

# Social Media Toolkit

**23<sup>RD</sup>**

**REGULATORY AFFAIRS  
CONFERENCE**

**HILTON AMSTERDAM  
AIRPORT SCHIPHOL**

**27-28**

**FEBRUARY  
2025**



**#RAC25**



# Social media toolkit

## #RAC25

### JOIN US

We are excited to invite you to the **23rd Medicines for Europe Regulatory Affairs Conference (#RAC25)**, which will take place in Amsterdam at the Hilton Amsterdam Airport Schiphol on **27–28 February 2025!**

**#RAC25** will bring together key stakeholders, including leading regulators, industry experts, and European institutions officials, to engage in discussions and debates on the regulatory challenges and opportunities that lie ahead with the revision of the pharmaceutical legislation.

### How can I engage with the #RAC25?

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

### Key topics will be:

- Looking to the future – What changes can we expect in the coming years in the pharmaceutical environment?
- Union List of Critical Medicines
- Regulatory affairs fitting with the digital age – what is the journey and how to be prepared?
- Leveraging new technologies in regulatory science for the off-patent industry
- What's new in the Revised Variations Regulation?
- The Impact of the Revision of the Pharmaceutical Legislation on Product Information
- How to improve predictability of submissions and availability of resources?



## Useful links

Event page – <https://www.medicinesforeurope.com/events/rac25/>

Registration link – <https://www.medicinesforeurope.com/events2025/racbioequi25reg.htm>

Programme – <https://shorturl.at/MfZci>

Factsheets – <https://shorturl.at/1Dxu6>

Infographics – <https://shorturl.at/uzqZC>









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

**#RAC25 #AccessforAll**

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

## Medicines for Europe SoMe plan

Date	Text	Visual
Dec 2024	<p> Save the date for the next <b>Regulatory Affairs Conference, #RAC25!</b></p> <p><b>#RAC25</b> will bring together key stakeholders, including regulators, industry experts and EU officials, to analyse the challenges and opportunities ahead with the revision of the EU pharmaceutical legislation.</p> <p>Join us in <b>Amsterdam</b> on <b>27-28 February 2025!</b></p> <p></p> <p> Click here to reserve your spot: <a href="https://shorturl.at/OvbeS">https://shorturl.at/OvbeS</a></p> <p>Lucia Romagnoli (tag) Cristina Romagnoli (tag) Trudy Beks (tag)</p>	
Dec 2024	<p>The <b>#EUPharma</b> legislation revision will significantly impact access to medicines and day-to-day operations.</p> <p>To understand how and to what extent, join us at the upcoming <b>#RAC25</b>, where we will be discussing these critical changes with key stakeholders.</p> <p> <b>27-28 February 2025</b></p> <p> <b>Hilton Amsterdam Airport Schiphol</b></p> <p> Click here to register: <a href="https://shorturl.at/OvbeS">https://shorturl.at/OvbeS</a></p> <p>Lucia Romagnoli (tag) Cristina Romagnoli (tag) Trudy Beks (tag)</p>	

Jan 6  
2025

Join the discussion at **#RAC25** to understand how the **#EUPharma** legislation review is shaping exclusivity and regulatory rules, and how these changes should facilitate earlier access to off-patent medicines.

Don't miss this opportunity!

See you in **Amsterdam** on **27-28 February 2025!**



→ Click here to reserve your spot:

<https://shorturl.at/OvbeS>

Lucia Romagnoli (tag) Cristina Romagnoli (tag)  
Trudy Beks (tag)



Jan 14  
2025

📅 Don't forget to register for the next **Regulatory Affairs Conference, #RAC25!**

Come explore the future impact of the **#EUPharma** legislation, the effect of digitalisation on regulatory affairs-and how to leverage new technologies, including AI for the off-patent industry.

Join us in **Amsterdam** on **27-28 February 2025!**



→ Click here to register:

<https://shorturl.at/OvbeS>

→ Programme: <https://shorturl.at/A9i3A>



Jan 21  
2025

📅 Ready for **#RAC25**? Don't miss our first session with key experts from the EU institutions, EMA and national agencies, covering key topics such as:

- The new EU political landscape and its impact on the **#EUPharma** legislation
- The European Commission's priorities on





pharmaceuticals

- **#EUPharma** legislation updates
- EMA & HMA Strategy 2028

Join us in **Amsterdam** on **February 27-28** to explore the latest updates on off-patent medicines landscape. 📌

➡ Click here to register: <https://shorturl.at/OvbeS>

➡ Programme: <https://shorturl.at/A9i3A>

Jan 28  
2025

🕒 At the upcoming **#RAC25**, we will dive into the Union List of Critical Medicines, a key milestone in the EU's efforts to ensure supply security and prevent shortages.

📅 Join us in **Amsterdam** on **February 27-28, 2025**, to explore during Session 2:

- Implications for Marketing Authorisation Holders (MAHs)
- Proposed changes & impact on regulatory practices
- Industry preparedness & best practices for the legislation roll-out

➡ Click here to register:

<https://shorturl.at/OvbeS>

➡ Programme: <https://shorturl.at/A9i3A>



Feb 4  
2025

💡 How is digitalisation reshaping the future of regulatory affairs?

Come and join us in **Amsterdam** on **February 27-28, 2025** 📅. During Session 3, we will explore:

- The evolving role of digitalisation in regulatory processes
- Opportunities and challenges in moving to a data-driven system



- Expert insights on PMS, ESMP, ePI project, and eCTD 4.0 pilot
- Preparing for the digital shift

Don't miss this opportunity!

➔ Click here to register:

<https://shorturl.at/OvbeS>

Feb 7  
2025

👉 Join us at **#RAC25** for an insightful session on the evolving role of new technologies in shaping the future of regulatory affairs.

⚙️ In session 4, we will explore how AI and Real-World Evidence (RWE) are revolutionising regulatory science. Let's explore together:

- AI-driven data analysis & RWE insights beyond clinical trials
- Streamlined approvals
- Enhanced surveillance
- Smarter regulatory framework

Don't miss out this chance! See you in

**Amsterdam on February 27-28!** 📅

➔ Register: <https://shorturl.at/OvbeS>



Feb 10  
2025

📅 Get ready for **#RAC25**! On **February 27-28**, join us in **Amsterdam** for our **Regulatory Affairs Conference**.

During Session 5, we'll dive deep into the key changes in the Revised Variations Regulation, their impact on regulatory operations and the upcoming amendments to Variations Classification Guidance. 📄

Don't miss out on this opportunity!

➔ Click here to register: <https://shorturl.at/OvbeS>

➔ Programme: <https://shorturl.at/A9i3A>





Feb 13  
2025

👉 **#RAC25** is almost here! For session 6, we'll be diving into the revision of the **#EUPharma** legislation on product information and update of the QRD template. Together, we'll explore key subjects such as:

- Changes to QRD template
- Potential benefits and challenges for electronic product information and its patient-centric approach
- Experience with ePI project

See you soon in **Amsterdam, February 27-28!** 📅

➡ Register: <https://shorturl.at/OvbeS>

➡ Programme: <https://shorturl.at/A9i3A>



Feb 18  
2025

📅 **#RAC25** is soon approaching, and it is time to explore our last session!

Join the open discussion with industry and authorities on improving submission predictability and resource planning for non-centrally authorised products.

A great opportunity for a more efficient future in the off-patent medicines sector.

**Amsterdam, February 27-28!** 📅

➡ Register: <https://shorturl.at/OvbeS>

➡ Programme: <https://shorturl.at/A9i3A>




Feb 21  
2025


🕒 **#RAC25** is happening next week! Last moment to register! Get ready to explore key updates on the evolving regulatory landscape for off-patent medicines.

Mark your calendars for insightful sessions on **#EUPharma** legislation, digitalisation and new technologies.





Stay tuned for more updates! **Amsterdam,**  
**February 27-28** 

 Check out the programme:

[https://shorturl.at/A9i3A!](https://shorturl.at/A9i3A)