



# Communications Update

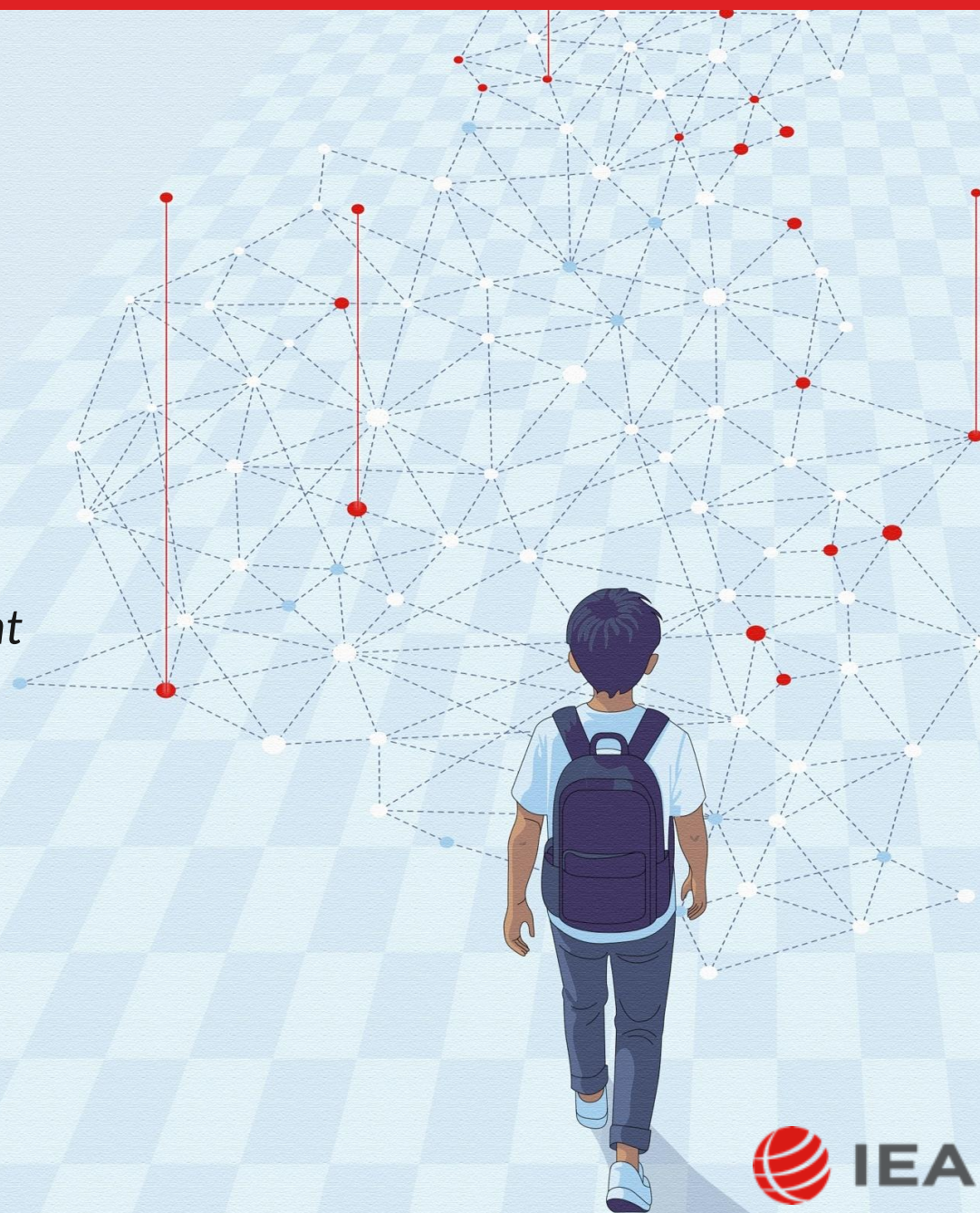
Colm Brennan  
Media and Communications Liaison

*67<sup>th</sup> IEA General Assembly  
07 October 2026, Warsaw*



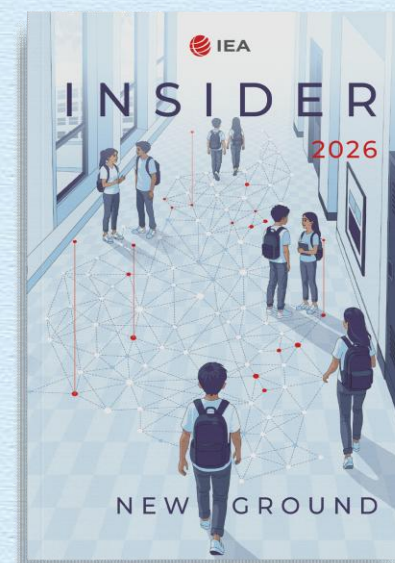
# A few things keeping us busy

- **IEA Insider**  
*Celebrating our work and partnerships*
- **AI & publishing**  
*Responding to a changing environment*
- **Website redesign**  
*Rethinking how people find and engage with our content*
- **And then...over to you**



# IEA Insider 2026

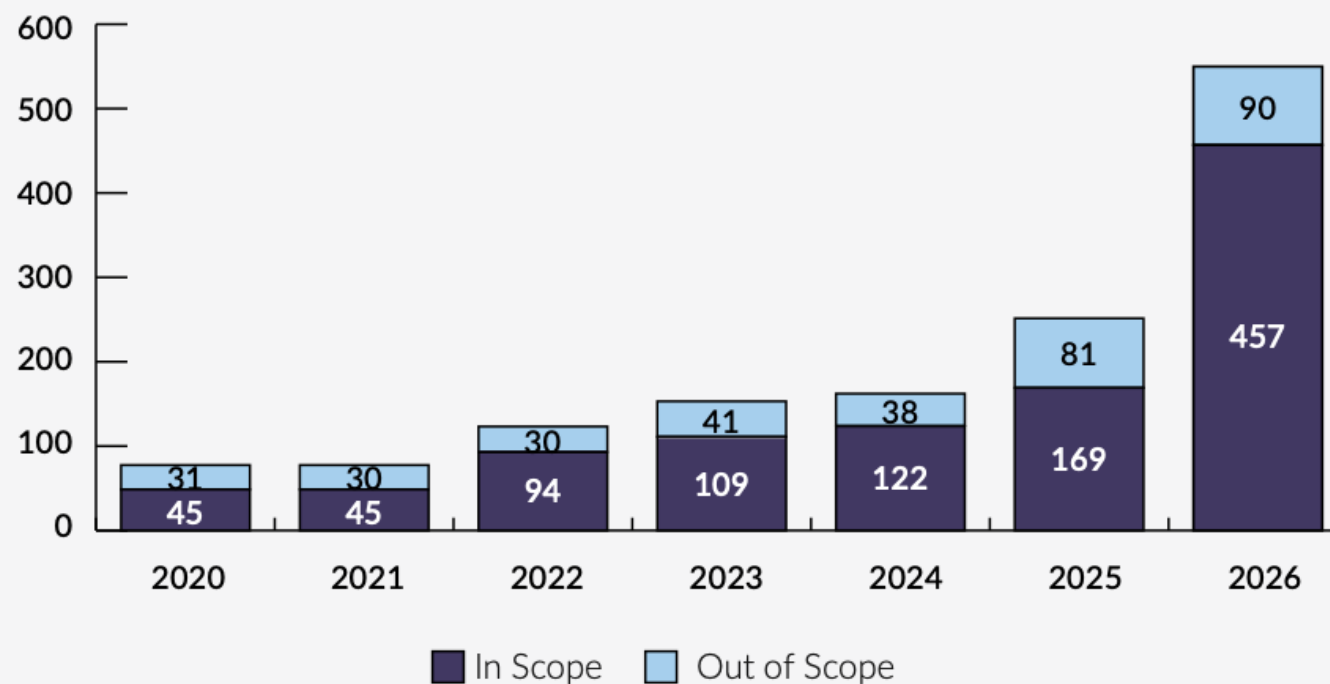
- Thanks to our contributors both from within IEA and from a myriad of external partners in our network
- Find printed copies in the coffee break room
- You are very welcome to take any copies that you can find away with you today



# Increasing submissions

- Increase in the number of submissions to IEA Calls and LSAE journal
- Cannot attribute this to AI alone, other factors will also play a part

LSAE Journal Submissions Over Time

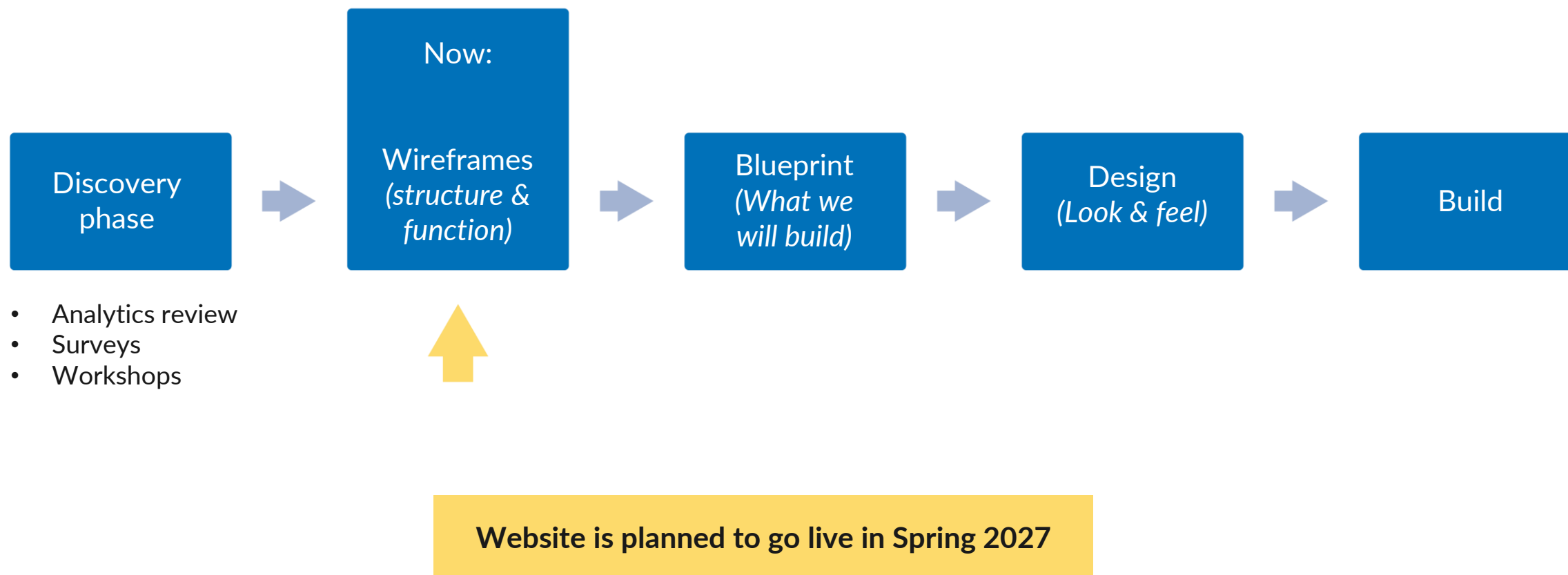


# Emerging AI guidance for authors and reviewers

- Communications and PEC are developing clearer guidance for authors and reviewers
- Intention of incorporating guidance into future Calls, the Style Guide, and relevant publishing processes
- Not trying to prohibit AI or produce an exhaustive list of acceptable tools and uses
- The guidance advocates for responsible use while keeping human judgement, transparency, accountability and research integrity at the center

# Website Redesign Project

Where we are and next steps:



# Key learnings from discovery phase

- **From analytics:** On average 2.4 actions per visit and limited cross-navigation between main sections.
- **From site survey:** Most users enter the website through studies, publications, and data. Some users gave feedback that they could not find specific results.
- **From staff survey:** The biggest improvement areas that kept recirculating are restructuring information, improving clarity, and making processes easier to understand and follow.
- **From stakeholder survey:** Make key information and data easier to find and access through intuitive navigation and content structure, with greater use of visual formats such as infographics and dashboards.

# New ways that people discover content and information

*Generative Engine Optimization (GEO) is the practice of structuring and writing web content so that it is easy for AI-powered search and answer tools to understand, represent, and cite.*



# How GEO changes things



## **Fewer click-throughs**

Although reports remain important as the authoritative source, research suggests that increasingly users click through less when AI answers are shown



## **Researchers are using AI for discovery**

61% of researchers use AI to find and summarize new studies, according to Elsevier's Researcher of the Future report



## **Implications for IEA**

Our content needs to become better structured so that it can be found, understood and correctly attributed.



Thank you

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