**Policy event speaker invite communication via email or letter**

The below text template has been developed for you to use when approaching relevant individuals to speak/present at your White Paper launch in person or virtual policy event. Following confirmation of interest, you may wish to organise a call with the individual to discuss their role in the meeting and logistics.

Fill in the details as indicated and add any other information that you think would be relevant. The below text assumes you do not have an existing relationship with your contact, so may be amended depending on their familiarity with you and/or your activities

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

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Subject: Speaker Invitation – Head and Neck Cancer [Insert Country] Policy Event

Dear [insert name],

By way of introduction, my name is [insert name] and I am writing to invite you to attend an in person/virtual event as a speaker/presenter to address members of parliament on the current state of head and neck cancer care in [insert country].

We have recently produced a [insert name of White Paper / position document] which we intend to launch alongside the meeting, outlining the key challenges, needs and action points required at a policy level to address the issues that head and neck cancer poses in [insert country] specifically. [Link or attach document]. We believe that your experience/expertise as/in [insert contact profession, role or experience] will offer a unique and valuable perspective to the meeting for attendees.

The meeting is being hosted as part of the *Make Sense* campaign in [insert country] with the aim to [insert the goals of your campaign/policy event/White Paper] and urge policy makers to advocate for head and neck cancer to be prioritised on the health care agenda.

For reference, the *Make Sense* campaign is a not-for-profit initiative run by the [European Head and Neck Society](https://www.ehns.org/) (EHNS), which aims to raise awareness of head and neck cancer and ultimately improve outcomes for patients with the disease. Around 160,000 people are diagnosed each year in Europe, and the disease poses a significant health burden. [Insert any further relevant head and neck cancer statistics from your locality].

Please see below for details of the event:

* [Insert name of event]
* [Insert date and time]
* [Insert location or confirm virtual format]
* [Insert any further relevant details or specific information regarding the speaker’s role]

If this is something of interest to you, we would be eager to organise a meeting to discuss your involvement as a speaker in the meeting further.

In the meantime, we have included some further information below should you wish to know more about the *Make Sense* campaign.

We very much hope that you do join our efforts and we look forward to hearing from you.

Many thanks in advance,

[Insert name]

**About the *Make Sense* campaign**

* We are proud that the Campaign has been running since 2013 and commitment from stakeholders and interest from the public remains high.
* The Campaign has participation from 23 countries, primarily across Europe, but also South Korea and Brazil. Country teams are made up of HCPs, industry sponsors, patients and patient groups.
* Activities take place year-round, but the highlight is our annual awareness week which takes place during the third week of September.
* The *Make Sense* campaign is delivered via four taskforces: awareness raising, HCP education, partnership building, and emotive / survivorship support. Each taskforce is led by a key opinion leader.
* As part of the partnership building taskforce, the Campaign has held multiple events at European Parliament with the engagement of policy makers.
* Further information about the Campaign is available on our website: [http://makesensecampaign.eu](http://makesensecampaign.eu/)