



**EFFECTIVE AND QUICK INFORMATION AND KNOW-HOW TRANSFER VIA THE INTRANET FOR PES STAFF BY BROADCASTING EVENTS, MEETINGS AND TRAINING**

# ‘Join me’ – live broadcasting of staff meetings throughout the country

Publication date: March 2017

## ICELAND

In order to facilitate a quick transfer of know-how, information and competences among staff at central and regional levels, staff and management meetings, conferences, workshops, and training are broadcasted live throughout the country. The broadcastings are recorded and published via the Askur Intranet service of the PES, Vinnumálastofnun (VMST), and disseminated to all its employees. The digital ‘Join me’ platform helps to significantly increase the accuracy and speed of information exchanges between employees in the head office and the regional offices.

Name of the PES

VMST – Vinnumálastofnun

Scope of measure (a pilot project or a national reform)

Restructuring internal communication channels

When was the practice implemented?

In July 2014

What was the driver for introducing the practice? Was it internal or external?

The main driver of ‘Join me’ was the huge distances between the regional offices of VMST and its head office in Reykjavik. Since the regional offices are relatively small – consisting only of a handful of advisors – participating in team meetings would automatically mean that the offices would have to close. In order not to cut services to customers more than necessary and in order to guarantee that all employees could benefit from the outcomes and results of staff meetings, conferences and training, ‘Join me’ was introduced.

Which organisation was involved in its implementation?

VMST local offices and Head Office.

Which groups were targeted by the practice?

All VMST employees.

What were the practice’s main objectives?

The main objectives of ‘Join me’ included the increase of transparency within the organisation and a better and faster dissemination of information and know-how between regional offices and head office.

What activities were carried out?

Increase of transparency within the organisation and a better and faster dissemination of information and know-how between regional offices and head office.

What resources and other relevant organisational aspects were involved?

‘Join me’ was first tried out on a small scale and then put into use with the help of the IT department. No special resources are needed other than computers with microphones and cameras.

What were the source(s) of funding?

PES budget

What were the outputs of the practice: people reached and products?

Meetings of senior management, weekly tele-meetings of regional directors, regular departmental and team meetings, conferences, workshops, and training are broadcast live via ‘Join me’ throughout the country. The broadcasts are recorded and published via the Askur Intranet service of VMST and disseminated to all its employees.

What outcomes have been identified?

The exchange of information, experiences, and know-how is fast and efficient. Time consuming travelling to head office is reduced. The 'Join me' platform ensures a quick information and know-how transfer.

What are the lessons learnt and success factors?

The introduction of 'Join me' has facilitated information and know-how transfer within the PES in a substantial way. Following recommendations from the external assessment team in June 2016, the PES is checking the potential of 'Join me' for advertising PES-services, training, counselling, etc. to jobseekers and employers in remote areas of the country.



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