

Make Sense Planning Meeting Agenda Template

The following agenda template has been developed for you to use when holding your first Campaign planning meeting with your new working group. We have outlined a 90-minute meeting agenda, but you may find that some of these items are not relevant or that you have additional topics for discussion.

We have also provided some practical tips to help you organise and facilitate the meeting.

Should you require any further support, please do not hesitate to contact the Secretariat: secretariat@makesensecampaign.eu.

Meeting facilitation top tips

- Prior to the meeting, decide who will facilitate and guide the group through the agenda items to ensure it remains structured and focussed.
- Provide a top line agenda to participants ahead of the meeting to ensure they come prepared and have some useful context for the discussions.
- Agree who will take notes during the meeting. You do not need to capture everything, but it is useful to record important points, actions, responsibilities and dates so that they can be distributed to the working group after the meeting via email. This ensures all participants are aligned on the discussions and their respective actions following the meeting.
- Try to regularly summarise key points and actions during the group discussions and agree with the group on next steps.
- Encourage and balance participation. Give everyone a chance to share their thoughts by asking each person for their opinions and ideas, particularly if they are not naturally forthcoming.

Proposed Agenda

Agenda Item	Details	Time (minutes)
Introductions and agenda review	<ul style="list-style-type: none"> • At the start of your first call, make sure that your working group each get a chance to introduce themselves. You may want to ask each member to briefly explain their roles/specialisms to understand everyone’s interest in the head and neck cancer space. • Briefly run through the agenda so that everyone knows how the meeting will be structured and what will be discussed. 	5
About the <i>Make Sense</i> campaign	<ul style="list-style-type: none"> • Briefly recap the Campaign to set the scene for the meeting. 	5
What are our goals and who is our audience?	<ul style="list-style-type: none"> • Discuss as a group who your target audience is and what your goals are for the Campaign; this will shape the type of activities you deliver. This can depend on the individuals and groups you have in your working group and their particular interests. You can carry out activities to target a specific audience, or multiple audiences at once. <ul style="list-style-type: none"> ○ Example audiences: the general public or certain demographics, healthcare professionals, policy makers etc. ○ Example goals: raise awareness of head and neck cancer in at-risk demographics, educate healthcare professionals on the signs and symptoms of head and neck cancer, encourage policy makers to consider head and neck cancer in their healthcare plans. 	25
What activities do we want deliver?	<ul style="list-style-type: none"> • Discuss as a group the activities you wish to deliver as part of your Campaign. These will be guided by many factors such as your goals, budget and audience – use examples provided in the Campaign toolkit or be creative! 	45
Next steps and roles and responsibilities	<ul style="list-style-type: none"> • Make sure that you agree clear and defined actions and responsibilities for each member of the working group so that everyone knows what they need to do next in the planning and delivery of your activities. • As a part of this discussion, it is often helpful to agree regular, future touchpoints to regroup, provide updates and assess next steps. This can either be via meetings or over email. 	10