**Who to invite to your White Paper launch / policy event meeting**

When planning your White Paper launch event, you should look to invite relevant and engaging speakers who are able to reinforce the points you want to make. These speakers offer another credible source of information for your audience due to their expertise and personal experiences when highlighting the impact of head and neck cancer and key issues affecting your country.

The below list can be used to provide examples of relevant individuals who you may want to reach out to as a potential speaker/presenter at your meeting. This list is not exhaustive, and we encourage you to invite any other individuals who you think will be relevant and engaging.

It is important to consider the balance of your meeting agenda to ensure that a well-rounded set of points of view are covered by your speakers. An agenda template with example topics is available in the *Engaging local policy makers* country toolkit which you can use as a point of reference.

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| **Individual** | **Perspective provided** |
| MEP or parliamentarian(ideally the contact you have already worked with, or alternatively someone with an interest in head and neck cancer or rare cancers)  | * Perspective of where head and neck cancer, rare cancers, or cancer more broadly sit on your country’s political healthcare agenda
* Impact of head and neck cancer and rare cancers in your country
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| Head and neck cancer patient or survivor | * Experience of diagnosis, treatment, survivorship care etc. in your country
* Impact of head and neck cancer on relationships, work, wellbeing, finances etc.
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| Cancer epidemiologist | * Overview of head and neck cancer rates, demographics, trends etc. in your country and Europe
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| Relevant primary HCPs (clinical oncologist, HNC surgeon, HNC nurse etc.) | * Current state of diagnosis, treatment etc. in your country
* Importance of the multidisciplinary team in head and neck cancer care
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| Other HCPs (e.g. dietician, speech therapist, therapist etc.)  | * Impact of head and neck cancer on wellbeing and lifestyle
* Current state of head and neck cancer care in your country
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| Patient advocacy group representatives | * Patient experiences and challenges faced due to head and neck cancer, rare cancers or cancer broadly
* Overview of head and neck cancer in your country
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**Other Attendees**

You will also want to invite other attendees to this meeting to ensure your message reaches the appropriate audience. We suggest identifying further policy makers that you think will be both receptive to your messages, as well as those that hold any influential positions.

If you are holding the event virtually, you may choose to hold an open event where the general public can attend, which you then will be able to publicise on social media.