



GROUP DISCUSSION DAY 1

Media Strategies for Crisis Communication and Crisis Communication Frameworks

Wednesday, 27 May 2026 (13.00 – 14.00)

IOTA Forum on Communication

“Media Strategies for Tax Administrations: Navigating Crises and Engaging Younger Generations”

27-28 May 2026

Oslo, Norway (Hybrid Event)

Aim

This session aims to share best practices and explore practical approaches for IOTA member tax administrations on how media strategies can be used to navigate crises effectively, prepare for and prevent crises, and coordinate media responses. Participants will discuss how to deal with crisis issues promptly, provide accurate information in plain language, and ensure consistency across all communication channels through designated spokespersons and coordinated crisis teams.

Format

The session is intended as a facilitated group discussion. The delegates will be split into **four discussion groups**. The composition of groups will be shared in a separate document. The groups will have designated breakout rooms.

The **chairperson** will be responsible for moderating the discussion. Chairpersons are not expected to be experts who can answer every question. The chairpersons should guide the conversation among the group members and contribute their questions and views as well. Each delegate should be encouraged to contribute to the discussion.

A laptop will be available to **produce a summary** of discussions and observations to be uploaded to the event page of the IOTA website after the Forum.

Required Input and Timing

Total time: 1hr and 10 mins.

- Chairperson explains the aim of the group session (5 minutes)
- Group discussion (60 minutes):
 1. Please briefly share with your colleagues what **structures or protocols** your tax administration has in place to ensure rapid and coordinated communication during a crisis (e.g., data incidents, system disruptions, or policy controversies)? What lessons have you learned from past situations?
 2. How does your administration monitor traditional and social media to identify emerging risks, misinformation, or negative narratives, and what strategies have proven effective in

responding to them in a timely and credible way? Please briefly share some lessons you have learned in the past.

Scenario-Based Discussion Questions

3. Crisis response scenario

Imagine your tax administration experiences a major IT outage during the peak tax filing period, and taxpayers cannot access online services. Within minutes, complaints begin spreading rapidly on social media. What would be your first three communication actions in the first hour, and which channels would you prioritise?

4. Misinformation scenario

Imagine a misleading story that happened within your tax administration. How should an administration respond quickly to misinformation while maintaining credibility and avoiding amplifying the misinformation? Have you handled a misleading or false story that trended on social media? If so, please briefly share your real-time experience.

- Finalising the summary of the discussion (5 minutes)

GROUP DISCUSSION DAY 2

Engaging Younger Generations: Communication Campaigns and Innovative Approaches

Thursday, 28 May 2026 (13.00 – 14.00)

IOTA Forum on Communication “Media Strategies for Tax Administrations: Navigating Crises and Engaging Younger Generations”
27-28 May 2026 Oslo, Norway (Hybrid Event)

Aim

This session aims to share country experiences and best practices for communication on how IOTA member tax administrations engage with younger generations in an increasingly digital and complex environment. Discussions will also highlight innovative digital communication strategies to better connect with younger taxpayers.

Format

The session is intended as a facilitated group discussion. The delegates will be split into **four discussion groups**. The composition of groups will be shared in a separate document. The groups will have designated breakout rooms.

The **chairperson** will be responsible for moderating the discussion. Chairpersons are not expected to be experts who can answer every question. The chairpersons should guide the conversation among the group members and contribute their questions and views as well. Each delegate should be encouraged to contribute to the discussion.

A laptop will be available to **produce a summary** of discussions and observations to be uploaded to the event page of the IOTA website after the Forum.

Required Input and Timing

Total time: 1hr and 10mins.

- Chairperson explains the aim of the group session (5 minutes)
- Group discussion (60 minutes):
 1. *Which digital platforms or communication formats have been most successful in reaching younger audiences (e.g., Generation Z) in your country? What challenges have you encountered when adapting messaging for these audiences?*
 2. *What role do data analytics, AI tools, or interactive digital services (e.g., chatbots, online assistants, webinars) play in your communication strategy, and how can these tools improve engagement and responsiveness?*

Scenario-Based Discussion Question

3. *Youth engagement scenario*

Your tax administration wants to increase awareness among first-time taxpayers aged 18–25 about filing obligations and available digital services. If you had to design a campaign specifically

for this group, which platforms, tone of voice, and content formats would you prioritise? Please briefly share a real-time experience, if you have one.

- Finalising the summary of the discussion (5 minutes)