



WCMT

WORLD CONGRESS OF MUSIC THERAPY

Connecting Borders

Creating networks and enhancing identities through Music Therapy

07 / 12 JULY 2026
BOLOGNA, ITALY



REPRESENTING THE WORLD FEDERATION OF MUSIC THERAPY: VISION, VOICE AND WORK OF THE PUBLIC RELATIONS COMMISSION (2023-2026 TERM)

Scognamiglio Martina

WFMT PR Commission Chair, Italy

Latysheva Maria

WFMT PR Commission Member, Russia

Sato Kumi

WFMT PR Commission Member, Japan

Ntuli Lulu

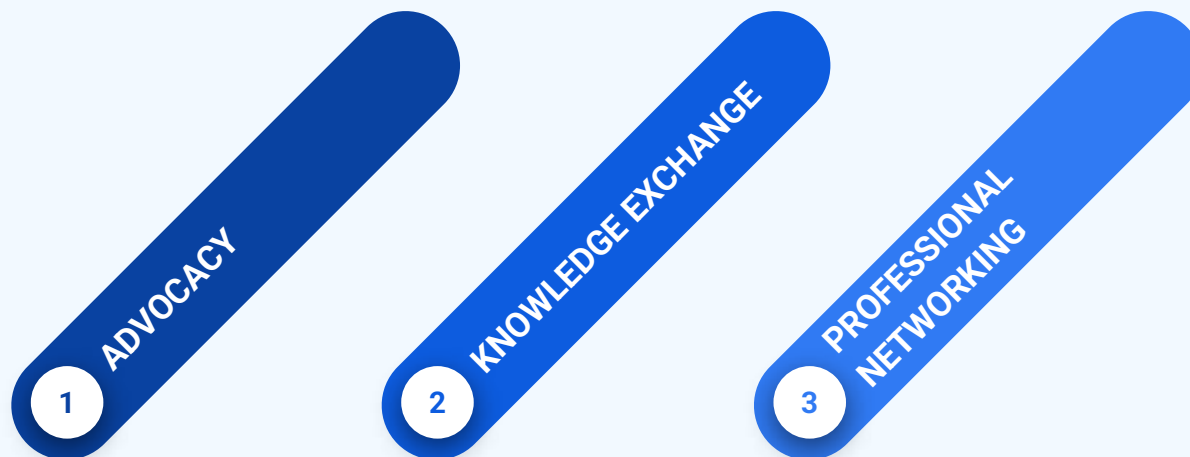
WFMT PR Commission Member, South Africa



WHY PUBLIC RELATIONS?

As a global organization, the WFMT must adapt to today's digitally integrated communication landscape to fulfill its role as a connector within the international music therapy field.

PUBLIC RELATIONS SUPPORT:



Strategic initiatives (website, social media and communication campaigns) support [the vision, mission and values of the Federation](#) (2025 revised) while connecting the global music therapy community.

OUR TEAM: PUBLIC RELATIONS COMMISSION 2023-2026



Martina Scognamiglio

MT, AIM Board

PR Commission Chair

Italy



Kumi Sato

Ph.D., MT-BC

PR Commission Member

Japan



Maria Latysheva

**Musicologist, head of the
department “Music therapy with
children” of AMPP**

PR Commission Member

Russia



Lulu Ntuli

HPCSA-MT, SANATA Treasurer

PR Commission Member

South Africa



PUBLIC RELATIONS COMMISSION VISION

Cultivate strong, constructive relationships with WFMT members and prospective members.

Facilitate effective communication among all stakeholders involved with WFMT to ensure optimal flow.

Advance the global development of the music therapy profession by disseminating relevant and accessible information.

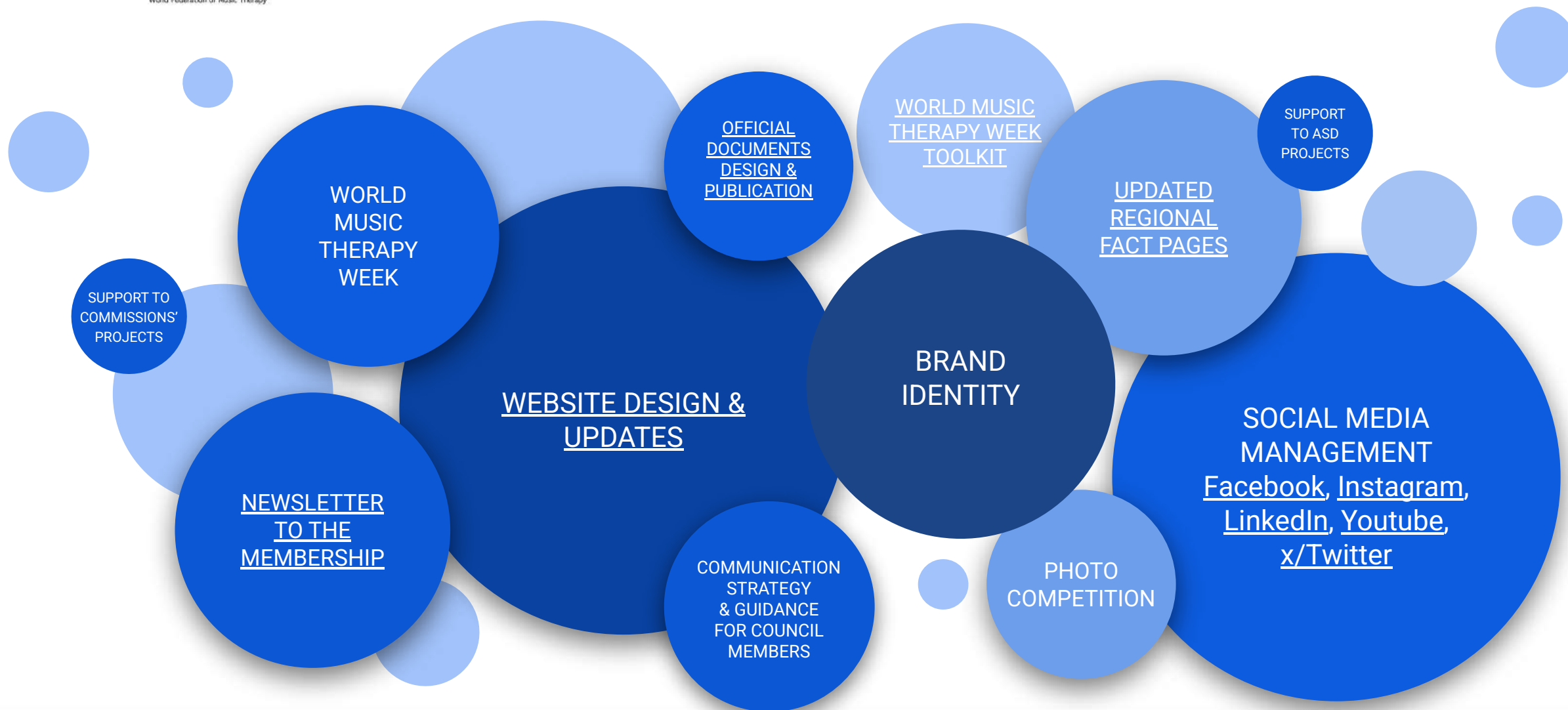
Uphold WFMT's reputation in both routine operations and crisis situations.



PUBLIC RELATIONS COMMISSION GOALS

- Amplify the **impact of WFMT's work** on a global scale.
- Showcase diverse expressions of music therapy **from various WFMT regions.**
- **Listen to and amplify the voices** of those benefiting from music therapy.
- Advocate for and support **World Music Therapy Week.**
- Establish a robust **presence across social media platforms.**
- **Facilitate networking opportunities** within the music therapy community.

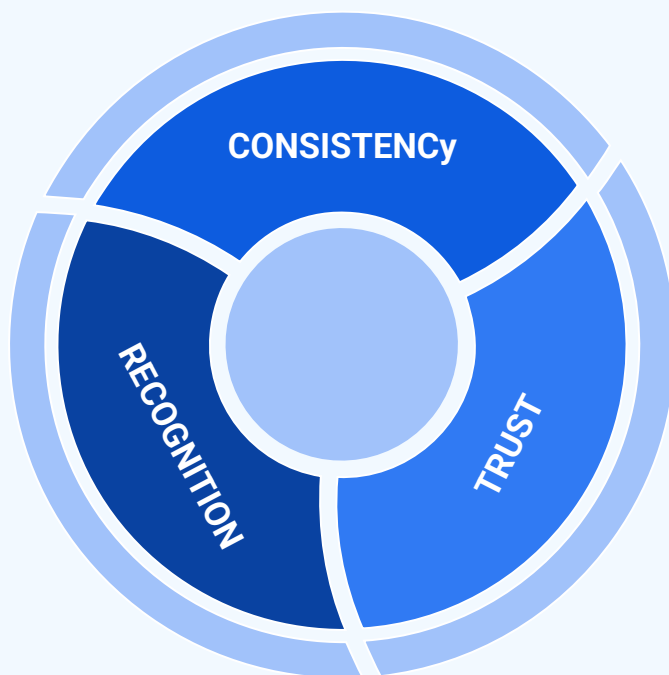
PUBLIC RELATIONS COMMISSION GOALS





BRAND IDENTITY:

speaking with one voice everywhere in the world



BRAND IDENTITY HELPS TO:

- **BUILD GLOBAL RECOGNITION**
so the organization is easily identifiable worldwide
- **CREATE TRUST AND CREDIBILITY**
through a consistent and professional image
- **ENSURE COHERENCE ACROSS ALL PLATFORMS**
(social media, website, newsletters)
- **STRENGTHEN MISSION AND VALUES**
by communicating a clear and unified message
- **IMPROVE COMMUNICATION IMPACT**
by making messages more clear and memorable



BRAND IDENTITY:

WEBSITE

Explore now

Regional Information
Learn More

Student Community
Learn More

Worldwide Events
Learn More

What is WFMT?

The World Federation of Music Therapy (WFMT) is an international nonprofit organization bringing together music therapy associations and individuals interested in developing and promoting music therapy globally through the exchange of information, collaboration among professionals, and science.

Founded in 1953 in Genoa, Italy, it is the only worldwide professional organization representing music therapy in many areas of the world. The members of the Federation are music therapy organizations, training programs, certified music therapists, music therapy students, and individuals associated with music therapy.

WFMT is an international body, with officers, commissioners and regional bodies in all regions of the world.

Latest Updates

WFMT Annual Report 2025-2026 Now Available
News June 15, 2026

WFMT Annual Report 2025-2026 is now available, released ahead of WMCT 2026 in Bologna, highlighting WFMT Council work and initiatives.

Announcement: 2026 World Music Therapy Week Photo Competition Winners!
News April 30, 2026

Announcing the winners of the 2026 WFMT Music Therapy Week Photo Competition, celebrating the theme of the WMCT2026: Connecting Borders!

YOUTUBE

Clinical Practice Commission 2023-2026
1:20

Public Relations Commission 2023-2026
3:19

Education, Certification and Regulation Commission 2023-2026
10:15

Commission Information: Clinical Practice 2023-2026
40 просмотров · 2 года н...

Commission Information: Public Relations 2023-2026
43 просмотра · 2 года на...

Commission Information: Education, Certification and Regulation 2023-2026
293 просмотра · 2 года н...

World Music Therapy Week 10 - 15 April
701 просмотр · 2 года на...

INSTAGRAM



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WEBSITE UPDATES

The website was renovated to improve **navigation, user experience, content structure, accessibility** and **readability**.

STEP BY STEP:

ANALYSIS OF
THE WEBSITE

WRITE THE
RATIONALE

REQUEST
BUDGET
APPROVAL

APPOINT A NEW
WEBMASTER

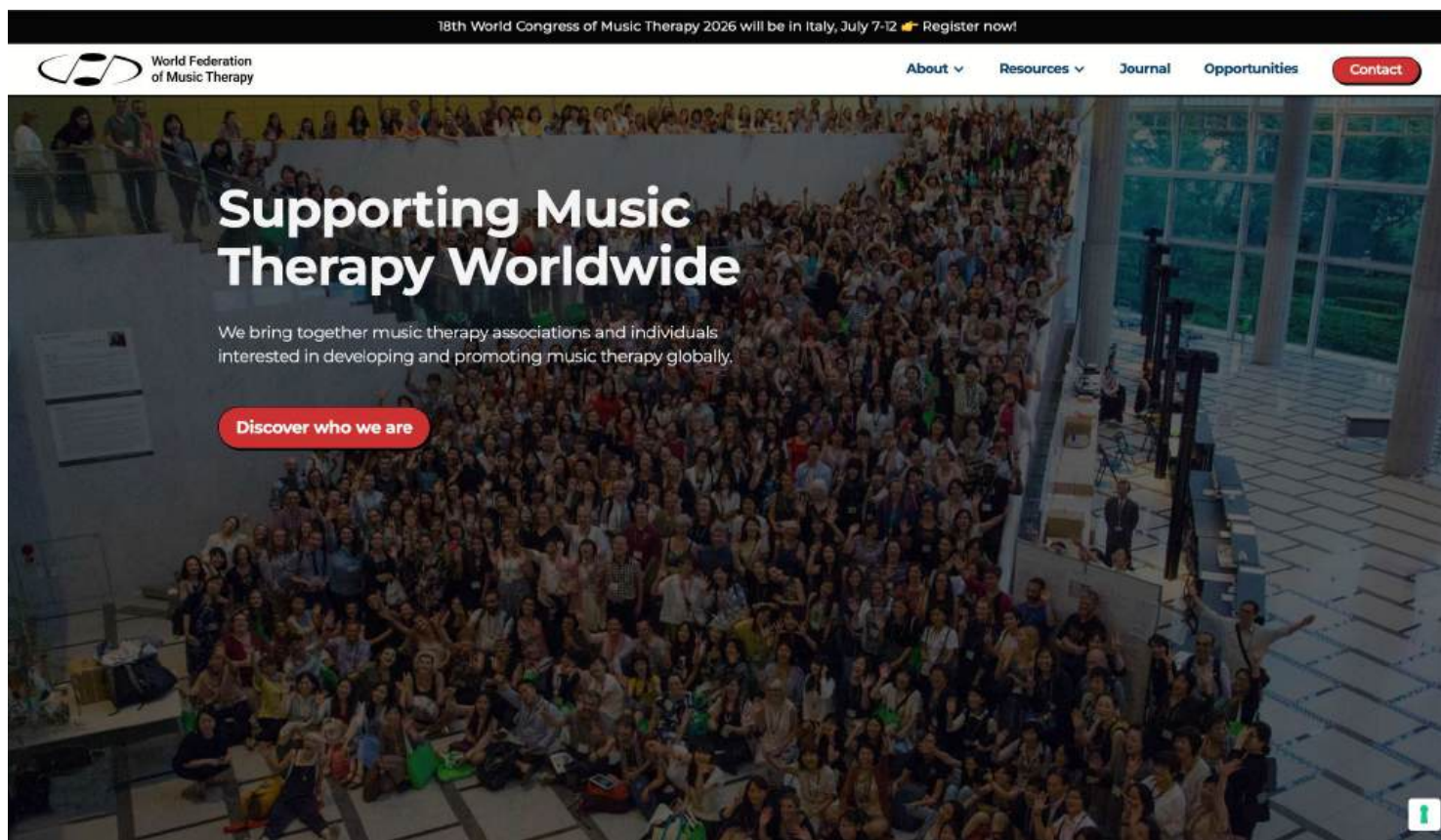
IMPLEMENTATION
OF UPGRADES

KEY IMPROVEMENTS INCLUDE:

- **Homepage** redesigned
- **About page** redesigned (especially “Who We Are” section)
- **Become a Member page** update of the Membership Benefits Chart
- **Resources page** reorganized (Community Updates, Documents & Events categories)
- **Music Therapy Today Journal page** enhanced to highlight the WFMT scientific journal
- **Regional Information page** (Fact Pages updated)
- **Opportunities page** created for global job and volunteer postings



WEBSITE UPDATES



⚠ Some areas still need improvement, such as Become a Member, Recognition Program, Students page, Regional Information structure and the members-only area.



CONTENT UPDATES ON THE WEBSITE

Community Updates

News President presents Regional Liaisons Window to the World Research Forum

Student blog

WFMT Annual Report 2025-2026 Now Available

June 15, 2026

WFMT Annual Report 2025-2026 is now available, released ahead of WCMT 2026 in Bologna, highlighting WFMT Council work and initiatives.

Announcement: 2026 World Music Therapy Week Photo Competition Winners!

April 10, 2026

Announcing the winners of the 2026 WFMT Music Therapy Week Photo Competition - celebrating the theme of the WMCT2026 Connecting Borders!

Nominations Reopened for Select Council Positions!

March 30, 2026

Grasp this opportunity to become directly involved in shaping the federation's next chapter by nominating leaders or yourself (2026-2029)

World Music Therapy Week Toolkit 2026 - New Translations Available

March 24, 2026

WFMT shares the 2026 toolkit in Italian, Greek, and Spanish, with more translations coming soon to expand global access.

WFMT Launches the World Music Therapy Week Toolkit 2026

March 20, 2026

The WFMT Toolkit 2026 is here! A global resource to celebrate World Music Therapy Week (April 10-15) with materials & more. Discover it!

Voting is Now Open for the World Music Therapy Photo Competition 2026!

March 20, 2026

Explore powerful images on "Connecting Borders" and support your favorites. Cast your vote by April 3!

Students Volunteer Registration Form - 18th World Congress of Music Therapy

March 3, 2026

Student Volunteer Call now open for the WCMT2026 in Bologna. Max 30 registered students. Apply by March 13, 2026.

World Music Therapy Photo Competition 2026

February 15, 2026

We invite you to submit your photos for the WMTWeek Photo Competition 2026 with the theme "Connecting Borders"

Published new articles, videos and news on the website including **40 news items**:

21 IN "NEWS" CATEGORY

7 FROM REGIONAL LIAISONS

2 FROM STUDENTS BLOG

3 IN CATEGORY "WINDOW TO THE WORLD"

2 FROM PRESIDENTS PRESENT

5 FROM RESEARCH VIDEO SERIES



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NEWSLETTER TRANSFORMATION - *THE BUZZ*

We redesigned the WFMT newsletter to make it more **professional, targeted, collaborative and data-driven.**

1. PROFESSIONAL

WE IMPLEMENTED A PROFESSIONAL EMAIL MARKETING TOOL, TO MANAGE BOTH DISTRIBUTION AND DESIGN.

2. TARGETED

THE MEMBERSHIP DATABASE WAS STRUCTURED INTO **TARGETED CATEGORIES**, ENABLING MORE EFFECTIVE COMMUNICATION.

3. COLLABORATIVE

THE NEWSLETTER BECAME A **SHARED INITIATIVE WITHIN THE COUNCIL.**



IMPACT AND PERFORMANCE - *THE BUZZ*

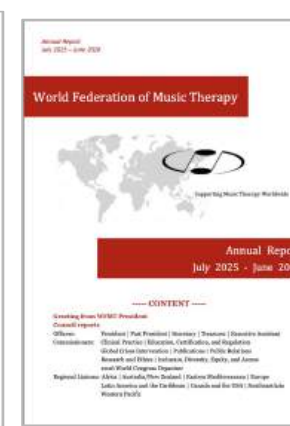
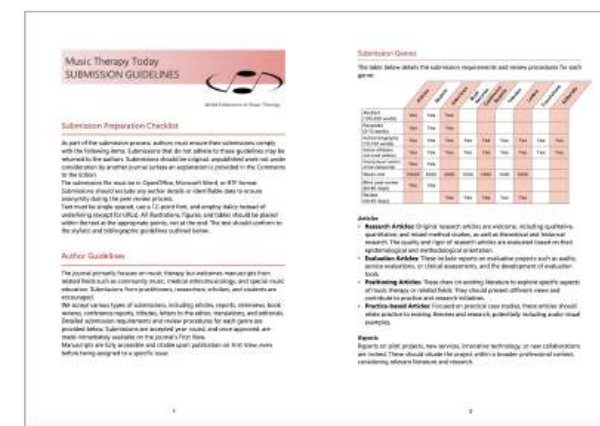
- **22 entries of the regular Buzz series** spanning late 2024 through mid-2026.
- **Longitudinal Reach Success:** The continuous tracking from September 2024 (**133 recipients**) to May 2026 (**199 recipients**) proves a steady expanding interest in WFMT communications (**a total growth of 49.6% in active reach**).
- **Decentralization Works:** Shifting to a multi-voice rotational model successfully maintained a high open rate baseline (~49%) while broadening the variety of content and providing a sustainable platform for long-term growth.



DOCUMENTS UPDATES

- Responding to Ethical Issues
- [Social Media & Online Posting Policy](#)
- Multimedia License
- Educational Guidelines (in 8 languages)
- Music Therapy Today Submission Guidelines
- Annual Reports

Visual Consistency





FACT PAGES PROJECT



The project provides a clear overview of key data about professional associations in music therapy in countries from all over the world.

- Browsing the pages allows us to see **the missions, activities, and contact information of representatives from musical therapy organizations across various regions.**
- By gathering and periodically updating this data, we can **track the growth and appearance of new music therapy associations** globally and compare data over different years.
- In designing this project, we aimed for the pages to be **as informative, succinct and easily accessible.**
- This ensures that any expert visiting the WFMT website can promptly **access current details, reach out to relevant organizations via their websites or email,** and enhance their understanding of music therapy globally.

NATIONAL ASSOCIATION/ORGANIZATION AIM – Associazione Italiana Professionisti della Musicoterapia			ITALY  	
FOUNDATION YEAR 2002	CURRENT PRESIDENT Marinella Maggiori	NUMBER OF MEMBERS 250	MISSION Enhance, update, research, disseminate. Our commitment to Music Therapy. The Association, a non-profit organization, is established for the purpose of safeguarding, promoting and enhancing the profession in Music Therapy. To do this, the Association is committed to: - Enhancing the value of the profession of Music Therapist - Concrete actions to give prominence and value to the profession - Growing in the profession of Music Therapist - Continuing professional development for members - Doing research - Producing knowledge around Music Therapy - Spreading the knowledge and practice of Music Therapy - Networking with national and international institutions	
SUPPORTING REGIONS -			MT DAY European Music Therapy Day 15/11	
RECENT CONFERENCE THEMES Music therapy and eating disorders			WHEN JOINED WFMT? 2019	
THE WEBSITE AND SOCIAL MEDIA Facebook: AIMmusicoterapia Website: www.aim-musicoterapia.it Instagram: @aimmusicoterapia Email: presidente@aim-musicoterapia.it				
Number of MT Schools There is a mixed system of public and private music therapy training. There are since 2022 courses at the academic level in the Conservatory and there are private courses that have minimum training requirements enshrined in the regulation of the profession.				
Number of Graduate Programs The academic level is only in the Conservatory.				
Professional Credentials MT-IC				
Re-accreditation 40 continuing education credits every 3 years				



FACT PAGES PROJECT: List of countries

40 fact pages devoted 40 to countries were designed and renewed for the term 2023-2026:

Africa

Republic of Ghana
South Africa

Southeast Asia

Indonesia
Thailand

Canada & the USA

Canada
USA

Latin America & the Caribbean

Argentina	Guatemala
Bahamas	Honduras
Barbados	Martinique
Brazil	Mexico
Cayman Island	Paraguay
Chile	Puerto Rico
Costa Rica	República de
Cuba	Panamá
Curaçao	Trinidad and Tobago
Ecuador	Uruguay
El Salvador	Venezuela

Europe

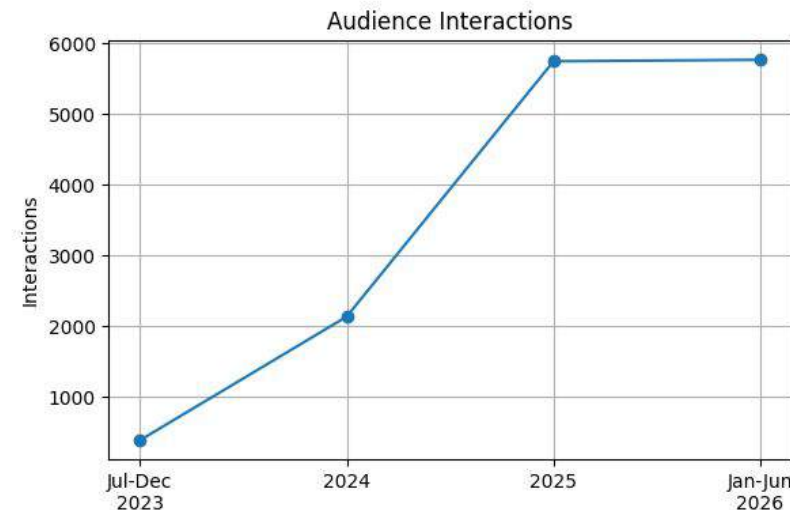
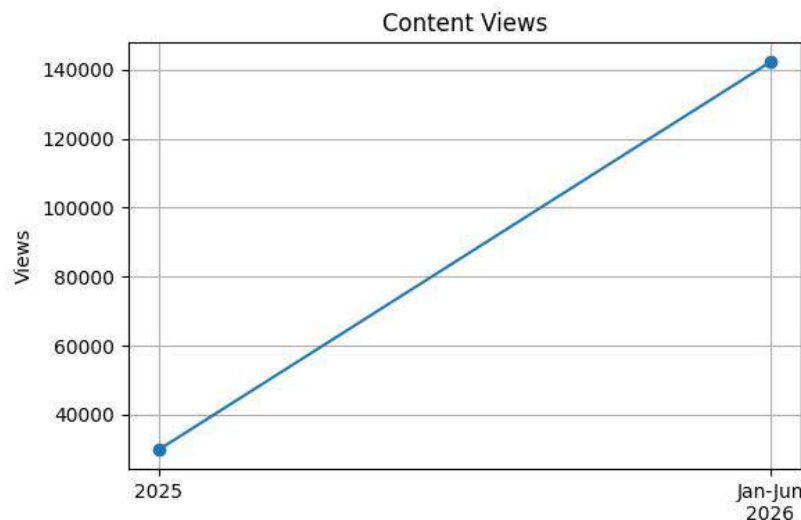
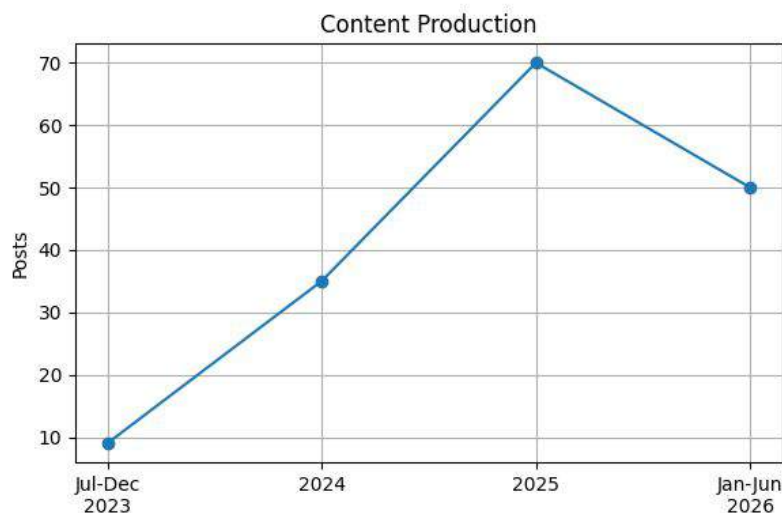
Austria	Ireland
Cyprus	Italy
Czech Republic	Luxembourg
Finland	Poland
France	Russia
Germany	UK
Greece	





WFMT SOCIAL MEDIA PERFORMANCE CHARTS

- The pages demonstrated **positive growth across all key indicators**, including follower growth, content production, engagement, and reach, **highlighting a strengthening digital presence**.
- **Audience interactions increased** substantially, indicating a stronger and **more engaged online community**.
- The Federation maintained **a regular and active publishing strategy** throughout the reporting period.

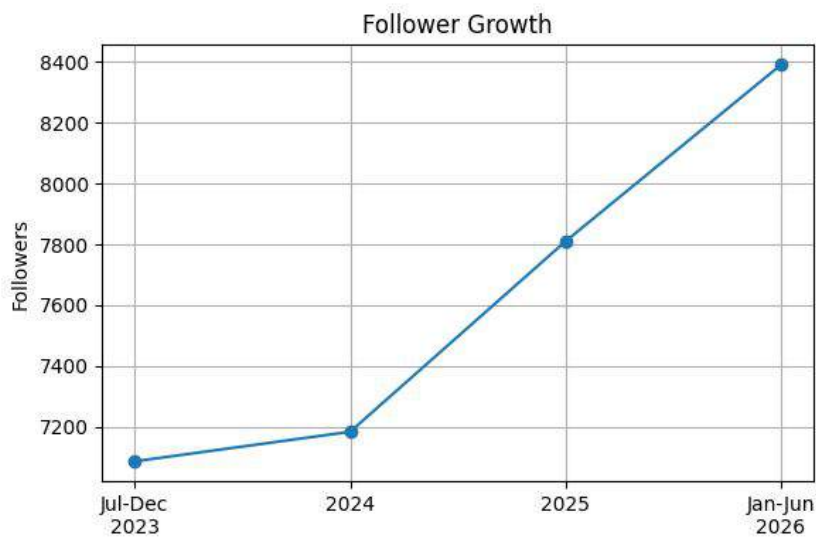




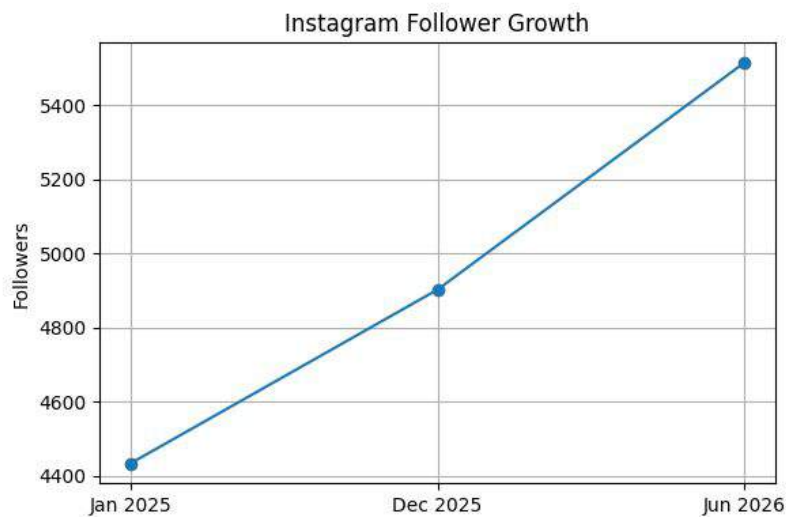
WFMT SOCIAL MEDIA: Follower Growth



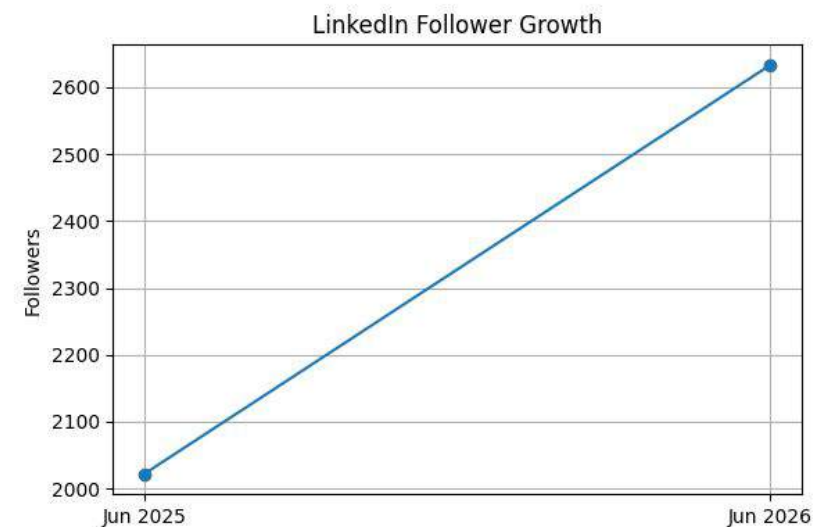
Initial followers: 7,087 (July 1, 2023)
Final followers: 8,390 (June 22, 2026)
Total increase: **+1,303 followers**
Overall growth: +18.4%



Initial followers: 4,433 (January 1, 2025)
Final followers: 5,515 (June 21, 2026)
Total increase: **+1,082 followers**
Overall growth: +24.4%



Initial followers: 2,022 (June 21, 2025)
Final followers: 2,633 (June 21, 2026)
Total increase: **+611 followers**
Overall growth: +30.2%

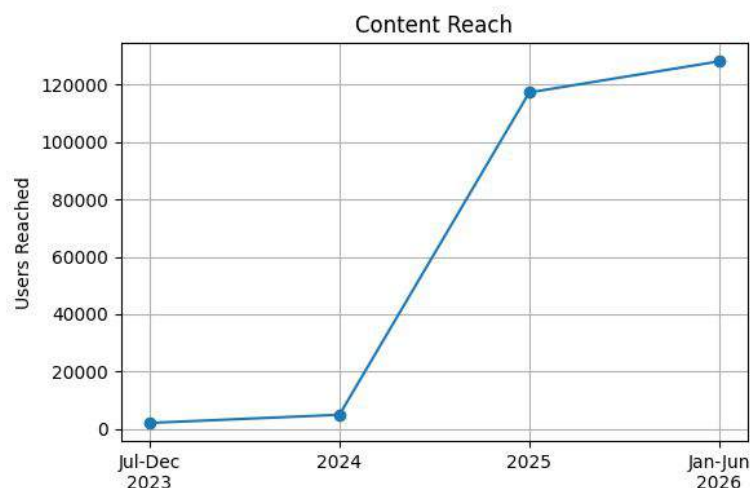




SOCIAL MEDIA: Content & Audience Interactions



- **164 posts published** during the reporting period (2023-2026).



- **152 posts published** during the reporting period (2023-2026);
- a **375% increase in content views**;
- total interactions rose from **520 in 2025 to 6,341 during the first half of 2026**, corresponding to an increase of more than **1,100%**.

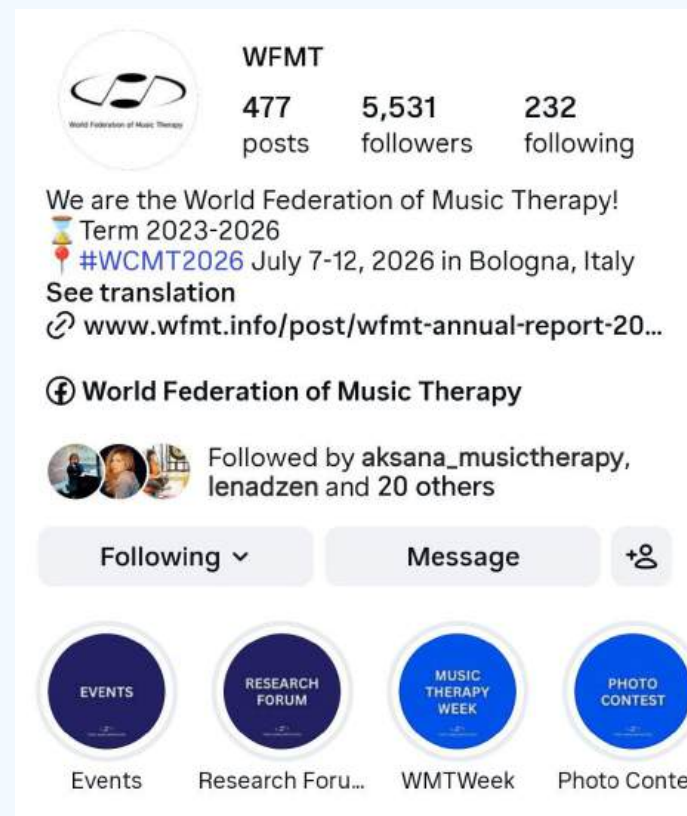
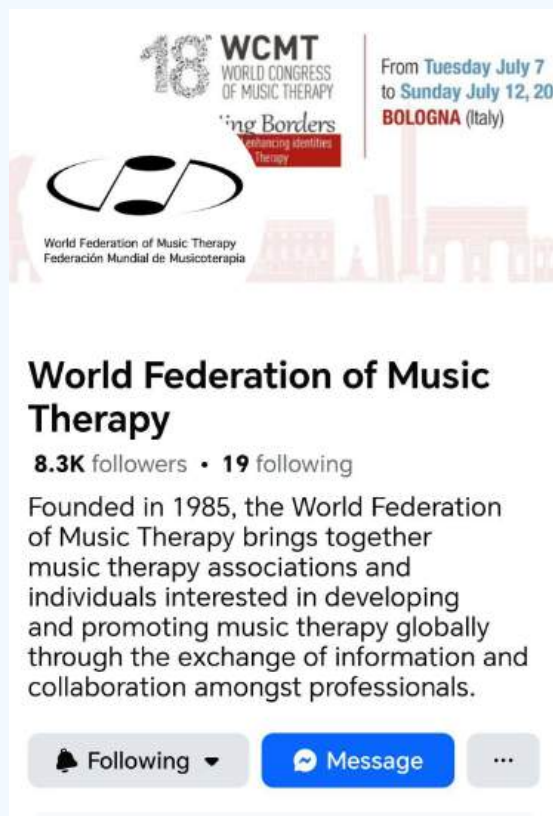


- **74 posts published** during the reporting period (2025-2026);
- nearly **59,000 impressions** generated;
- more than **6,000 clicks** on content;
- over **2,100 audience interactions**;
- an average of approximately **30 interactions per post**.



World Federation of Music Therapy

OUR SOCIAL MEDIA: @worldfederationmusictherapy





SOCIAL PLATFORMS UPDATES: YouTube Channel

22 new video on Youtube channel, including:

- 4 video for Regional Liaisons
- 5 video for Commissions (chair and members)
- 6 videos from “A look into the research of Research and Ethics video series” 2023-2026
- and others

Creating a **cover-design for videos** on our youtube channel to make a **uniformly style**.

		WFMT Regional Liason: Latin America and Carib... 72 просмотра · 2 года на...
		Commission Information: Clinical Practice 2023-2026 40 просмотров · 2 года н...
		Commission Information: Public Relations 2023-2026 43 просмотра · 2 года на...
		Commission Information: Education, Certifica... 293 просмотра · 2 года н...





WORLD MUSIC THERAPY WEEK SUPPORT

Celebrated annually from **April 10 to 15**, World Music Therapy Week continues to be a global opportunity to highlight the transformative role of music therapy in promoting health, well-being and connection.

- **in 2024:** short informative video for social media and the World Music Therapy Photo Competition;
- **in 2025:** World Music Therapy Photo Competition and inaugural **World Music Therapy Week Toolkit** was announced for the first time ever
- **in 2026:** The 2026 toolkit 2nd edition builds on previous edition, offering even more accessible materials to support advocacy, outreach and engagement across diverse audiences.



WORLD MUSIC THERAPY WEEK
APRIL 10-15



MUSIC THERAPY PHOTO COMPETITION

The WFMT Photo Competition is a recurring initiative of World Music Therapy Week, designed to showcase music therapy practice worldwide through visual storytelling and community engagement.

Changes were made:

- **the voting process** - have made the vote counting procedure more convenient
- **renewed rules** - since 2024 a theme was selected for the competition

2024

- NO specific theme for the competition
- one participant submitted up to 5 photos
- the voting was conducted using “Like” on social media → the commission members had to count # of “Like”

2025

- **specific theme for the competition**
- one participant submitted up to 5 photos
- **the voting was conducted using the google form** → easy to analyze the most voted photos and more transparent scoring through form reports.

2026

- **specific theme for the competition**
- **one participant submitted up to 3 photos**
- **the voting was conducted using the google form** → easy to analyze the most voted photos



WORLD MUSIC THERAPY WEEK
APRIL 10-15



MUSIC THERAPY PHOTO COMPETITION



2024 Winner

Baby plays ukulele

Andrés Buitrago Moreno, Colombia



2025 Winner

Angel

Verónica Riascos Vargas, Colombia



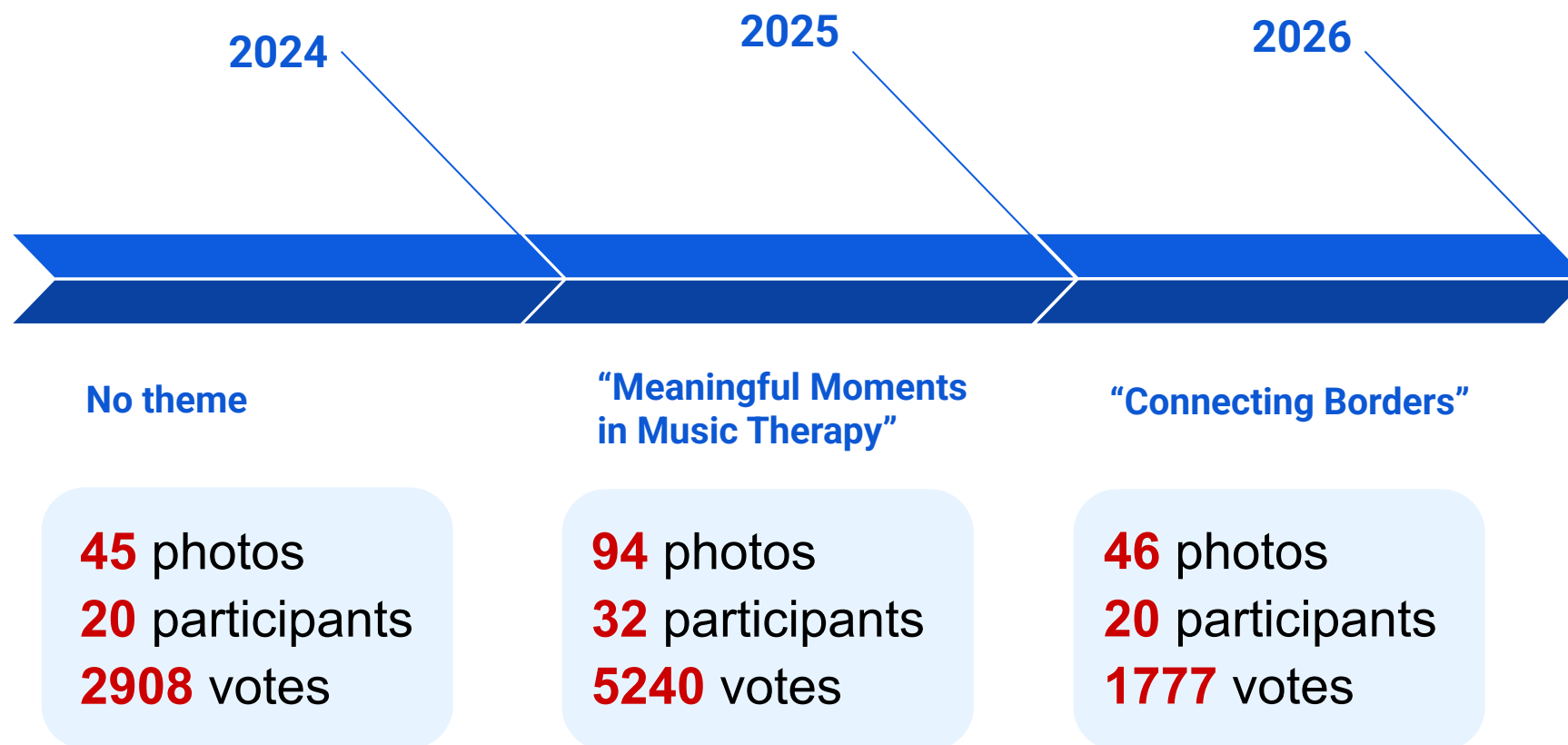
2026 Winner

Entering the other's world

Valentina Giacosa, Italia



MUSIC THERAPY PHOTO COMPETITION





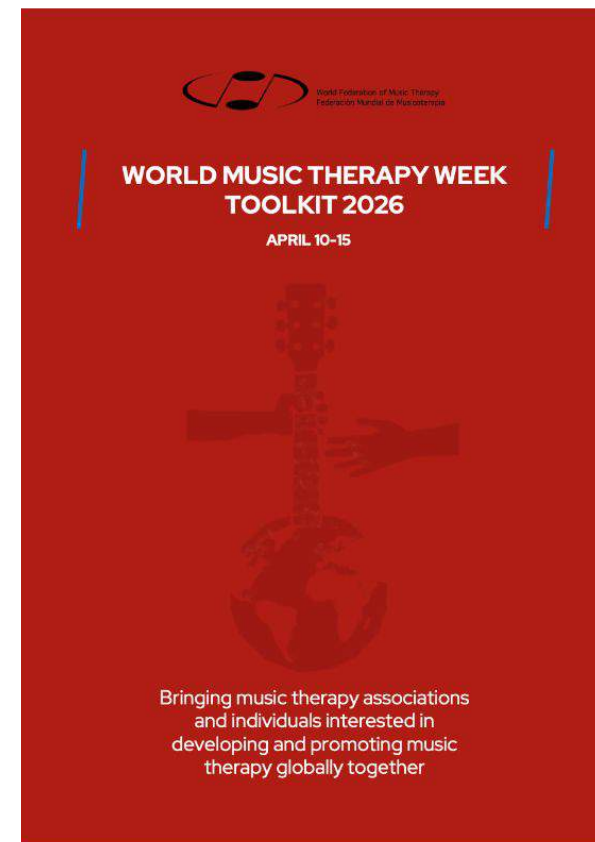
WORLD MUSIC THERAPY WEEK TOOLKIT

Goal:

Design and distribute a **multilingual media kit with official graphics, templates, and communication guidelines** for the next World Music Therapy Week, enabling wide sharing and use.

Collaborative work:

This toolkit has been developed through the continued collaboration of the **WFMT Public Relations Commission**, the **Assembly of Student Delegates**, and the **WFMT Council**.





TOOLKIT HIGHLIGHTS:

✓ Ready-to-use Materials for World Music Therapy Week

A collection of practical resources such as Posters and Social Media Cards (editable for translations on Canva) designed to make participation easier than ever, supporting individuals and organizations in creating meaningful and impactful content.



✓ Educational Resources

Myths vs. facts about music therapy (1st ed. 2025) and *Interdisciplinary Connection* (2nd ed. 2026)

✓ Multilingual Accessibility

Customizable Canva templates to support outreach in multiple languages.

✓ Community Engagement Tools

A global photo competition: an interactive initiative everyone can join.



NEW CONTRIBUTIONS IN THE 2026 TOOLKIT

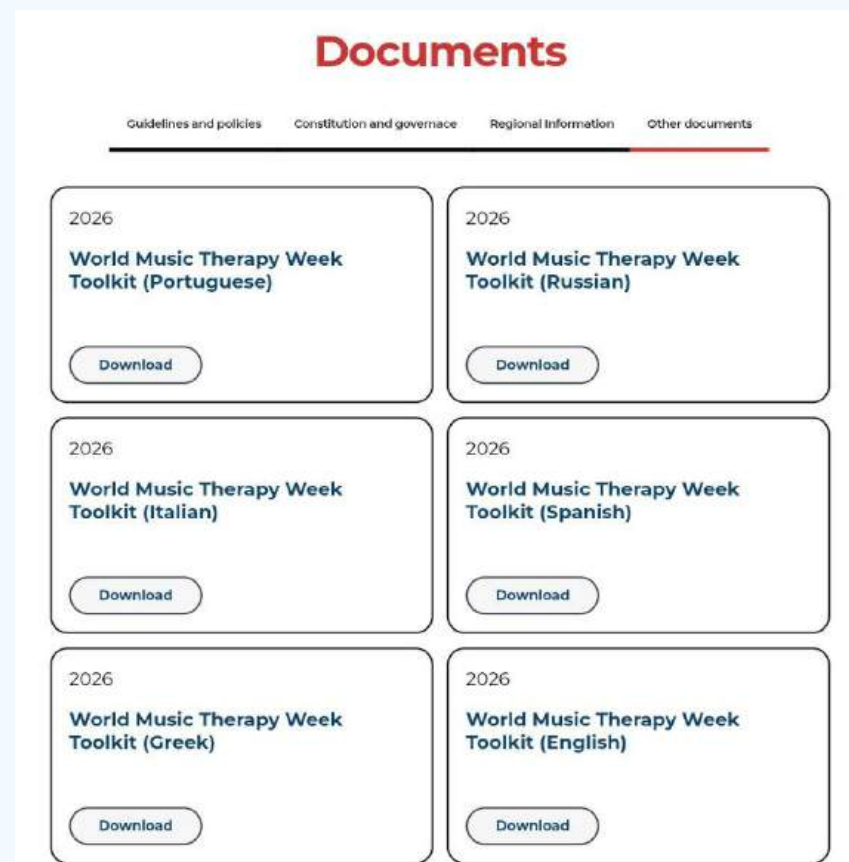
Connecting Borders: Selected Literature

A curated selection of open-source publications by members of the **WFMT Council**, providing valuable insights and perspectives that enhance understanding of music therapy practice and research.

Multiple translated versions

This step further supports WFMT's commitment to making music therapy resources available to a truly global audience.

- English
- Italian
- Greek
- Spanish
- Portuguese
- Russian





THE TOOLKIT: TO BE CONTINUED

We hope that the Toolkit will continue to evolve as a dynamic global resource.

Future additions may include:

- Dedicated pages for WFMT Membership and Council Members
- Expanded campaign branding and visual assets
- Additional educational materials
- More multilingual resources
- World Music Therapy Week Event planning tools and guides
- Enhanced digital and interactive resources



BRINGING THREE YEARS OF WORK TOGETHER: 18TH WORLD CONGRESS OF MUSIC THERAPY

- Our latest and most ambitious project was to bring together the work developed over three years into something unique and meaningful.
- The **18th World Congress of Music Therapy** gave us the opportunity to transform this shared vision into reality.
- Starting from a process of mutual listening and collaboration, through thematic meetings involving the **WFMT Board members, the Assembly of Student Delegates and the PR Commission**, we developed initiatives that, during these days, are bringing all of us together in a way we could not have imagined.





WORLD MUSIC THERAPY WEEK EXHIBITION AT WCMT2026

We gave visibility and value to the winning photographs from the photography competitions (2023-2026) by creating an exhibition on the small stage in the Congress Hall, allowing participants to connect with these visual stories throughout the event.



Photo winners' exhibition

Discover the **winning entries from the photo competitions organized by the WFMT Public Relations Commission during the World Music Therapy Weeks of the last three years (2023-2026)**. This exhibition offers a visual look into music therapy practices and communities worldwide. We invite you to visit the gallery, connect with these global stories and share your favourite images on social media using **#WCMT2026**.



CREATING THE WCMT2026 SOCIAL HUB

A space dedicated to connection, communication and community engagement during the Congress.

Social hub

Visit our welcoming lounge, open to everyone throughout the congress, to connect and share your journey! This area is yours to **tell your congress story through social media**, with friendly volunteers often around to get you involved in special storytelling ideas. Drop by, step in front of our backdrop and help us capture the true spirit of #WCMT2026!

Upload your selfies to the congress App to share your experience with fellow participants.





WCMT2026: BUILDING A VOLUNTEER COMMUNITY

We created a team of volunteers made up of students and professionals, including members of the **PR Commission**, the **Assembly of Student Delegates**, and colleagues who enthusiastically contributed to the creation and planning of the content shared through our social media channels.

CONTENTS INCLUDED:

- **DAILY STORIES** capturing what happens during the Congress;
- **PHOTOS AND VIDEOS** for Social Media, Youtube and Archive
- the **“QUESTION OF THE DAY”** involving participants;
- sponsor spotlights;
- **INTERVIEWS** with professionals recognized for their contributions to the field.





WCMT2026: BUILDING A VOLUNTEER COMMUNITY



This initiative was built on a voluntary basis, without refunds, but with something much more valuable: a real community of people who have shared a journey, grown together and chosen to actively engage in this collective experience.

Alongside documenting the Congress, we continued our broader commitment to preserving the Federation's history by expanding the **WFMT Photo Archive** and creating a digital archive of the **Music Therapy Today (MTT) Journal Issues**, ensuring that our shared legacy remains accessible for future generations.



WCMT2026: CREATING A HISTORICAL ARCHIVE FOR THE WFMT

We proposed to the WFMT Council the involvement of an official photographer and videomaker to document key moments of the Congress, including the **Opening and Closing Ceremonies and Spotlight sessions**.

*The goal is:
to create a historical archive of this special event and to preserve educational content that, in the future, can be shared through the WFMT membership area and continue supporting our global community.*



PUBLIC RELATIONS IN THE WFMT2026

Effective public relations are not only about communicating information. They are about building trust, fostering belonging and connecting a global community through shared values and dialogue.

- By holding space, the Public Relations Commission has the challenging task of **bringing together the diversity of the global music therapy community**.
- Organizational communication requires continuous adaptation to contemporary developments, demanding **awareness and accountability** across both its professional and relational dimensions.
- Public relations function as an ethical and relational practice grounded in mutual understanding. This responsibility involves **highlighting and preserving the global network's history** of a global network, strengthening the identity and voice of a worldwide community.



KEY MESSAGE

Effective public relations are not only about communicating information.

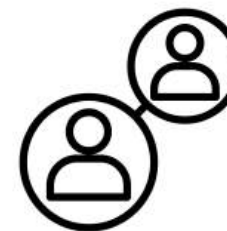
Through shared values and dialogue, they are about:



**BUILDING
TRUST**



**FOSTERING
BELONGING**



**CONNECTING THE
GLOBAL COMMUNITY**



THANK YOU FOR YOUR ATTENTION

Martina Scognamiglio

martina-scognamiglio@libero.it

Maria Latysheva

avosta4music@gmail.com

Kumi Sato

ksato.mt@gmail.com

Lulu Ntuli

lulunegota@gmail.com

