and definitive FIGO processes for guidelines and statements. Most importantly, ECAC is the voice of, and for, all FIGO committees within their respective divisions.

Visit: <https://www.figo.org/figo-media-centre> (for an overview of current media/communications)

The future for FIGO fundraising

Professor Lumsden gave an overview of FIGO fundraising, which included reviewing FIGO's income, the types of fundraising it has traditionally engaged in (e.g., projects, unrestricted educational grants etc), and its fundraising plans for the future. FIGO needs to focus on demonstrating a 'Unique Selling Point' (USP) to donors, e.g., focusing on its strategic aims ('the global voice of women's health'), with the utilisation of overarching project ideas including *all* parts of FIGO as a secondary spoke. It needs to define itself as a strategic organisation, rather than as an NGO in a rather crowded marketplace. Pharmaceutical support (e.g., unrestricted funds) and education activities (e.g., marketing Congress content, online courses and CPD etc) are other viable avenues.

Visit: <https://www.figo.org/what-we-do/figo-projects> (for an overview of our current projects)

Collaboration and commitment – the new FIGO Divisions and Committees

The new FIGO Division Directors Professor Bo Jacobsson (Maternal and Newborn Health Division - MNH), Dr Yvonne Diaz (Sexual and Reproductive Health and Wellbeing Division – SRH) and Dr JD Villegas (Benign Surgery Division - BS) gave overviews of their respective division structures and areas of expertise. With a focus on education and research implementation, our divisions and committees contribute to FIGO's strategic goals by working towards the improvement of OBGYN healthcare around the world through the provision of clinical leadership and guidance. Divisions help to coordinate the work of committees by overseeing plans and activities, identifying opportunities for collaboration and ensuring that their efforts are complementary.

Visit: <https://www.figo.org/what-we-do/figo-divisions-committees> (for an overview of our new divisions and committees)