

# IOTA ANNUAL COMMUNICATION PLAN 2026

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## IOTA Annual Communication Plan 2026

This document provides a detailed month-by-month communication plan for 2026, including pre-event, on-site, and post-event activities for the events in the IOTA 2026 Work Programme Calendar, as well as general updates from the IOTA Secretariat.

Month	Event / Activity Type	Pre-Event Communication	On-Site Communication	Post-Event Communication
January	New Year communication Planning phase	<ul style="list-style-type: none"> <li>New Year's message – Executive Secretary (Website + LinkedIn)</li> </ul>	N/A	<ul style="list-style-type: none"> <li>Website, Social media, and Newsletter inclusion</li> </ul>
February	VITARA updates & HRM Event Promotion	<ul style="list-style-type: none"> <li>VITARA Promo &amp; event highlight post</li> </ul>	N/A	N/A
	Publication of the Annual Communication Plan	N/A	N/A	<ul style="list-style-type: none"> <li>Website update on 2026 priorities</li> </ul>

March	<b>Webinar on Use of VITARA for L&amp;D/HR Professionals</b> 4 March	<ul style="list-style-type: none"> <li>• Event promotion, registration-focused LinkedIn post</li> </ul>	<ul style="list-style-type: none"> <li>• No live update on LinkedIn for a 1-day digital event</li> <li>• Key visual – news photo to be taken</li> </ul>	<ul style="list-style-type: none"> <li>• News item (Website, Social media, and Newsletter feature)</li> </ul>
	<b>Digital Workshop on The Use of Alternative Payment Systems in Cross-Border VAT Fraud Schemes</b> 11-12 March	<ul style="list-style-type: none"> <li>• Event promotion, registration-focused LinkedIn post</li> </ul>	<ul style="list-style-type: none"> <li>• Live update post on LinkedIn (speakers' spotlight)/each day</li> <li>• Key visual – news photo/Group photo to be taken</li> </ul>	<ul style="list-style-type: none"> <li>• News item (Website, Social media, and Newsletter feature)</li> </ul>
	<b>33rd Forum of the IOTA Principal Contact Persons</b> In-person, Administrative Event 24-26 March	N/A	<ul style="list-style-type: none"> <li>• Commemorative photo to be taken (organised by the host administration)</li> <li>• No LinkedIn live updates available solely for in-person administrative events.</li> </ul>	<ul style="list-style-type: none"> <li>• News item (Website, Social media, and Newsletter feature)</li> </ul>

	<p><b>Launch of the IOTA30 webpage</b></p>	<p>N/A</p>	<p>N/A</p>	<ul style="list-style-type: none"> <li>• News item (Website, Social media, and Newsletter feature)</li> </ul>
<p><b>April</b></p>	<p><b>Digital Workshop on Artificial Intelligence in Risk Analysis: Balancing Automation and Human Judgment</b> 08 - 09 April</p>	<ul style="list-style-type: none"> <li>• Event promotion, registration-focused LinkedIn post</li> </ul>	<ul style="list-style-type: none"> <li>• Live update post on LinkedIn (speakers' spotlight)/each day</li> <li>• Key visual – news photo/Group photo to be taken online in Teams or in the IOTA Studio</li> </ul>	<ul style="list-style-type: none"> <li>• News item (Website, Social media, and Newsletter feature)</li> </ul>
	<p><b>Webinar on Debt Recovery Challenges in E-Commerce and the Sharing Economy</b> 17 April</p>	<ul style="list-style-type: none"> <li>• Event promotion, registration-focused LinkedIn post</li> </ul>	<ul style="list-style-type: none"> <li>• No live update on LinkedIn for a 1-day digital event</li> <li>• Key visual – news photo/Group</li> </ul>	<ul style="list-style-type: none"> <li>• News item (Website, Social media, and Newsletter feature)</li> </ul>

			photo to be taken online in Teams or in the IOTA Studio	
	<b>Digital Workshop on Digital Identity and eGovernment in the Tax Domain</b> 22 - 23 April	<ul style="list-style-type: none"> <li>• Event promotion, registration-focused LinkedIn post</li> </ul>	<ul style="list-style-type: none"> <li>• Live update post on LinkedIn (speakers' spotlight)/each day</li> <li>• Key visual – news photo/Group photo to be taken online/in Teams or in the IOTA Studio</li> </ul>	<ul style="list-style-type: none"> <li>• News item (Website, Social media, and Newsletter feature)</li> </ul>
	<b>Case Study Workshop on Advanced Transfer Pricing Issues</b> In-person event 29 - 30 April	<ul style="list-style-type: none"> <li>• Event promotion, registration-focused LinkedIn post</li> </ul>	<ul style="list-style-type: none"> <li>• Live update post on LinkedIn (speakers' spotlight)/each day (content and photos on the spot)</li> </ul>	<ul style="list-style-type: none"> <li>• News item (Website, Social media, and Newsletter feature)</li> </ul>

			<ul style="list-style-type: none"> <li>• Key visual – news photo/Group photo to be taken</li> </ul>	
May	<b>Forum on Combating VAT Fraud</b> 06 - 07 May	<ul style="list-style-type: none"> <li>• Event promotion, registration-focused LinkedIn post</li> </ul>	<ul style="list-style-type: none"> <li>• Live update post on LinkedIn (speakers' spotlight)/each day (content and photos on the spot)</li> <li>• Key visual – news photo/Group photo to be taken (organised by the host administration)</li> </ul>	<ul style="list-style-type: none"> <li>• News item (Website, Social media, and Newsletter feature)</li> </ul>
	<b>Forum on Implementation of Measures to Counter Base Erosion Profit Shifting (BEPS)</b> Digital event 20 - 21 May	<ul style="list-style-type: none"> <li>• Event promotion, registration-focused LinkedIn post</li> </ul>	<ul style="list-style-type: none"> <li>• Live update post on LinkedIn (speakers' spotlight)/each day</li> </ul>	<ul style="list-style-type: none"> <li>• News item (Website, Social media, and Newsletter feature)</li> </ul>

			<ul style="list-style-type: none"> <li>• Key visual – news photo/Group photo to be taken</li> </ul>	
	<p><b>Forum on Communication Hybrid event</b> 27-28 May</p>	<ul style="list-style-type: none"> <li>• Event promotion, registration-focused LinkedIn post</li> </ul>	<ul style="list-style-type: none"> <li>• Live update post on LinkedIn (speakers' spotlight)/each day (content and photos on the spot)</li> <li>• Key visual – news photo/Group photo to be taken (organised by the host administration)</li> </ul>	<ul style="list-style-type: none"> <li>• News item (Website, Social media, and Newsletter feature)</li> </ul>
June	<p><b>Forum on Tax and Customs Data Science</b> Digital event 02 - 03 June</p>	<ul style="list-style-type: none"> <li>• Event promotion, registration-focused LinkedIn post</li> </ul>	<ul style="list-style-type: none"> <li>• Live update post on LinkedIn (speakers' spotlight)/each day</li> <li>• Key visual – news photo/Group photo to be taken</li> </ul>	<ul style="list-style-type: none"> <li>• News item (Website, Social media, and Newsletter feature)</li> </ul>

			online/in Teams or in the IOTA Studio	
	Administrative Session of the 30th General Assembly of IOTA		<ul style="list-style-type: none"> <li>• Live update post on LinkedIn (event highlight, photos on the spot)</li> </ul>	<ul style="list-style-type: none"> <li>• News item – summary of the GA30 (Website, Social media, and Newsletter feature)</li> </ul>
	Technical Session of the 30th General Assembly of IOTA	<ul style="list-style-type: none"> <li>• Event promotion, registration-focused LinkedIn post</li> </ul>	<ul style="list-style-type: none"> <li>• Live update post on LinkedIn (speakers' spotlight)/each day (content and photos on the spot)</li> <li>• Key visual – news photo/Group photo to be taken (organised by the host administration)</li> </ul>	
July				

August	<p><i>Summer Period with no technical or administrative events</i></p> <p><i>General updates are communicated on the Website and Social Media channels</i></p>			
September	<p><b>Digital Workshop on Systems integration: a game changer for taxpayer engagement with tax administration</b> Sept 30 – Oct 1</p>	<ul style="list-style-type: none"> <li>• Event promotion, registration-focused LinkedIn post</li> </ul>	<ul style="list-style-type: none"> <li>• Live update post on LinkedIn (speakers' spotlight)/each day</li> <li>• Key visual – news photo/Group photo to be taken online/in Teams or in the IOTA Studio</li> </ul>	<ul style="list-style-type: none"> <li>• News item (Website, Social media, and Newsletter feature)</li> </ul>
October	<p><b>Forum on Tax Debt Management Hybrid event</b> 07 - 08 Oct</p>	<ul style="list-style-type: none"> <li>• Event promotion, registration-focused LinkedIn post</li> </ul>	<ul style="list-style-type: none"> <li>• Live update post on LinkedIn (speakers' spotlight)/each day (content and photos on the spot)</li> <li>• Key visual – news photo/Group photo</li> </ul>	<ul style="list-style-type: none"> <li>• News item (Website, Social media, and Newsletter feature)</li> </ul>

			to be taken (organised by the host administration)	
	<b>Joint OECD-IOTA Event - Regional Event on International Tax Developments for Europe and Central Asia</b> In-person event 12 - 16 Oct	<ul style="list-style-type: none"> <li>• Event promotion, registration-focused LinkedIn post</li> </ul>	<ul style="list-style-type: none"> <li>• Live Social Media coverage on LinkedIn (to be discussed)</li> <li>• Key visual – news photo/Group photo to be taken (organised by the host administration)</li> </ul>	<ul style="list-style-type: none"> <li>• News item (Website, Social media, and Newsletter feature)</li> </ul>
	<b>Joint IMF-IOTA Event - VITARA: Strengthening Tax Administration</b> In-person event 26 - 30 Oct	<ul style="list-style-type: none"> <li>• Event promotion, registration-focused LinkedIn post</li> </ul>	<ul style="list-style-type: none"> <li>• Live Social Media coverage on LinkedIn (to be discussed)</li> <li>• Key visual – news photo/Group photo to be taken</li> </ul>	<ul style="list-style-type: none"> <li>• News item (Website, Social media, and Newsletter feature)</li> </ul>

			(organised by the host administration)	
	<p><b>7th Annual International Conference “Cybersecurity and Data Protection in Tax Administrations”</b> Hybrid event 29 - 30 Oct</p>	<ul style="list-style-type: none"> <li>• Event promotion, registration-focused LinkedIn post</li> </ul>	<ul style="list-style-type: none"> <li>• Live update post on LinkedIn (speakers’ spotlight)/each day (content and photos on the spot)</li> <li>• Key visual – news photo/Group photo to be taken (organised by the host administration)</li> </ul>	<ul style="list-style-type: none"> <li>• News item (Website, Social media, and Newsletter feature)</li> </ul>
November	Workshop on Use of data received through (spontaneous or		<ul style="list-style-type: none"> <li>• Live update post on LinkedIn (speakers’</li> </ul>	

<p><b>automatic) exchange of information on foreign assets in enforcement procedures</b> In-person event 04 - 05 Nov</p>	<ul style="list-style-type: none"> <li>• Event promotion, registration-focused LinkedIn post</li> </ul>	<p>spotlight)/each day (content and photos on the spot)</p> <ul style="list-style-type: none"> <li>• Key visual – news photo/Group photo to be taken (organised by the IOTA CS)</li> </ul>	<ul style="list-style-type: none"> <li>• News item (Website, Social media, and Newsletter feature)</li> </ul>
<p><b>Forum on Human Resource Management</b> Digital event 12 - 13 Nov</p>	<ul style="list-style-type: none"> <li>• Event promotion, registration-focused LinkedIn post</li> </ul>	<ul style="list-style-type: none"> <li>• Live update post on LinkedIn (speakers' spotlight)/each day</li> <li>• Key visual – news photo/Group photo to be taken online/in Teams or in the IOTA Studio</li> </ul>	<ul style="list-style-type: none"> <li>• News item (Website, Social media, and Newsletter feature)</li> </ul>
<p><b>Workshop on Use of Modern Analytical Techniques and IT Solutions to Identify Organised Tax Fraud</b></p>	<ul style="list-style-type: none"> <li>• Event promotion, registration-focused LinkedIn post</li> </ul>	<ul style="list-style-type: none"> <li>• Live update post on LinkedIn (speakers' spotlight)/each day</li> </ul>	<ul style="list-style-type: none"> <li>• News item (Website, Social media, and Newsletter feature)</li> </ul>

	In-person event 18 - 19 Nov		(content and photos on the spot)  <ul style="list-style-type: none"> <li>• Key visual – news photo/Group photo to be taken (organised by the IOTA CS or the host TA)</li> </ul>	
<b>December</b>	<b>Forum on Use of Data from the Automatic Exchange of Information (AEOI)</b> Hybrid event 02 - 03 Dec	<ul style="list-style-type: none"> <li>• Event promotion, registration-focused LinkedIn post</li> </ul>	<ul style="list-style-type: none"> <li>• Live update post on LinkedIn (speakers' spotlight)/each day (content and photos on the spot)</li> <li>• Key visual – news photo/Group photo to be taken (organised by the</li> </ul>	<ul style="list-style-type: none"> <li>• News item (Website, Social media, and Newsletter feature)</li> </ul>

			IOTA CS or the host TA)	
	<b>Webinar on Digitalisation of on-site tax audits</b> Digital event 9 Dec	<ul style="list-style-type: none"> <li>• Event promotion, registration-focused LinkedIn post</li> </ul>	<ul style="list-style-type: none"> <li>• No live update on LinkedIn for a 1-day digital event</li> <li>• Key visual – news photo/Group photo to be taken online in Teams or in the IOTA Studio</li> </ul>	<ul style="list-style-type: none"> <li>• News item (Website, Social media, and Newsletter feature)</li> </ul>
	<b>Year-end communication (Seasons Greetings)</b>	N/A		<ul style="list-style-type: none"> <li>• News item (Website, Social media, and Newsletter feature)</li> </ul>