



# INVITATION LETTER

Meeting of the IOTA Forum on Communication  
**“Media Strategies for Tax Administrations: Navigating Crises and  
Engaging Younger Generations”**

27-28 May 2026  
Oslo, Norway (hybrid event)

To Principal Contact Persons of IOTA

Budapest, 30 March 2026

## Invitation to the IOTA Forum on Communication

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Dear Colleagues,

The Intra-European Organisation of Tax Administrations (IOTA) organises the **IOTA Forum on Communication**, which is hosted by the Norwegian Tax Administration on **27th–28th May 2026** in a hybrid format, allowing participants to join the plenary sessions either in person in **Oslo, Norway**, or virtually via MS Teams.

The main theme for the 2026 Forum is *“Media Strategies for Tax Administrations: Navigating Crises and Engaging Younger Generations”*.

In the era of today’s fast-paced, highly polarised world, effective media strategies are essential for modern tax administrations. The purpose of this year's Forum is to examine how clear, timely, and transparent communication helps tax administrations maintain trust and credibility, particularly during crises. Sessions will explore practical approaches to crisis preparedness, prevention, and coordinated media response. Discussions will also highlight innovative digital communication strategies to better reach and engage younger taxpayers. The event will provide a platform for members to exchange experiences and share best practices for communication in an increasingly digital and complex environment.

Further information about the event's structure and content can be found in the [Background Note](#). Detailed information about the accommodation and venue, financial conditions, and other practical aspects of the event can be found in the [Practical Information](#).

We are pleased to invite **one delegate** from each IOTA member tax administration to participate in the Forum in person. Furthermore, there is **no limit** on the number of participants who wish to attend the IOTA Forum's online sessions. Participants should be *senior officials/experts* with extensive experience and *knowledge in communication and public relations*.

Each participating tax administration is required to complete and submit **one online Country Profile before 30 April 2026**, briefly describing their experience and their country's situation regarding the Forum’s specific topics. **More details on accessing the online Country Profile are available in the Background Note.**





Additionally, delegates are asked to identify and list any specific questions, problems, or solutions they have identified and would like addressed during the Forum's meeting.

Registration for delegates from your administration attending the Forum in person is available via the [online registration form](#) by **17 April 2026**, for virtual participants **by 15 May 2026**. Further details about the registration process are provided in the **Practical Information document**. Please be aware that if we receive your registration after the deadline, the Organisation will not be able to guarantee accommodation or other logistical items. Nevertheless, it is planned that this event will be recorded and made available to watch "on-demand" on the IOTA website.

Participants attending the Forum meeting virtually should read **the Joining Instructions for Microsoft Teams**.

**Delegates attending this event** will be tax officials (managers and experts) from IOTA member tax administrations with extensive experience and knowledge in communications and PR.

The Forum meeting will be conducted **in English**, the working language of the Organisation.

**All information and documents relating to this event can be found on the [Forum's dedicated webpage on the IOTA website](#).**

Should you have any questions about this IOTA event, you can contact the following members of the IOTA Secretariat:

- Contact persons for presentations and technical content of the event:

Ms Erika Szabó, tel.: +36 70 940 9211, email: [Erika.Szabo@iota-tax.org](mailto:Erika.Szabo@iota-tax.org)

Ms Oksana Stepanenko, tel.: +38 068 412 4548, email: [Oksana.Stepanenko@iota-tax.org](mailto:Oksana.Stepanenko@iota-tax.org)

- Contact person for registration:

Ms Fanni Füzi, tel.: +36 20 224 7438, email: [Fanni.Fuzi@iota-tax.org](mailto:Fanni.Fuzi@iota-tax.org)

- Contact person for connectivity issues and online access to the event:

Mr Péter Póth, tel.: +36 70 676 0344, email: [Peter.Poth@iota-tax.org](mailto:Peter.Poth@iota-tax.org)

We look forward to welcoming your participant(s) at the next meeting of the IOTA Forum on Communication in Oslo!

Yours sincerely,

Alix Perrignon de Troyes  
Executive Secretary of IOTA