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INTERNATIONAL CONFERENCE ON FAMILY PLANNING
PATTAYA CITY, THAILAND • 14-17 NOVEMBER 2022

2022 International Conference on Family Planning (ICFP)
Key Messages

Future Forward: The Catalytic Function of ICFP

From Conference to Platform
The ICFP is demonstrating through action the idea originally set forth in the conceptualization of the conference - to become a platform driven by the community and managed through a distributed accountability approach where members of the FP and SRHR communities contribute financial and human resources because they see the platform as representing individual and collective interests. Since the first conference in 2009, ICFP has evolved into more than a conference – it's a *movement*, it's a *platform*, and it's a *community*.

The ICFP2022 Secretariat is taking a measured approach to transform this pivotal, biannual, global event into a virtual hybrid platform experience that will provide critical information to our various communities and constituencies around the globe, including researchers, youth, program implementers, advocates, faith leaders, policymakers, influencers, donors, the private sector, media, and more in the most effective and equitable way possible. As ICFP (and the world) moves towards the production of more virtual and hybrid events, we are taking this opportunity to think creatively about ways to engage and bridge our non-traditional audiences, media, and press.

Thinking Forward
Since the 2018 ICFP, several key learnings have led us to investigate the possibilities inherent in today's more virtual and interactive event elements that are redefining how meetings are executed and how media and news are generated, especially within the FP, SRHR, and broader health and development communities.

ICFP has re-imagined how we engage media, in addition to redefining the definition of who qualifies as a member of the media. We believe this reimagined audience group and broader strategy will allow us to reach key constituents and help us break down communication barriers by developing more accessible content for a broader and more regional-specific media audience. This new content-development approach will also rely heavily on engaging community and partner producers.

ICFP LIVE : Free. Accessible. Community-driven.
The ICFP Secretariat has been guided by the spirit of inclusion, diversity, and accessibility when developing content for the ICFP2022 community program. This year, ICFP is excited to share a new virtual content platform called the *ICFP LIVE Stage*. The ICFP2022 LIVE Stage is free for everyone and offers unique opportunities for our community to participate in this year's conference, both virtually and in person.

The *ICFP LIVE Stage* will be placed within a central, highly-visible location from which community-driven content and press events will be live-streamed, including FP2030 country commitments and highlights. A majority of the scientific and community conference (not just plenaries and the ICFP LIVE Stage), will be available virtually in 2022, and we plan to host hybrid press conferences to allow for engagement from traditional and non-traditional media sources.

Accessible and Equitable

The following guiding principles will help us transform our staid, traditional approach into one that is dynamic, accessible, equitable and innovative, including:

1. **Broader view of media:** Our media audience is diverse, and we aim to incorporate as many non-traditional journalists, reporters, and influencers as possible.
2. **Partner and community-driven content:** ICFP is a platform to promote and disseminate content that is developed by and for the FP/SRHR community. We are prioritizing working with our partners to develop content that reflects our most pressing topics and innovative solutions that journalists will be interested in covering.
3. **Virtual tools to create multiple and meaningful touchpoints:** We aim to utilize as many virtual tools as possible to ensure that our audiences, including media, have access to rich information no matter where they are joining from.

The ICFP believes that the development of inclusive, high-quality, high-profile, and **free** virtual content, for not only the media, but as many of our community members as possible, is essential. We will not only make the ICFP 2022 Plenary Stage and ICFP LIVE Stage and Press Room activities accessible to the in-person and virtual media and ICFP community, we will also make them interactive - where they are not just passive viewers but participants in the conversation.

As part of our new approach, we have invested in new technology platforms that allow us to reach audiences in more engaging and creative ways. This includes the latest in livestreaming production platforms, audience engagement tools, and social listening/scheduling platforms. We are looking towards the future and have crafted this plan to help grow and expand ICFP's communication and programmatic offerings.