



FDI NLO Guidelines

Working together with
our National Dental Associations

Congratulations!

Thank you for serving as a National Liaison Officer (NLO) for your dental association. As an NLO, **you play a key role in ensuring effective communications between FDI and your member association.** This leaflet provides an overview of your responsibilities as an NLO.



National Liaison Officer

As an NLO you:

- ✓ Act as the primary contact between FDI and your Association.
- ✓ Are the FDI ambassador in your country.

In appreciation of your service you:

- ✓ Receive a free registration to the FDI World Dental Congress (WDC)*.
- ✓ Can take advantage of special networking opportunities such as the NLO Forum and social events during the FDI WDC.

**The association must be a member in good standing.*

The appointment and change of an NLO should be reported to the FDI Head Office by the Regular Member Association, annually.

Any changes to the person designated as the NLO, for the current year, are only possible upon written request from the Association's President and at FDI's discretion.

For continuity, this appointment is normally expected to last for several years. It is recommended that appointed NLOs should be regular e-mail users.

In order to make your mandate as an NLO as successful as possible, please review the ***Roles and responsibilities*** section and feel free to contact the FDI Head Office if you have any questions. Please keep in mind the following general guidelines:

- ✓ All your correspondence with FDI Head Office should preferably be in English.
- ✓ Allocate adequate time to fulfil your NLO duties.
- ✓ Maintain constant communication with FDI.





Roles & responsibilities

1. Understand and support FDI

- ✓ Familiarize yourself with all of FDI's activities and promote them to your association's members. Background slides are provided as part of your NLO Welcome Package to help in your efforts.
- ✓ Strengthen your association's communication with FDI as well as with other member associations.
- ✓ Keep FDI updated on all relevant data related to the association, including your contact information and that of your Leadership/ Board/Council.
- ✓ Reply to FDI surveys and communications promptly.
- ✓ Be aware of important dates and deadlines and react accordingly, including those for Elections, Call for General Assembly, Membership updates and Congress promotion.
- ✓ Propose nominees for travel grant recipients once a year, if your association is eligible for FDI's World Dental Congress Travel Grant.
- ✓ Promote the diverse range of FDI projects and programmes (Vision 2030, CE Programme, etc.).

- ✓ Assist FDI with recruitment of new member associations in neighbouring countries.
- ✓ Ensure your association's website features the FDI Member logo and includes a link to the FDI website. It is an easy way to keep your members informed of our activities.
- ✓ Provide FDI Head Office with the NLO report, as requested on an annual basis.
- ✓ Make sure that your association is an active FDI Member in good standing.



2. Assist with the promotion of the FDI World Dental Congress

IN YOUR DENTAL ASSOCIATION'S PRINTED/ ELECTRONIC COMMUNICATIONS

- ✓ Include, at least once every six months, an advertisement of the upcoming FDI WDC in your association's journal/newspaper/magazine. FDI will provide the advertisement to you.
- ✓ Ensure that your association's members receive FDI's promotional WDC e-mail blast. You can do this either by forwarding FDI's e-mail to your members and/or by including a link on your association's website to the WDC pages of FDI's website:

www.fdiworlddental.org/fdi-world-dental-congress.

AT YOUR DENTAL ASSOCIATION'S MEETINGS

- ✓ Develop a strategy, in consultation with us on how to present FDI to your association's members at your annual conference (for example, the vital role played by your dental association in FDI's work).
- ✓ Liaise with us to determine whether FDI will have a representative, booth or other type of presence at your association's annual conference/congress.

If FDI is present:

- ✓ Work with the contact person from FDI Head Office to determine the best option(s) to represent us during your association's conference/trade show(s).
- ✓ Determine if FDI will have a booth and establish its size, location or possibility of sharing a space with your association's booth.
- ✓ Help FDI in organizing special events if required.
- ✓ Assist FDI in organizing meetings between your association's representatives/partners and FDI's stakeholders.

If FDI is not present:

- ✓ Before/during your conference, FDI will provide you with promotional material for display at your association's booth. Please ensure that you or someone you designate will be available to answer questions about FDI's activities.
- ✓ After your conference, provide feedback to your FDI contact about the material distributed and your promotional efforts in general.
- ✓ Send a brief report together with a photograph of the conference to FDI Head Office for inclusion in FDI News, as appropriate.

Use the possibility of advertising your dental event on the FDI website by filling in the online submission form:

- ✓ <https://www.fdiworldddental.org/member-event-submission>



**World Oral
Health Day**

20 March

3. **Get involved with World Oral Health Day (WOHD)**

- ✓ Be the WOHD advocate in your association and highlight the importance of participating in the largest global awareness event on oral health.
- ✓ Attend the WOHD launch during FDI WDC so you can learn all about the campaign and ask any questions you may have.
- ✓ Organize activities, events or support WOHD through social media. Every effort no matter how big or small helps make a difference to educate people on how to prevent, treat and manage oral disease.
- ✓ Share WOHD toolkits and materials with your members so that they can also understand how to get involved.
- ✓ Give global visibility to your activities by adding them to the WOHD online map at: www.worldoralhealthday.org/events.
- ✓ Let us know how you celebrated WOHD by completing the post-campaign feedback form so that we can add your voice to the global movement and help profile your efforts.

4. **Distribute FDI Policy Statements, toolkits and resources**

- ✓ Forward the new and/or revised Policy Statements as approved by the FDI General Assembly within your association, at least once

a year (after FDI WDC) as appropriate. You can also publish these in your association's journal, where relevant. FDI will send these statements to you, alternatively you can provide a link to where these documents are hosted on FDI's website: www.fdiworlddental.org/policy-statements.

- ✓ Keep up to date with all FDI publications and utilize the diverse array of toolkits and resources developed to help support your work on a country level, and share these with your members.
- ✓ Promote the Oral Health Atlas as well as provide updates on the current oral health status and trends in your country.

5. Contribute to and disseminate *FDI News*

- ✓ You will receive an electronic copy of *FDI News*, monthly. Forward this to your association's members or alternatively provide a link to the online version available through the FDI website:
www.fdiworlddental.org/latest-news.
- ✓ Submit articles for potential publication in *FDI News*, highlighting important developments or innovations in your country or those that may have been implemented by your association directly.

Thank you

FDI would not be the success that it is without your commitment and dedication at the national level and we thank you for all your support. By uniting our efforts, we can help lead the world to optimal oral health.