

## First Meeting with a Policy Maker: Agenda Template and Guidance

The following agenda template has been developed for you to use when meeting with your identified policy maker contact(s) to introduce yourself, your aims and what you are trying to achieve. We have outlined a 45-minute meeting agenda, but you may find that some of these items are not relevant or that you have additional topics for discussion.

We suggest that you invite some relevant stakeholders with interest in the Campaign to aid you in developing a relationship with the policy maker(s) so they may become an advocate for your cause. These additional parties can provide credible, further points of view which can help influence your policy maker contact(s). These can include:

- Representatives from a patient advocacy group (PAG)
- Healthcare professionals (HCPs)
- Head and neck cancer patient/s
- Industry and/or sponsor representatives if involved

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](mailto: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 after the meeting via email. This ensures all participants are aligned on the discussions and their respective actions following the meeting.
- Ensure to provide regular pauses and invite your policy maker contact(s) to comment and ask questions as you discuss your agenda points
- 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"> <li>At the start of your first call, make sure that your attendees 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.</li> <li>Briefly run through the agenda so that everyone knows how the meeting will be structured and what will be discussed.</li> </ul>	5
About the <i>Make Sense</i> campaign	<ul style="list-style-type: none"> <li>Briefly recap the Campaign to set the scene for the meeting.</li> </ul>	5
Why does head and neck cancer require your support?	<ul style="list-style-type: none"> <li>Outline why head and neck cancer requires attention and support at a policy level in your country and across Europe</li> <li>Use specific examples relevant to your country and the attendees you have at the meeting, inviting them to share their experiences and viewpoints</li> </ul>	5
What are our aims and what are we trying to achieve?	<ul style="list-style-type: none"> <li>Inform your policy maker contact(s) what your goals are for the Campaign and the activities you want to deliver.               <ul style="list-style-type: none"> <li>If you have developed a central resource such as a White Paper, you may want to summarise the information and key messages here</li> </ul> </li> </ul>	10
How can you support our cause	<ul style="list-style-type: none"> <li>Outline how your policy maker contact(s) can actively support your cause               <ul style="list-style-type: none"> <li>Examples: Author a foreword for your White Paper, engaging with your activities via social media (such as retweeting content with messages of support), providing interviews or written quotes for media coverage, attendance or speaking at your White Paper launch event</li> </ul> </li> </ul>	10
Discussion	<ul style="list-style-type: none"> <li>Provide an opportunity for your policy maker contact(s) to ask any questions and discuss their support</li> </ul>	5
Summary and next steps	<ul style="list-style-type: none"> <li>Summarise the discussion you have had and any agreed actions, ensuring these are clear with defined responsibilities.</li> <li>As a part of this discussion, it is often helpful to agree future touchpoints to provide updates and assess next steps. This can either be via meetings or over email, or more casual such as following and engaging with your contacts on social media.</li> </ul>	5

