

3rd Scientific Congress on SMA, Barcelona 2022: Communications guidelines.

Key contacts for Communications before, during and after the Congress

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Both Emilia Debska (ED) and Inés Drake (ID) will link any doubts and inquiries with the contacts within the Congress Working Group.

Confidentiality

Press won't be allowed to photograph or film any session during the Congress. Filming of or dissemination of any part of the Scientific and Clinical Programme is strictly prohibited, including presentations delivered in the auditorium, meetings, and poster rooms. This will be stressed at the beginning of each session by its chairperson. Our media partners are allowed, however, to take notes.

The content of the abstract book cannot be disseminated outside of the Congress.

We, however, offer the possibility to interview different patient representatives, such as Nicole Gusset (President of SMA Europe), Dr Eduardo Tizano (Genetist, involved in work with SMA for over a decade), Véronique van Asche (Chair of our Adult Committee) as well as patients from FundAME, an Nicole Gusset (President of SMA Europe) dedicated to supporting people who live with SMA in Spain.

Social media posts are very welcome. SMA Europe will be producing the content with the Congress hashtag and inviting its participants to share those.

ED and ID will coordinate the communication agenda including any interview to be conducted with one of the eligible key contacts.

Materials delivered on behalf of SMA Europe

1. Before the Congress:

- Press invitation: one week before the Congress.
- Press release: 2 days before the Congress.
- Social media: different posts on SMA Europe's and FundAME's behalf will be produced and shared on pertinent channels starting in early September

2. During the Congress:

- 1 press release will be sent to the Media. The content will be based on the course of the Congress and the most relevant events.

- Content will also be based on the projects that SMA Europe wants to enhance and give more visibility to.
- Social media: different posts on SMA Europe's and FundAME's behalf will be produced and shared on pertinent channels.
- Any additional requirements will need to be communicated to SMA Europe

3. After the Congress:

- Acknowledgment email with a feedback form to all the participants of the Congress.
- Post on SMA Europe's website.
- Photo gallery included in the Congress and SMA Europe's website.
- Social media: different posts on SMA Europe's and FundAME's behalf will be produced and shared on pertinent channels.
- For other inquiries regarding communications during the Congress that may arrive from any member organisation, ED and ID will liaise.

Additional information

Congress website: <https://barcelona2022.sma-europe.eu/index.php>

SMA Europe social media:

LinkedIN: @SMA Europe; Facebook: @SMAEurope1; Twitter: @SMAEurope; Instagram: @SMAEurope

FundAME website: <https://www.fundame.net/>

FundAME social media:

LinkedIn: @FundAME; Facebook: @fundameAME; Twitter: @FundAMEnet; Instagram: @FundAMEnet