## Welcome and Opening Remarks

**01**

17:30 - 17:40 (10 minutes)

- Introduction of team and trainers
- Purpose of today (objectives and agenda)

**Moderator(s):**
- Susanna Palkonen, Director, EFA
- Simon Greaves, Executive Director, Harwood Levitt Consulting

---

## ADVOCACY: Why and What?

**02**

17:40 - 18:10 (30 minutes)

### In this session you will learn:

- What is the objective of an advocacy campaign, and what makes it successful?
- How to influence policy-making by identifying right stakeholders, and the appropriate channels (e.g., letters, publications, social media) to reach relevant stakeholders at the national level and EU level.

**Moderator(s):**
- Ginevra Sponzilli, Senior Manager, Harwood Levitt Consulting
- Fernando Tonon, Junior Consultant, Harwood Levitt Consulting

---

**03**

18:10 - 18:40 (30 minutes)

### Tips and Tricks: How to develop a successful Advocacy Campaign

- What are important things to include in your campaign planning?
- What can you leverage from existing EFA work and material?

**Moderator(s):**
- Fernando Tonon, Junior Consultant, Harwood Levitt Consulting

---

18:40 - 18:50

**Comfort Break**
## CAMPAIGNING: How and When?

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
<th>Facilitator(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>18:50 - 19:05</td>
<td><strong>Presentation of the Atopic Eczema Advocacy Toolkit</strong></td>
<td>Valeria Ramiconi, Programme Manager, EFA</td>
</tr>
<tr>
<td>19:05 - 19:50</td>
<td><strong>How to transfer theory to patients</strong></td>
<td>EFA Team: Irina Csender, Prevention and Healthcare Policy Officer, Panagiotis Chaslaridis, Policy Advisor, Valeria Ramiconi, Programme Manager</td>
</tr>
<tr>
<td>19:50 - 20:00</td>
<td><strong>Closing Remarks</strong></td>
<td>Ginevra Sponzilli, Senior Manager, Fernando Tonon, Junior Consultant, Simon Greaves, Executive Director</td>
</tr>
</tbody>
</table>