

# FICPI STRATEGIC PLAN 2018

## VISION

The Leadership of FICPI will make every effort to assure a prominent and valued role for the independent IP professional within national and international IP systems by strengthening FICPI's representation of the free profession and by advocating the value of the IP professional within such IP systems.

Through planned interaction, FICPI will also take steps to raise the standards of the IP profession around the world, emphasising the fundamental importance of ethical professional behaviour.

Additionally, the leadership of FICPI will work together to strengthen ties between members of the IP profession in different countries, significantly enhancing FICPI's value as a networking platform.

With a growing membership in all countries and regions, particularly amongst young professionals, FICPI will support its members by providing timely and relevant information, training and other resources on both business development and legal issues.

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## GOALS + OBJECTIVES

### 1. ADVOCACY

- 1.1 FICPI will aim to strengthen its representation of the free profession nationally and at the international level.
- 1.2 FICPI will aim to provide a respected voice to regulators and policymakers for the improvement of the IP system.
- 1.3 FICPI will take steps to improve its lobbying activities with official bodies and to communicate its position papers more efficiently.
- 1.4 FICPI will take steps to demonstrate the value of the IP professional within the IP systems.

### 2. STANDARDS

- 2.1 FICPI will aim to raise the quality of the IP profession and, in particular, to foster high quality professional advice from its members.
- 2.2 FICPI will propose quality standards for the IP profession.
- 2.3 FICPI will take steps to promote ethical professional behaviour.

### 3. COLLABORATION & NETWORKING

- 3.1 FICPI will aim to enhance significantly its value as a networking platform.
- 3.2 FICPI will provide greater business and networking opportunities for FICPI members.
- 3.3 FICPI will implement measures better to connect IP attorneys at the international level.

### 4. INFORMATION, TRAINING & SUPPORT

- 4.1 FICPI will aim to improve the level of knowledge of its members
- 4.2 FICPI will offer high-level training and education initiatives.
- 4.3 FICPI will help its members understand and manage the business aspects of the IP profession.
- 4.4 FICPI will identify new areas of activity for the IP profession.
- 4.5 FICPI will continue to make improvements to its website.

### 5. GROWTH

- 5.1 FICPI will aim to expand its membership.
- 5.2 FICPI will take positive steps to both attract the younger generation to FICPI and encourage the participation of young professionals in FICPI's activities.
- 5.3 FICPI will adopt modern marketing techniques.
- 5.4 FICPI will take steps to raise its profile in key jurisdictions where it is currently underrepresented, including the US, Japan and China.
- 5.5 FICPI will implement measures to encourage greater participation of women in FICPI.

## 6. PLANNING

- 6.1 FICPI will aim to embed a well-organised planning function in its structure to promote FICPI's goals and facilitate the achievement of prioritised objectives
- 6.2 In order to achieve the targets of this plan, FICPI will establish a strategic planning committee selected to manage the progressive development and implementation of its strategic plan, systematically both reporting to the Bureau, and seeking input as needed from the EXCO under the control of the Bureau.
- 6.3 The strategic planning committee will develop and administer specific working initiatives that are aimed at meeting FICPI's objectives according to their priority.
- 6.4 The strategic planning committee will implement a planning and reporting calendar to promote timely implementation of the initiatives.