

# **IOTA ANNUAL COMMUNICATION PLAN 2025**

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*Approved by: IOTA Executive Secretary*

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TIMING		NAME OF THE EVENT/ACTION	TYPE OF THE EVENT/ACTION	TYPE OF THE CONTENT (News item, Social Media post, etc.,)	CONTENT SHARED ON/IN	COMMUNICATION PLAN OR ACTIVITY SCENARIO	
Month	Day						
Event Related / Pre-Planned Communication Activities							
January 2025	2 <sup>nd</sup> week	New Year’s Greetings from the Executive Secretary of IOTA	New Year’s Message	News item	IOTA Website	Not required	
					Social Media		
					Newsletter		
		<ul style="list-style-type: none"><li>VITARA Update</li><li>Job opening Announcement</li><li>IOTA Paper - Belgium</li></ul>	IOTA News	News item	IOTA Website	Not required	
					Social Media		
					Newsletter		
E-mail							
February 2025	8	25 <sup>th</sup> Anniversary of the Foundation of the State Tax Service in Azerbaijan	Video message / IOTA Studio	Video	With the State Tax Service in Azerbaijan only	Drafting a Speech	
	12-13	WP_EVRP_2025 Digital Workshop on the Use of efficient VAT registration processes to identify fraudulent applications and improve the customer experience for genuine applicants	Digital / MS Teams	Social Media post (2) Pre-event & on-site	Social Media	Activity Scenario	
				News item (1)	IOTA Website		
					Social Media		
		5-6	IOTA Digital Forum on Communication	Digital / MS Teams	Social Media post (1) pre-event	Social Media	Activity Scenario
					Social Media posts (1) onsite	Social Media/ LinkedIn only	
News item (1)					IOTA website		
					Social Media Newsletter		
18-20	PE_OECD_2025	In person event, TBC	Social Media post (1) pre-event	Social Media			

March 2025		Joint OECD-IOTA Event - Regional Seminar on International Tax Developments for Europe and Central Asia		Social Media posts (1) onsite (if applicable)	Social Media/ LinkedIn only	Communication Plan
				News item (1)	IOTA website	
					Social Media Newsletter	
	19-20	WB_AITS_2025 Webinar on The use of Artificial Intelligence to increase the quality of call centre advice to taxpayers and improve call centre analytics	Digital / MS Teams	Social Media post (1) pre-event	Social Media	Activity Scenario
				Social Media posts (1) onsite	Social Media/ LinkedIn only	
				News item (1)	IOTA website Social Media Newsletter	
April 2025	01-02	32nd Forum of the IOTA Principal Contact Persons	In person Montreaux, Switzerland	Social Media post (0) onsite	None	Communication activities are guaranteed in case the Communication Specialist participates in an event
				News item (1)	IOTA website Social Media Newsletter	
	24 April	WB_FPP_2025 Webinar on Financial payment providers and the challenges for tax recovery	Digital / IOTA Studio/ MS Teams	Social Media posts (2) Pre-event & on-site (if applicable)	Social Media	Activity Scenario
				News item (1)	IOTA website Social Media Newsletter	
	07-08	CSW_TBHM_2025 Case Study Workshop on Tackling BEPS hybrid mismatch structures through the	In-person, Budapest, Hungary	Social Media post (1) pre-event	Social Media	Communication Plan
				Social Media posts (3) onsite	LinkedIn only	
					Social Media	

May 2025		application of anti-abuse rules (GAAR, PPT or the anti-hybrid mismatch rules from the ATAD)		News item (1)	IOTA website Newsletter	
	21-22	FO_BEPS_2025 Forum on Implementation of Measures to counter Base Erosion Profit Shifting (BEPS)	Hybrid, TBC?	Social Media posts (2) Pre-event & on-site (if applicable)	Social Media/LinkedIn only	Communication Plan
				News item (1)	IOTA website Social Media Newsletter	
	28	WB_LMCR_2025 Webinar on HR Data Analytics	Digital / IOTA Studio/ MS Teams	Social Media post (1) pre-event	Social Media	Activity Scenario
				Social Media posts (1) onsite (if applicable)	Social Media LinkedIn only	
				News item (1)	IOTA website Social Media Newsletter	
June 2025	4-6	FO_TCDS_2025 Forum on Tax and Customs Data Science	Digital / IOTA Studio/ MS Teams	Social Media posts (2) Pre-event & on-site	Social Media	Activity Scenario
				News item (1)	IOTA website Social Media Newsletter	
	17-19	29 <sup>th</sup> General Assembly of IOTA 'Adaptive and Agile Tax Administration in a Rapidly Changing Environment'	Hybrid, Baku, Azerbaijan	Social Media posts (2) pre-event	Social Media	Communication Plan
				Social Media posts (5) onsite	Social Media/ LinkedIn only	
				News item (1)	IOTA website Social Media Newsletter	
July & August 2025	Summer Holidays					

September 2025	10-11	<b>WP_DSNR_2025</b> <b>Digital Workshop</b> <b>Digital Workshop on Providing access to digital services for non-resident taxpayers</b>	Digital / IOTA Studio/ MS Teams	Social Media posts (2) Pre-event & on-site (if applicable)	Social Media/ LinkedIn	Activity Scenario
				News item (1)	IOTA website	
					Social Media	
					Newsletter	
	24	<b>WB_CCTA_2025</b> <b>Webinar on Customer centricity now, and in the future – case studies from different tax administrations</b>	Digital / IOTA Studio/ MS Teams	Social Media posts (2) Pre-event & on-site	Social Media/ LinkedIn	Activity Scenario
				News item (1)	IOTA website	
					Social Media	
					Newsletter	
	24-26	<b>Joint OECD-IOTA Event - ISORA 2024 and the Effective Use of ISORA Data in Tax Administration</b>	In-person, Vienna, Austria	Social Media post (1) pre-event	Social Media	Communication Plan
				Social Media posts (3) onsite (if applicable)	LinkedIn only	
				News item (1)	Social Media	
					IOTA website Newsletter	
	1-2	<b>Forum on Tax Debt Management</b>	Hybrid, Skopje, North Macedonia	Social Media post (1) pre-event	Social Media	Communication Plan
				Social Media posts (3) onsite	LinkedIn only	
				News item (1)	Social Media	
					IOTA website Newsletter	
		<b>FO_HRM_2025</b>	Digital / IOTA Studio/ MS Teams	Social Media posts (2) Pre-event & on-site (if applicable)	Social Media	Activity Scenario

October 2025	28-29	Human Resource Management Forum Digital Workshop 'Developments in the field of large taxpayers' service'		News item (1)	IOTA website	
					Social Media	
					Newsletter	
	15-16	AIC_2025 6th Annual International Conference 'Real-time Economy Development and Tax Administrations'	Hybrid, Tallinn, Estonia	Social Media post (1) pre-event	Social Media	Communication Plan
				Social Media posts (3) onsite	LinkedIn only	
				News item (1)	IOTA website	
					Social Media	
					Newsletter	
November 2025	5-6	CSW_TPI_2025 Case Study Workshop on Transfer Pricing Issues	In person, Budapest, Hungary	Social Media post (1) pre-event	Social Media	Communication Plan
				Social Media posts (3) onsite News item (1)	LinkedIn only	
					IOTA website	
					Social Media	
	12-13	WP_AITE_2025 Digital Workshop on Using AI Solutions to Detect Tax Evasion	Digital / IOTA Studio/ MS Teams	Social Media posts (2) Pre-event & on-site (if applicable)	Newsletter	Activity Scenario
				News item (1)	IOTA website	
					Social Media	
					Newsletter	
	26-27	FO_AEOI_2025 Digital Forum on the Use of Data from the Automatic Exchange of Information (AEOI)	Digital / IOTA Studio/ MS Teams	Social Media posts (2) Pre-event & on-site (if applicable)	Social Media/ LinkedIn only	Activity Scenario
				News item (1)	IOTA website	

					Social Media	
					Newsletter	
December 2025	10-11	WP_DTCTR_2025 Digital Workshop on Practical Application of Double Taxation Avoidance Conventions: Tax Residency Issues	Digital / IOTA Studio/ MS Teams	Social Media posts (2) Pre-event & on-site (if applicable)	Social Media/ LinkedIn	Activity Scenario
				News item (1)	IOTA website	
					Social Media	
					Newsletter	
On-Demand Communication Activities						
Anytime, when necessary, throughout the entire year	Other pieces of news on a particular topic, key issue, trend, or current/future event involving IOTA, its membership, and/or a partner organisation. Covering further newsworthy single broadcast topics such as technical and administrative events, news related to partnership about cooperation outputs, VITARA, ISORA, Peer-to-Peer Technical Assistance Project updates, or participation of staff in external/international events.			News item	IOTA website	not required
					Social Media	
					Newsletter	
	IOTA Papers/Reports/Team Task Reports and other newly released publications			News item	IOTA website	not required
					Social Media	
					Newsletter	
	Important Updates on the Secretariat			News item	IOTA website	not required
					Social Media	
					Newsletter	

	Interviews (on key issues, with official circles and/or with tax officials at IOTA events)	News item	IOTA website	not required
			Social Media	
			Newsletter	