

IAMCR Ambassador Strategic Plan

1. Identification

Name and Surname:	WAQAS MAHMOOD
Country/Region:	Pakistan
Affiliation:	Islamia University of Bahawalpur
Position:	Ph.D. Student/Lecturer
Years that this Strategic Plan Covers*:	2023-2026
Have you been an IAMCR Ambassador before?	No
Type of Ambassador that this Strategic Plan Covers:	IAMCR PhD ambassador

2. Motivation

Please briefly explain why you wish to become (or continue to be) an IAMCR Ambassador.

I am a lecturer, PhD student, journalist, media trainer, and social media expert. I have been serving as a Lecturer of Mass Communication & Media Studies at GIFT University Gujranwala, Pakistan, since March 2018. Furthermore, I am doing a PhD in Media Studies from the Department of Media Studies, The Islamia University of Bahawalpur, Pakistan. Moreover, I was in the Department of Communication, the University of Michigan, Ann Arbor, USA, as a “Visiting Graduate Student” in the six-month IRSIP fellowship program funded by HEC Pakistan.

I have observed that many early-stage Pakistani scholars are not aware of different international journals, research conferences, modern techniques, and how to learn new research skills. That is why they are often not able to find the solutions to the difficulties they face while conducting their research. In most cases, these students and early-stage researchers do not know about the opportunities for media researchers; as a result, they face many difficulties in working in a research environment. Together with my academic and professional experience, I believe that the IAMCR PhD Ambassadorship position will provide an advantage to me in supporting the early-stage scholars.

3. Activity plan

These are the eight ambassador tasks:

1. Communicating the existence of IAMCR to the outside world, and promoting its activities

2. Communicating with IAMCR members
3. Organising at least one regional/national IAMCR event per year
4. Actively contributing to IAMCR membership increase and retention
5. Connecting IAMCR to relevant regional/national associations
6. Collaborating with other ambassadors where possible
7. Reporting relevant information to IAMCR entities (EB, IC, C/TF/C, S/WG, ...)
8. Planning and reporting ambassador activities

Please describe the regional/national IAMCR events that you plan to organize on a yearly basis (Task 3), for the duration of your appointment as IAMCR ambassador. Mention the timeframe, possible themes, and how the events will be financed.

The year 2023 (Summer):

- Online Research Workshop for the Masters' and PhD students, the purpose of this workshop is:
 - ✓ To introduce the IAMCR and their work so these students can be a member of IAMCR in future
 - ✓ Develop modern research techniques

Guests: Local and Foreign scholars

Finance: Not required

The year 2024 (Fall):

In 2024, I aim to organise two events.

- A webinar on "Information Disorder and New Communication Theories", in collaboration with a local university.
- A seminar on the use of "Data Analysis Software (NVivo and SPSS) in Qualitative and Quantitative Research".

Guests: Local and Foreign professors

Finance: Not required

The year 2025 (Summer):

In 2025, I aim to organise a National Research Conference in collaboration with a local university. The planned duration of the conference is two days, and it is planned to take place mostly in a face-to-face format with an online component to facilitate international

contribution. Both local and international scholars will be invited to contribute to the conference. The collaborating institute will be responsible for providing the conference venues, and covering the expenses for the organisation of the conference. The international scholars will be able to attend the conference online.

Please describe how you seek to contribute to IAMCR membership increase and retention (Task 4), for the duration of your appointment as IAMCR ambassador.

Contributing to the increase of the membership of IAMCR is one of the most important tasks on my agenda because I believe that every student must know about the Association and the exciting opportunities it offers. I will aim to facilitate the engagement between the Association and the institutions, media and communication departments and students. I will promote the Association's activities by sending invitations through emails and sharing information on social media platforms.

I will also promote both my and other ambassadors' activities on digital media platforms; I believe this will attract researchers. As an ambassador, I will participate in such local events as seminars, workshops, and conferences, and represent the Association in these academic activities.

Please describe how you will realize the remaining 6 Ambassador Tasks (1-2 & 5-8).

I aim to demonstrate a strong and active presence on digital media platforms in order to promote the IAMCR activities and to communicate with the existing IAMCR members as well as the non-member scholars. I am already in contact with a large number of IAMCR members on Facebook, and I will sustain and develop these communication channels.

As an ambassador, I aim to provide support in finding grounds for collaboration between IAMCR and the regional and local research associations. One way of such collaborative activities might be inviting IAMCR member scholars or other experts in the industry to contribute to the activities organised by the local and regional associations.

Lastly, I will work in coordination with the other IAMCR Faculty Ambassadors and the IAMCR PhD Ambassadors to actively look for opportunities for planning, and managing different

types of academic events, and, when requested, I will be contributing to the events organised by these ambassadors.