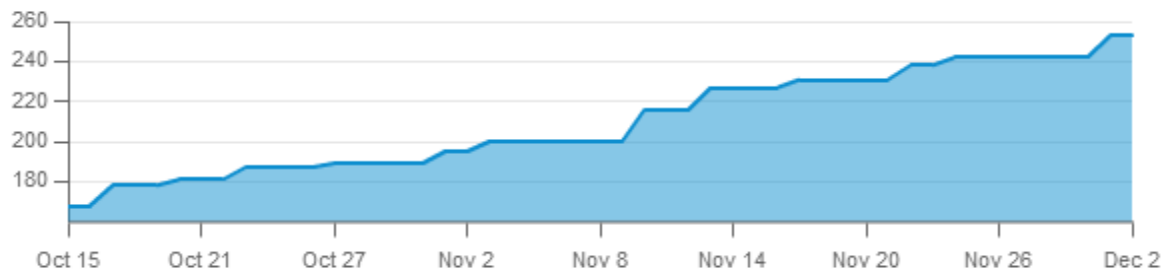


Follower Growth*



✓ IPSASB News

Source: Hootsuite

* October-December 2014

Earned Media

Total

Thought leadership

5

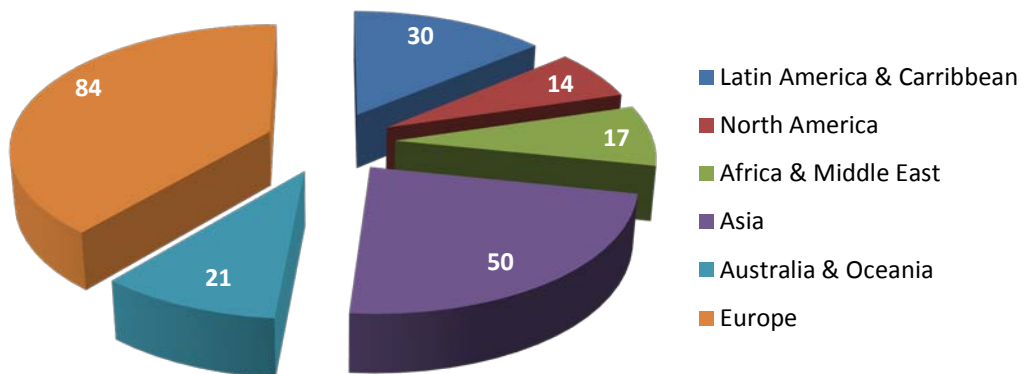
Key leader quote

13

Mention

61

Liaison Representation Activities



Media Highlights

