



Annual Conference

Social media toolkit



medicines
for europe

better access. better health.

BREAKING BARRIERS: BUILDING THE OFF-PATENT MEDICINES SECTOR OF THE FUTURE

✿ Join us for our 30th Annual Conference on 12-13 June ✿

We will be gathering industry leaders, academic experts, healthcare stakeholders, and governments to advocate for improved **#AccessForAll**.

Our agenda will touch upon:

- Exploring the impact of new EU Pharmaceutical and Intellectual Property legislation on future generic and biosimilar development and launch strategies.
- Delving into opportunities for innovation in value-added medicines through repurposing, reformulations, and device innovation.
- Discussing transformative changes in the EU medicines market, such as enhancing supply security and implementing green criteria in procurement and reimbursement policies.
- Addressing the challenges and opportunities in investing in manufacturing and supply chains to ensure greater supply security.

How can I engage with the Annual Conference on social media?

- Make sure you follow us on our Social Media accounts.
Twitter/X: [@medicinesforEU](https://twitter.com/medicinesforEU)
LinkedIn: [Medicines for Europe](https://www.linkedin.com/company/medicines-for-europe/) **(we are prioritising this channel over Twitter)**
- 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

Useful links

Event page – <https://www.medicinesforeurope.com/events/annual2024/>

Registration link – <https://www.medicinesforeurope.com/events2024/annual2024reg.htm>

Programme – https://www.medicinesforeurope.com/events2024/Annual24_Programme.pdf

Reports – <https://www.medicinesforeurope.com/publications/?t=reports>

Pharmaceutical Legislation paper review – <https://www.medicinesforeurope.com/wp-content/uploads/2024/01/Medicines-for-Europe-Position-paper-Pharmaceutical-Legislation-FINAL-1.pdf>

Manifesto, 2024 EU Elections - <https://www.medicinesforeurope.com/manifesto-2024/>

Critical Medicines Act - <https://www.medicinesforeurope.com/docs/European-Critical-Medicines-Act.pdf>

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[Click on the picture above to access all](#)

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

#MedsforEU24 #AccessForAll #BreakingBarriers

If you would also 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
- 🇮🇪 Ireland

For any support, don't hesitate to contact Marta P at mpratrico@medicinesforeurope.com

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Social media posts

General invitation to register 🌸

Discover the latest trends and innovations in healthcare at the Medicines for Europe Annual Conference on 12-13 June 2024 in Dublin, Ireland! 🌟 Secure your spot now and be part of the movement for better access to medicines! #AccessforAll 💡

<https://www.medicinesforeurope.com/events2024/annual2024reg.htm>

Don't miss out on the Medicines for Europe Annual Conference taking place on 12-13 June 2024 in Dublin, Ireland, as key issues and solutions for better access to medicines are going to be discussed by their multiple panels. Register now! #AccessforAll #MedsforEU24

<https://www.medicinesforeurope.com/events/annual2024/>

Join us at the Medicines for Europe Annual Conference on 12-13 June 2024 in Dublin, Ireland 🍀, to discuss strategies for better access to medicines.

Register now and be part of the exchange to grant #AccessforAll 🍷

<https://www.medicinesforeurope.com/events/annual2024/>

Ready to shape the future of healthcare? Join us at the Medicines for Europe Annual Conference on 12-13 June 2024 in Dublin, Ireland! 📅 Discover the programme

https://www.medicinesforeurope.com/events2024/Annual24_Programme.pdf

Session 1 - Spotlight session: 30 years of delivering on patient access and better health

📅 Join Medicines for Europe in Dublin for their 30th Annual Conference on 12-13 June 2024 and be part of the conversation shaping better access to medicines. Register now! 🗨️ #AccessforAll #MedsforEU24

<https://www.medicinesforeurope.com/events2024/annual2024reg.htm>

Mark your calendars! Medicines for Europe Annual Conference is taking place on 12-13 June in Dublin 🍀 #RegisterNow to join industry experts and policymakers in shaping the future of healthcare access.

📅 #MedsforEU24

<https://www.medicinesforeurope.com/events/annual2024/>



Don't miss your chance to be part of the conversation on healthcare #access! 🗨️ Register for the Medicines for Europe Annual Conference on 12-13 June 2024 in Dublin, Ireland.

Together, we can make a difference at #MedsforEU24 🍀

<https://www.medicinesforeurope.com/events/annual2024/>

BREAKING BARRIERS: BUILDING THE OFF-PATENT MEDICINES SECTOR OF THE FUTURE

Session 2: The Future of Supply Security: Towards a Critical Medicines Act

 Join us at the Medicines for Europe Annual Conference on 12-13 June 2024 in Dublin, Ireland, and be part of the conversation on how to improve security of supply of medicines 

Discover more on #MedsforEU24 programme


https://www.medicinesforeurope.com/events2024/Annual24_Programme.pdf



Read more in our [#CriticalMedsAct suggestions](https://www.medicinesforeurope.com/docs/European-Critical-Medicines-Act.pdf)<https://www.medicinesforeurope.com/docs/European-Critical-Medicines-Act.pdf>

Join us in Dublin, Ireland, on 12-13 June 2024 for Session 2 of our Annual Conference. Explore the Future of Supply Security and discuss the importance of regulations such as the #CriticalMedsAct in ensuring #AccessForAll to essential medicines

<https://www.medicinesforeurope.com/events2024/annual2024reg.htm>


Read our suggestions <https://www.medicinesforeurope.com/docs/European-Critical-Medicines-Act.pdf>

Mark your calendars for Session 2 of @Medicines for Europe Annual Conference. #MedsforEU24 - 12-13 June 2024 in Dublin .

Explore the Future of Supply Security and discuss the role of regulations such as the Critical Medicines Act. Register now to secure your spot!   #RegisterNow

<https://www.medicinesforeurope.com/events2024/annual2024reg.htm>

Spotlight: Healthcare crisis management around the world

SPOTLIGHT SESSION at #MedsForEU24 – Don't miss our entire session on healthcare crisis management, understanding how NGOs are tackling humanitarian crises across the globe 

Join the discussion to discover how to make a difference

<https://www.medicinesforeurope.com/events/annual2024/>


Want to make a difference in healthcare crisis management? Don't miss Medicines for Europe's Annual Conference on 12-13 June in Dublin.

Register now and discover how you can support NGOs deliver essential medicines worldwide. 

<https://www.medicinesforeurope.com/events2024/annual2024reg.htm>

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Session 3: Future of Medicines: a break with tradition


 Join us at the Medicines for Europe Annual Conference on 12-13 June 2024 in Dublin, Ireland, and be part of shaping the future of medicines and the role of #ValueAddedMeds & innovation 💡 in granting #AccessForAll
<https://www.medicinesforeurope.com/events2024/annual2024reg.htm>

@Medicines for Europe, Our Annual Conference on 12-13 June in Dublin 🍀 will feature a panel discussion on the Future of Medicines. Don't miss out on discovering the latest innovations in the #ValueAddedMeds sector 💡
#JoinUs at #MedsforEU24
<https://www.medicinesforeurope.com/events/annual2024/>

The 30th Medicines for Europe Annual Conference is the perfect place to gain insight into the #ValueAddedMedicine sector and innovation in the off-patent world!
#RegisterNow, 12-13 June - Dublin 🍀
<https://www.medicinesforeurope.com/events2024/annual2024reg.htm>

Session 4: Future of the world: navigating towards a sustainable legacy

Ready to navigate towards a sustainable future? Join us at the Medicines for Europe Annual Conference on 12-13 June in Dublin, Ireland.
Register now to explore the intersection of environmental sustainability and better #AccessForAll
#JoinUs at #MedsforEU24
<https://www.medicinesforeurope.com/events2024/annual2024reg.htm>

Don't miss out on the discussion on environmental sustainability at our Annual Conference on 12-13 June 2024 in Dublin. Register now to learn how we're shaping a more sustainable legacy for healthcare.

<https://www.medicinesforeurope.com/events/annual2024/>

Join us for a session on navigating towards a sustainable legacy at the Medicines for Europe 30th Annual Conference on 12-13 June in Dublin. Register now to explore the future of environmental sustainability in healthcare! 🌱💊
<https://www.medicinesforeurope.com/events2024/annual2024reg.htm>

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Session 5: Future of the industry: leading the way

 Join us at the @Medicines for Europe 30th Annual Conference on 12-13 June in Dublin, and be part of shaping the future of the #pharma industry 📍

#RegisterNow for insightful discussions!

#AccessforAll

<https://www.medicinesforeurope.com/events/annual2024/>

Be part of the conversation on the future of the industry at @Medicines for Europe Annual Conference in Dublin, taking place on 12-13 June.

Register now to gain a valuable perspective from industry leaders and experts on granting #AccessForAll! 🗣️ 📍

<https://www.medicinesforeurope.com/events/annual2024/>

Register now for #MedsforEU24 on 12-13 June 2024 in Dublin, Ireland 🍀



The Medicines for Europe Annual Conference is the perfect place to join the discussion on leading the way in the pharmaceutical industry.

Don't miss this opportunity to network with industry leaders and experts! 🤝








<https://www.medicinesforeurope.com/events2024/annual2024reg.htm>

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Medicines for Europe
Social Media plan

Date	Text	Visual
8/5	<p>📅 Join us at #Meds4EU24, our Annual Conference on 12-13 June 2024 in Dublin, Ireland! Don't miss this opportunity to shape the future of healthcare and grant #AccessforAll 📌 Register now! https://www.medicinesforeurope.com/events/annual2024/</p>	
9/5	<p>You might know @Suzette Kox for her outstanding work on #BiosimilarMedicines 💊 Hear her speak and understand why it is important take part in the discussion in Dublin for #MedsforEU24, 12 – 13 June 🍀 https://www.medicinesforeurope.com/events2024/annual2024reg.htm</p>	<p>Suzette's video</p>
10/5	<p>Ready to shape the future of supply security in healthcare? Join us for Session 2 of the Medicines for Europe Annual Conference on 12-13 June 2024 in Dublin, Ireland. Register now to learn more about the Critical Medicines Act and its impact. 📌 📌 #AccessforAll #MedsforEU24 https://www.medicinesforeurope.com/events2024/annual2024reg.htm</p>	
11/5	<p>Do you want to know more about sustainability in #healthcare? Register now for #MedsforEU24 - 12-13 June 2024 in Dublin 🍀 Don't miss the session on merging environmental sustainability with better #AccessforAll! 📌 #MedsforEU24 https://www.medicinesforeurope.com/events/annual2024/</p>	
13/5	<p>📌 Hear our host for the annual conference, @Paul, chairperson at Mfi ! We are looking forward to #MedsForEU24 to explore all the opportunities of the future: will you join us? Visit our website to discover our programme https://www.medicinesforeurope.com/events2024/Annual24_Programme.pdf And join us in Dublin, 12- 13 June 🍀 https://www.medicinesforeurope.com/events/annual2024/</p>	<p>Paul's video</p>
14/5	<p>Ready to break with tradition to grant #AccessForAll? Join us in Dublin this June, for a panel on the Future of Medicines. Register now to explore innovative approaches to improving existing treatments via #ValueAddedMeds! 📌 https://www.medicinesforeurope.com/events2024/annual2024reg.htm</p>	
15/5	<p>Ready to drive change in healthcare? Join industry leaders, experts, and stakeholders at our 30th Annual Conference on 12-13 June 2024 in Dublin, Ireland! Register now and be part of the conversation! #AccessforAll 📌 https://www.medicinesforeurope.com/events2024/annual2024reg.htm</p>	

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16/5	Dublin - 12-13 June: Our Annual Conference. #MedsforEU24, will tackle key issues in healthcare #access 🗝️ bringing together industry leaders, academic experts, healthcare stakeholders and governments. #RegisterNow https://www.medicinesforeurope.com/events/annual2024/	
19/5	Join us for our 30 th Annual Conference, #MedsForEU24 in Dublin, Ireland, and discover how we're navigating towards a more sustainable legacy. Hear former Secretary general of IGBA, Suzette Kox. Register now!: 12-13 June 🍀 https://www.medicinesforeurope.com/events/annual2024/	Suzette's video
21/5	🔦 SPOTLIGHT SESSION 🔦 #DYK that the off-patent medicines industry can make a huge difference to healthcare crisis management worldwide? 🌍💊 Register for our conference, #MedsForEU24, hear from NGOs making a difference and learn how you can contribute 🍀 12-13 June Dublin, Ireland - #JoinUs https://www.medicinesforeurope.com/events/annual2024/	
22/5	Would you like to be part of the conversation on the future of healthcare access? Join us at #MedsforEU24 on 12-13 June 2024 in Dublin, Ireland! 🍀 Register now and secure your spot! #AccessforAll 📄 https://www.medicinesforeurope.com/events2024/annual2024reg.htm	
24/5	Join industry pioneers and experts at our 30th Annual Conference, #MedsForEU24, on 12-13 June 2024 in Dublin, Ireland! 🍀 Register now to be part of the movement for better access to medicines! #AccessforAll 💊 https://www.medicinesforeurope.com/events2024/annual2024reg.htm	
25/5	Don't miss the chance to explore the #Future of the industry at our Annual Conference on 12-13 June in Dublin 🍀 Register now to gain valuable insight and strategies for success! #RegisterNow for #MedsforEU24 https://www.medicinesforeurope.com/events2024/annual2024reg.htm	
26/5	Don't miss your chance to join the conversation on supply #security at the Medicines for Europe Annual Conference on 12-13 June 2024 in Dublin, Ireland. Register now and be part of shaping the future of healthcare access. 🗨️💊 #RegisterNow #MedsforEU24 https://www.medicinesforeurope.com/events2024/Annual24_Programme.pdf	
27/5	🍀 June 12, 13 – Dublin 🍀 : Secure your spot at #MedsForEU24 and be part of shaping the future of healthcare 💡 Register now to explore the latest developments in the #ValueAddedMedicines sector! https://www.medicinesforeurope.com/events/annual2024/	

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<p>29/05</p>	<p>🔔 Don't miss the Spotlight session on healthcare crisis management at #MedsForEU24! 🔔 Join us in Dublin on 12-13 June, for insight from NGOs dealing with humanitarian crises. Register now to be part of the solution https://www.medicinesforeurope.com/events2024/annual2024reg.htm</p>	
<p>3/6</p>	<p>Join us in Dublin for #MedsForEU24 📍 Register now to hear from industry experts, and engage in discussions on emerging trends and strategies for sustainable growth while continuing to grant #AccessForAll! #RegisterNow, 12-13/06: https://www.medicinesforeurope.com/events/annual2024/</p>	
<p>5/6</p>	<p>Ready to make a difference in healthcare #access? ONE WEEK FROM NOW: Join us at our 30th Annual Conference in Dublin 🍀 Register now to explore the value of generic medicines and promote equitable #AccessforAll 🗝️ #MedsforEU24 https://www.medicinesforeurope.com/events2024/annual2024reg.htm</p>	