
World Economic Forum

**THE CREATION AND
DISTRIBUTION OF AN ONLINE
NEWSLETTER**

Q&A AUGUST 3, 2022

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1. Questions & Answers

1. The timing articulated in the RFP is that the work will be completed by end of March 2023. How many newsletters are envisaged during this period – we understand it to be two full cycles of newsletter creation on a quarterly basis. Is this correct?

From the period of August 12, 2022 -March 31, 2023 we would like to issue 3-4 newsletters for the signatories. As such this isn't quarterly in a traditional sense. The purpose of the newsletters is to provide updates, so we envisage sending out 3-4 to the signatories within this timeframe.

2. Has the IFACC already solicited input/requests from members as to the type of content/information that they would like to see in the newsletter or information that they feel they should have/would like but don't currently have access to?

IFACC has not yet solicited input/requests from members but the team itself has an initial idea of what content be published. The team will host a kick-off call with the chosen vendor and signatory members to further determine this information.

3. Will the newsletter be email-based or will it be posted on an existing digital platform? Is there any preference as to the platform used to publish the newsletter?

It can be email-based or on another digital platform, there is no preference for platform as long as it is user-friendly.

4. What is the objective of the newsletter – eg, how will its 'success' be measured by the IFACC, if at all?

The objective is to inform signatories of IFACC's successes and to also provide a space for them to share relevant information and best practices with each other.

5. What existing IFACC internal communications tools/mechanisms are in place today, if any? Eg, how does the IFACC communicate with its members today?

Currently IFACC utilizes individualized emails and LinkedIn for broader messaging but there is nothing specifically targeted for signatories and this is what the newsletter should achieve.

6. Will the newsletter only be in English or will other languages be necessary?

The newsletter will only be in English.

7. Are you able to tell us how many recipients are currently on the intended mailing list for the newsletter?

45.

8. Do you store the recipient emails in any sort of customer relationship management (CRM) platform?

No.