

Social Media Toolkit



20th ANNIVERSARY
EDITION



20th Legal Affairs
C O N F E R E N C E

DIVANI CARAVEL HOTEL, ATHENS

8 – 9 JUNE 2026

Social media toolkit #LAC26

JOIN US

for the 20th Medicines for Europe **Legal Affairs Conference (#LAC26)** which will take place in Brussels on **8–9 June 2026!**

#LAC26 will bring together key stakeholders, including leading regulators, industry experts, and European institution officials, to engage in discussions and debates on the regulatory challenges and opportunities that lie ahead with the revision of the pharmaceutical legislation. The event will end with a special Q&A session and an opportunity to address questions to the European Regulators.

How can I engage with #LAC26?

- Make sure you follow us on our Social Media accounts.
LinkedIn: [Medicines for Europe](#)
Twitter: [@medicinesforEU](#)
- Retweet, share, like and/or comment on the related content.
- Create your own content or take inspiration from some of the posts listed in this toolkit

Key topics will be:

- The EU patent system: the achievements of the past 20 years and an outlook on the next two decades
- Pharmaceutical legislation reform: practical consequences for the industry
- The SPC and the Biotech Act: what makes a good industrial policy?
- Divisional patent strategies: the way forward!
- Key roundtable discussions
- An interview with General Counsels

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Useful links

Event page – <https://www.medicinesforeurope.com/events/lac26/>

Registration link – <https://www.medicinesforeurope.com/events2026/annual2026reg.htm>

Programme – https://www.medicinesforeurope.com/events2026/LAC26_Programme.pdf


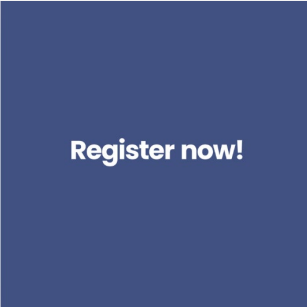
We recommend using some of the suggested hashtags below when you are referring to the online campaign:

#LAC26

If you would like to add some colour to your posts, please find some useful emojis below:

- 📌 Pharma, Generic Medicines
- 🧬 Biosimilar Medicines
- 📊 Value Added Medicines
- 📅 📄 🖋️ Save the date, Register
- 🔓 Access
- 🔗 Supply chain
- 🏭 Industry
- 🏥 📄 🧬 📊 Healthcare, Research
- 💡 Innovation
- 🦠 AMR

Medicines for Europe SoMe plan

Date	Text	Visual
28/04/26	<p> Our Legal Affairs Conference turns 20! Join us in Athens on 8–9 June 2026 for this milestone edition, bringing together Europe’s top legal experts to discuss the biggest pharmaceutical policy revisions in recent years.</p> <p>Don't miss this opportunity to explore:</p> <ul style="list-style-type: none">◆ A high level exchange on the past and future 20 years of the European patent system◆ Insights on the pharmaceutical legislation reform and its upcoming implementation◆ Updates on Supplementary Protection Certificates (SPC) and industrial policy proposals◆ Developments on patent quality, competition policies, and the European Patent Office (EPO)◆ High-level interviews with general counsels on global legal trends <p>Interactive roundtables on IP and legal topics</p>	

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Connect with leading institutions officials, industry executives, and legal experts! →
Register here: <https://shorturl.at/ixhex>

11/05/26

🔔 In 2026, the Medicines for Europe (tag) Legal Affairs Conference returns for its 20th anniversary! Two decades of insights, debates, and policy breakthroughs come together in one must-attend event in Athens on 8–9 June.

What's on the agenda?

- ✦ A high level exchange on the past and future 20 years of the European patent system
 - ✦ Insights on the pharmaceutical legislation reform and its upcoming implementation
 - ✦ Updates on Supplementary Protection Certificates (SPC) and industrial policy proposals
 - ✦ Developments on patent quality, competition policies, and the European Patent Office (EPO)
 - ✦ High-level interviews with general counsels on global legal trends
- Interactive roundtables on IP and legal topics

Whether you're an industry executive, legal professional, or policymaker, join us to

Join us!

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connect, learn, and celebrate 20 years of legal excellence!

➔ Register here: <https://shorturl.at/ixhex>

01/06/26

🕒 Just one week to go! Our Legal Affairs Conference is almost here, join us next week to celebrate 20 years of shaping pharmaceutical law and policy in Europe. Expect insightful discussions on the progress of our patent system, the pharma legislation reform, SPC updates, patent quality, and more alongside leading legal experts and industry voices.

📍 Athens, Greece

📅 8–9 June 2026

Don't miss your chance to be part of this milestone event!

➔ Register here: <https://shorturl.at/ixhex>

One week left!