

Make Sense Policy Event Meeting Agenda Template

The following agenda template has been developed for you when hosting an in-person or virtual event to launch your White Paper in local parliament in partnership with MEP or parliamentarian. 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. When planning your agenda topics and speakers, be sure to consider how you can link these topics back to the key messages and action points in your White Paper.

Information on who to invite to the meeting can be found in an additional resource in the *Engaging local policy makers* country toolkit.

We have also provided some practical tips to help you organise and facilitate the meeting. It is often a good idea to invite an individual with previous experience to 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 the meeting through the agenda items to ensure it remains structured and focussed and that speakers keep to time.
- Provide a top line agenda to meeting participants ahead of the meeting to ensure they come prepared and have the correct content for their sections (you should have discussed this when planning the meeting and inviting the speakers).
- Agree on someone who will take notes during the meeting. You do not need to capture everything, but it is useful to record important points of discussion and any actions, so that they can be distributed after the meeting or captured in a post-meeting report.
- Try to regularly summarise key points when transitioning from each speaker in the agenda.
- Encourage and balance participation and discussion where appropriate to ensure the meeting is engaging and natural.

Proposed Agenda

Agenda Item	Details	Time (minutes)
Welcome and introductions	<ul style="list-style-type: none"> At the start of the meeting, the facilitator should welcome all attendees to the meeting, introduce the speakers and outline the objective of the meeting 	10
Quality of head and neck cancer care in [insert country]	<ul style="list-style-type: none"> Outline the current landscape of head and neck cancer in your local country, providing any relevant data where available and highlighting any issues and shortcomings as stated in your White Paper 	10
Achieving adequate head and neck cancer care: expert recommendations	<ul style="list-style-type: none"> Describe the recommended steps and actions required to achieve adequate care of head and neck cancer patients and survivors in your country We recommend using an expert such as an oncologist or other relevant HCP to present this topic 	10
Life with head and neck cancer, it's impact and the need for improvement in care	<ul style="list-style-type: none"> Invite a speaker with first-hand experience of head and neck cancer such as a patient, survivor or family member/carer to describe the impact of the disease and the improvements required in your local country 	15
Addressing head and neck cancer care challenges in [insert country] and Europe through the <i>Make Sense</i> campaign	<ul style="list-style-type: none"> Briefly introduce the <i>Make Sense</i> campaign and describe how your activities and White Paper action points may affect change for the head and neck cancer community in your country and Europe as a whole If your country has an EHNS representative, you may want to consider asking them to speak about the Campaign 	15
How can you help? Call to action	<ul style="list-style-type: none"> Further outline your action points and implore attendees to support your activities by describing how they can advocate for your cause 	15
Q&A	<ul style="list-style-type: none"> Invite your meeting attendees to pose questions to the speakers of your meeting to generate discussion and engagement in the topic, facilitated by the meeting facilitator 	10
Conclusions and close	<ul style="list-style-type: none"> At the end of the meeting, the facilitator should summarise the topics covered throughout the meeting, reiterate the call to action and thank attendees for the attention 	5