Communicating adequately in an EU context

Session 2

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Brussels, 3 December 2018
Communication in an advocacy strategy
European public affairs

- Monitoring and intelligence
- Procedural analysis
- Strategy
- Networks
- Coalition
- Advocacy
- Institutional communication
Advocacy

Communication

Fully integrated
Adequate communication: messages and tools

MESSAGES
- Story-telling
- View Paper
- Short / concrete
- Personalised

TOOLS
- Position papers
- Website? Yes, but...
- Social networks
- Editorial content
Position Paper to View paper

IFPMA

22 November 2016

IFPMA Position Paper on the Handling of Post-approval Changes to Marketing Authorizations

Introduction
Following the initial launch and throughout a drug product’s commercial life, changes that might impact the product’s quality and safety profile will inevitably occur. These changes may include modifications to raw materials, analytical methods, suppliers, manufacturing equipment, processes and sites and are a consequence of continual improvement, implementation of innovative technologies, efficiencies of production or increases in scale to improve the availability of drug products for patients. Variations, also known as post approval changes, are necessary in order to comply with evolving regulatory requirements.

After receiving market approval, drug products are used in a wider population that brings further knowledge to its safety profile. It is important that such information is reflected in the product labeling in a timely manner for the benefit and safety of patients and healthcare professionals. Thus post approval changes to the originally approved dossier are an essential part of a product’s lifecycle. Therefore, it is important that new product knowledge is managed in a structured and planned way to enable continual improvement, to encourage innovation, state of control, and to ensure uninterrupted product availability for patients.

Many drug products are managed globally throughout the commercial part of their lifecycle. However, as regulatory systems develop and evolve worldwide, the requirements to submit and review post approval changes and implement safety labelling updates are increasing. As a consequence there is a growing potential for divergence, increased complexity and less predictability across markets. The major challenges with managing variations globally include the variable or unpredictable timeline and submission requirements across National Regulatory Authorities (NRAs) for review and approval. This leads to different implementation dates for changes thus increasing the potential for compliance issues as well as contributing to the complexity due to the need to manage multiple variants of products/processes. International collaboration and cooperation towards regulatory convergence has been recognized as an appropriate regulatory mechanism which could address the NRAs’ challenges with managing the associated increase in workload.

IFPMA believes that global regulatory convergence, such as work sharing between NRAs, as well as reliance on assessments by Intergener Regulatory Authorities (IRAs), will provide a more efficient and predictable environment for the management of post approval changes to drug products.

1 Interagency regulatory authority (IRA) is a regulatory authority which is, as a member of the International Conference on Harmonization (ICH) or any other regional or international body, representing and coordinating the efforts of its member authorities with the aim of harmonizing regulatory requirements through a consensus-based and science-driven approach to facilitate the development of medicinal products.
Position Paper to View paper

1. Collectively, sustainable agriculture practices and Protected Area management can nurture resilient rural areas and create living landscapes.

2. Specific measures, programmes and funds are needed to support initiatives on partnership building among Protected Areas, farmers and consumers.
Protect Water Campaign WWF

Europe's rivers and lakes are under attack!

Act now using the form below.

https://youtu.be/QsSC8F7QSBY

https://youtu.be/nCRjqwhsN8M
Presentation skills

Public speech and powerpoint presentation
Speeches: the content

‘Begin with the end in mind’

The 3 Ts:

1. **Tell** them what you are going to tell them ...
   - *Present the general structure of your speech, and emphasize each key idea*

2. **Tell** them ...
   - *Two or three messages in a speech. Never more.*

3. **Tell** them what you have told them ...
   - *Signal that your speech is soon coming to an end*
STRONG VOICE

ARTICULATION

VOICE MODULATION

BREATHE

BODY LANGUAGE
Speeches: body & soul

• Wear something smart but comfortable
• Find out the dress code of the day (formal/informal)
• Room set-up: size and speakers position
• Use strong & open gestures and slow movements
• Use movement with a purpose
• Avoid distracting movements - i.e. jangling coins or flipping a pen
• Avoid 'velcro' arms!
• Your eyes are part of your body
Powerpoint presentation

- Powerpoint supports the speaker, it is not a substitute!
- Powerpoint is a graphic programme, not a word processor!
- One graph/image says more than a hundred words
- No sentences, but key words in bullet points
Powerpoint presentation

• Number of slides in proportion to time

• ‘Guide’ the audience and do not read your slides

• Physical set-up between you, your powerpoint & the audience: do not turn to the screen

• Animations: use with caution

• Watch out for acronyms
Stress management

• Be well prepared

• Rehearsing

• Breathe

• Find a comfort point in the room

• Pausing is not a sin
Managing questions & disturbances

- Anticipate questions in your preparation; know your audience
- Foresee Q&A time
- Short and to the point replies
- Stay calm, focused and credible
Choosing Social Media
## Scheduling and Frequency of Posting

<table>
<thead>
<tr>
<th>Platform</th>
<th>Frequency</th>
<th>Time of day</th>
<th>Day of the week</th>
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</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>5-10 times a day</td>
<td>9am-3pm</td>
<td>Thursday</td>
</tr>
<tr>
<td>Facebook</td>
<td>3 times a day</td>
<td>1-4pm</td>
<td>Wednesday and Sunday</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>2 times a day</td>
<td>7-9 am and 5-6 pm</td>
<td>Tuesday and Thursday</td>
</tr>
<tr>
<td>Google+</td>
<td>3 times a day</td>
<td>9-10am</td>
<td>Wednesday</td>
</tr>
<tr>
<td>Instagram</td>
<td>As appropriate</td>
<td>As appropriate</td>
<td>Monday and Thursday</td>
</tr>
<tr>
<td>Pinterest</td>
<td>5-10 a week</td>
<td>9-11 am</td>
<td>Saturday</td>
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Do’s and don’ts

• Plan ahead, earmark certain dates, but make sure you interact

• Number of posts is key, followers/contacts is even more important!

• Diversify your messages in accordance to the channel

• Monitor all your social media channels daily for comments (positive and negative ones) and respond effectively.

• Don’t get involved in a negative spiral and be selective on what you get involved in.

• Links and hashtags a must, but used moderately.

• Visuals get the message across even better.
Working with press
Journalists and news

- In a rush
- Under pressure to produce, write
- Competition for attention
- They are not researchers
- You are the expert—not the victim!

- Anything new or unusual
- Criticism, controversy, rows
- Winners and losers/heroes and villains
- Interesting numbers/trends
- The future/forecasts/predictions

Remember:
You’re not talking TO the journalist, you’re talking THROUGH the journalist.
What journalists are looking for

- Interesting words - “Soundbites”
- No jargon
- Key facts, numbers
- Examples, case studies

George Robertson:
“Getting NATO members to agree on anything is like trying to carry frogs in a wheelbarrow.”

Fortis Invest:
“The failure of Lehman Brothers had the effect of a stone being thrown into a delicate spider’s web.”
Writing a good press release: content and structure

• Identify news “peg
• Who, what, why, where, when, how?
• Find catchy headline
• Think of picture opportunities
• Don’t forget contact details
• Max 1 page

• Para 1: State the news
• Para 2: Explain the impact of the news
• Para 3: Quote from key player
• Para 4: Recent background relating to news being announced
• Para 5: General information on the organisation
TV and Radio Interviews

- Aim to sound positive, authoritative
- Energy x 5
- Never “No Comment” or “Off the Record”
- Avoid hypothetical questions
- Admit when you don’t know
- Don’t assume you’re off air immediately
## The Magic Box

<table>
<thead>
<tr>
<th>Key message(s)</th>
<th>Key words and ‘signposts’</th>
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<tbody>
<tr>
<td>1.</td>
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<td>2.</td>
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<th>‘No go’ areas</th>
<th>Questions</th>
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**Additional info**
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