

Board meeting November 26th 2020

Date: November 26th 2020
Time: 20h00
Location: Online videoconference via Whereby
Attendees: Faried Molai Ted Makiese Sharista Lachman
Absentees: None
Chairman: Faried Molai
Secretary: Sharista Lachman
Next meeting: To be planned in 2021

Agenda

1. Opening

2. Recap

1. Ambassadors program
2. Calendar 2021

3. Preview 2021

1. Developing digital platform
2. Calendar 2022

4. Closure

1 Opening

Faried starts the meeting at 8.00 pm and welcomes the attendees. There are no further announcements.

2 Recap

2.1 Ambassadors program

During the last meeting there was announced that there will be an ambassadors program created. This will help in expanding the VAI-team. This program is created and includes various different roles. Also the guidelines have been worked out and given shape in PDF files, so the program is ready to be launched.

The ambassadors program will be added to our website including a registration form. With this form the applicant can indicate which ambassador role they wish to fulfill.

2.2 Calendar 2021

The process of creating the calendar for 2021 went quite well. We received a lot of entrees and enthusiastic responses of people who wanted to get published in the calendar. We also experienced some minor difficulties. We experienced an error in printing the calendar, which led to a reprint of the calendar and extra delay in delivery.

We also acknowledge the fact that we should start early in the year with accepting new applicants for the new editions. There should be more promotional activities for the calendar and this should be started sooner before the end of the previous year.

This will be points of attention while processing the new calendar for 2022.

3 Preview 2021

3.1 Developing digital platform

In 2021 there will be more focus on creating more content. There will be a focus on recruiting vloggers, keyplayers and people who wish to share their story. Through vlogs and online interviews we will start to create this content. There will be a template created for the video's. This will include powershots of people with Vitiligo. In this way we will create a corporate identity for the video content of VAI.

The models published in the calendar of 2021 will be approached to make a short vlog about their choice to get published in the calendar and their journey with accepting their Vitiligo.

Also people who purchased the calendars will be asked to share this through social media.

3.2 Calendar 2022

The board agrees to start creating the calendar for 2022 during springtime. This will provide us more time to design the calendar and to act on unforeseen circumstances. Also will this shift create more time to promote the calendar and make sure they are timely shipped worldwide.

In april 2021 the possibilitie to apply for the calendar will be started, the deadline for applying is set on the 1st of May. In June the calendar will be sent to the printing office. During July the promotional materials will be designed and created. Also the models for the new calendar will be asked to provide us a short video about their entry. This also will be used during the promotions. In August VAI will communicate that the calendar for the upcoming year is available. These dates are an indication and may even get moved up.

4 Closure

Fariad thanked the attendees for their presence and contribution. The meeting has ended at 9pm.

A handwritten signature in blue ink, consisting of a stylized, cursive 'A' followed by a horizontal line extending to the left and a vertical line extending downwards.