



ICAC REGIONAL PUBLICITY COMMITTEE

ICAC Publicity Committee

Terms of Reference

In accordance with the ICAC's Strategic Plan, the mandate of the **Publicity Committee** is to assist with building the reputation of the ICAC through the implementation of initiatives to promote and increase recognition/awareness of the ICAC regionally and internationally.

Membership* of Regional Publicity Committee

Territory	Member
Jamaica	Marlene McIntosh (Chair)
Barbados	Pending
Bahamas	Natishkah Barrett
Belize	Dwight Hulse
Eastern Caribbean	Pending
Guyana	Vishwamint Ramnarine
Trinidad	Angela Lee Loy
Suriname	Elvira Lens

NB: * *The ICAC President and the ICAC CEO sits as ex officio members on this committees*

Mandate – Regional Publicity Committee

Arising from the goals outlined in ICAC's 2011-2016 strategic plan, the PR Committee's mandate and objectives are:

- **Building the Reputation of the ICAC:** Formulation of marketing plan to assist in increasing awareness of ICAC, building ICAC's reputation through promotional strategies and increasing ICAC's regional and advocacy role
- **Building the Reputation of the Regional Profession:** Promotional strategy to highlight the achievements and success of members of the accountancy profession both regionally and internationally such as an annual recognition award.
- **Increasing the Regional Voice/Advocacy Role:** The development of a Speakers Forum comprising members of the accounting profession to be thought leaders and spokespersons for the accounting profession.