



XIII BIENNIAL MEETING 2014

PRAGUE

**Jose Drabwell
President**

31 OCTOBER 2014



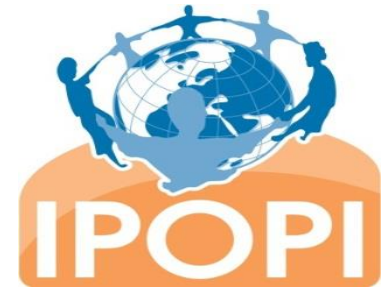
WORLD PI WEEK

22 – 29 APRIL

AWARENESS IDEAS AND STRATEGIES

A unique global opportunity for a national campaign

2015 AND BEYOND



2011 – FIRST CAMPAIGN

IPOPI FUNDED 7 COUNTRIES

2012 – FULL YEAR CAMPAIGN

IPOPI FUNDED 13 COUNTRIES

2013 - MANY COUNTRIES

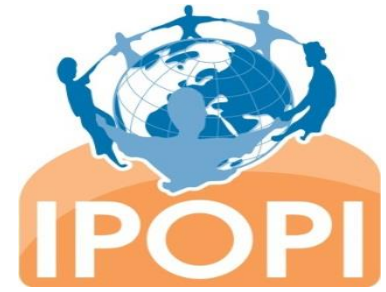
IPOPI FUNDED 1 CAMPAIGN

2014 – MOST SUCCESSFUL YET

IPOPI FUNDED 17 NMOs

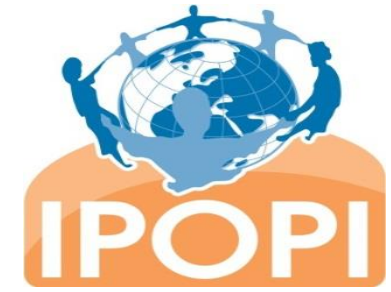
WHAT NEXT??

2015 CAMPAIGN AND BEYOND



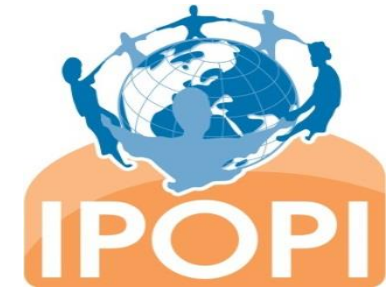
- **SMALLER CORE STEERING COMMITTEE**
- **MORE PRECISE DIRECTIONS FOR THE CAMPAIGN GIVEN TO CONSULTANTS AGENCY**
- **COMMUNICATING, ADVISING AND LIAISING WITH THE FULL SC**
- **SHOULD RESULT IN MORE PUBLICITY AND A WIDER REACH**

CAMPAIGNS AND GOALS



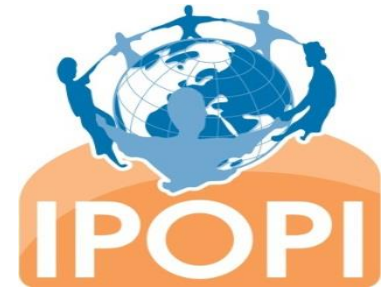
- **WHAT WOULD YOU LIKE TO ACHIEVE?**
- **HOW CAN THE WPIW CAMPAIGN HELP YOU TO ACHIEVE YOUR GOALS?**
- **WHO WOULD YOU LIKE TO PARTNER WITH?**
- **HOW DO YOU APPROACH YOUR PROSPECTIVE PARTNERS?**
- **HOW TO GET FUNDING FOR THIS CAMPAIGN?**

WHAT WOULD YOU LIKE TO ACHIEVE?



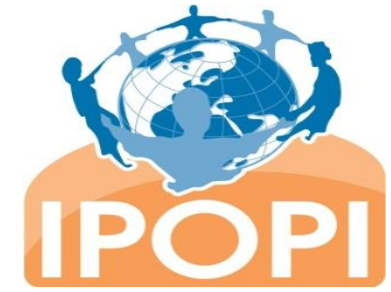
- **RAISE AWARENESS – MEDICAL PROFESSION (INCL DENTIST, OPTICIANS)**
 - **- GENERAL PUBLIC**
 - **- GOVERNMENTAL LEVEL**
- **FOCUS ON A SPECIFIC ISSUE, SUCH AS CHOICE OF THERAPY IVIG/SG**
- **MORE PID CLINICS FOR ADULTS AND TRANSITION OPTIONS FOR YOUNG ADULTS**
- **EQUAL TREATMENT IGNORING SOCIAL CIRCUMSTANCES**
- **MESSAGE OF LIFE SAVING THERAPY/NEED FOR BLOOD AND PLASMA DONORS**

HOW CAN THE WPIW HELP YOU TO ACHIEVE YOUR GOALS?



- GLOBAL CAMPAIGN WITH UNIFORM APPROACH
- GLOBAL CAMPAIGN ADDS CREDIBILITY AND VALUE
- ONE GLOBAL DEPOSITORY OF YEARLY EVENTS
- AVAILABILITY OF SCIENTIFIC EDITORIAL
- DISTRIBUTION OF CAMPAIGN MATERIAL SUCH AS POSTCARDS, POSTERS, BOOK MARKS, E-POSTCARDS ETC.
- SUPPORTED BY ALL PID COMMUNITIES
- WORLDWIDE ACCESS TO SOCIAL MEDIA, FACEBOOK, TWITTER

WHO WOULD YOU LIKE TO PARTNER WITH?



IMMUNOLOGISTS AND OTHER RELATED SPECIALISTS

NURSES

INDUSTRY

OTHER PATIENT GROUPS

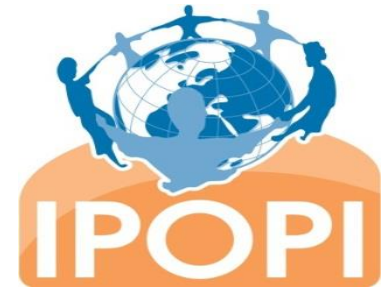
WHAT ARE THE ADVANTAGES OF COLLABORATION?

WIDER AND DIFFERENT AUDIENCE

UNIFIED PID FRONT – APPEALS TO MEDIA, EASIER TO GET MESSAGE ACROSS

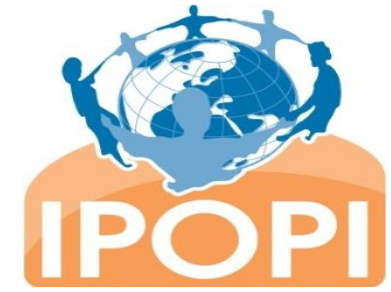
MORE HUMAN RESOURCES AVAILABLE

HOW DO YOU APPROACH YOUR PROSPECTIVE PARTNERS



- **PREPARE THE OUTLINES OF YOUR CAMPAIGN WELL IN ADVANCE**
- **BUILD PROSPECTIVE PARTNERS INTO THE PLAN**
- **IF POSSIBLE INCLUDE A BUDGET, SUMMARY AND EXPECTED OUTCOMES**
- **DEPENDING ON YOUR NATIONAL SITUATION CONTACT YOUR CHOSEN PARTNERS**
- **ARRANGE A MEETING IN PERSON, SKYPE OR WEBINAR WHICHEVER SUITS**
- **DOCTORS, NURSES AND OTHER SPECIALISTS MORE ACCESSIBLE**
- **NATIONAL REPRESENTATIVES OF THE PHARMACEUTICAL INDUSTRIES MORE DIFFICULT IN SOME COUNTRIES**

HOW TO GET FUNDING FOR THIS CAMPAIGN?



WHATEVER CAMPAIGN YOU ARE PROPOSING A BUDGET IS NECESSARY

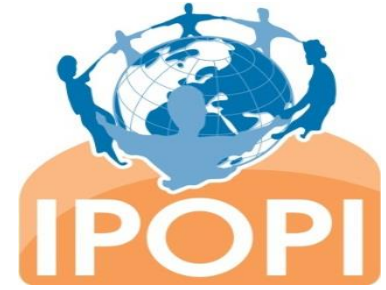
ORGANISE AN EVENT THAT WILL NOT ONLY ACHIEVE YOUR GOAL BUT ALSO MIGHT INCREASE YOUR MEMBERSHIP, ATTRACT ADDITIONAL FUNDING AND MORE

ADVERTISE THE FACT THAT YOUR CAMPAIGN IS PART OF A GLOBAL EVENT

IPOPI HAS FUNDING AVAILABLE FOR YOUR CAMPAIGN, BUT SO WILL OTHERS INCLUDING PHARMACEUTICAL INDUSTRIES AND CORPORATIONS

DEPENDING ON YOUR NATIONAL REGULATIONS, USE MOBILE COMMUNICATIONS TO ATTRACT FUNDING, SUCH AS A SPECIFIC TEXT MESSAGE.

FINALLY



GOOD LUCK AND BE SUCCESSFUL

YOU ARE PART OF A GLOBAL NETWORK

WPIW AND IPOPI