



EUROPEAN MEDICINES AGENCY  
SCIENCE MEDICINES HEALTH

# SPOR Communications Strategy

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An agency of the European Union



# Managing communications

## Communications will be aligned with the phased delivery of SPOR

### 1 Communications launch

- Conduct high level planning
- Produce initial stakeholder list
- Undertake high level impact assessment
- Present initial programme details via the relevant governance groups

Already Underway

RMS

OMS

### 3 Hit the road!

- Deliver communications against the plans
- Deliver dialogue between stakeholders and the programme
- Communicate peaks of activities to the relevant stakeholders at the right times
- Enable stakeholders to prepare for the change through effective communications

### 2 Get some travel companions

- Identify some 'communications ambassadors' (contact points)
- Prime contact points from NCAs and Industry to help deliver communications
- Produce detailed communications plan

SPOR!

S&P

### 4 Review the journey

- Measure success of the communications
- Develop lessons learned throughout and adapt accordingly

**Why is it important for me?** The hard work we will do together will help to make sure that the right people are informed at the right times



# We want to take you on a journey

## We are in the process of designing the best ways to engage with you, our aspirations are.....



### EU Network Governance

#### / Groups:

- HMA
- EUNDB
- ISO IDMP Taskforce
- Taskforce sub-groups
- IT Directors
- EUTMB



#### EMA Public Website:

- SPOR programme updates
- FAQ's
- Dedicated mailbox
- Additional technical and non-technical content



#### Additional Channels:

- Mailing Lists
- Dedicated programme portal



#### Targeted Webinars:

- Taskforce sub-group
- IT Directors
- NCA contact points
- Industry contact points

#### External presentations:

- Seeking opportunities to present at relevant forums
- Producing informative videos



#### Change Network:

*Champions for the change linking your organisations with the SPOR programme:*

##### Are:

- NCA contact points
- Industry contact points
- EMA Change Management Team (2.5 people)

##### Will:

- Champion the change
- Be a channel into and out of your organisations
- Promote communications within your organisations

**EMA will not be able to provide effective communications without the support of the contact points and change network**

#### Go Live Support:

- EMA service desk providing business support
- EMA service desk providing incident-management tool
- The right people in your organisation trained
- Website FAQ's



#### End-user engagement:

- UAT Webinars
- Targeted e-mails
- Web interface demos
- User guides



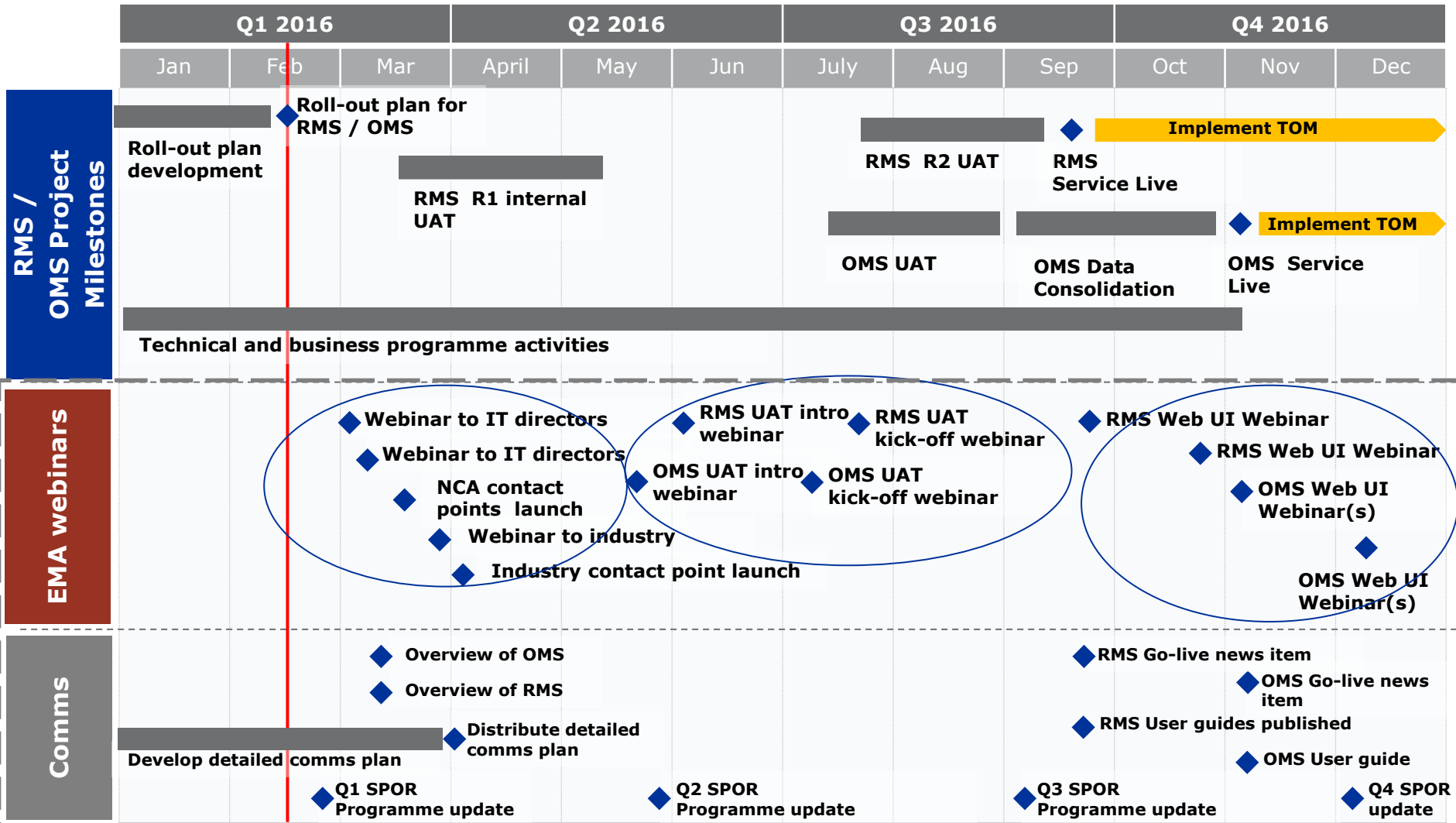
#### Communicating success:

- Using the change network to communicate successes
- Key milestone achievements
- Go-live communications





## Key communications milestones



\*Please note that communications timelines are indicative and will be refined and aligned with the rollout plan during detailed planning  
List of events and communication content is not exhaustive and will be refined



## *The change network is critical to the success of the programme's communications*

EMA will only be able to provide effective communications with the support of the contact points and change network

EMA will only be able to reach the relevant industry stakeholders with the support of the contact points and change network

We recognise the importance of the governance structures and will be allowing for this in the detailed communications planning



# What's going to happen next

## **Next Steps**

- We will finalise the detailed communications plan and share it with the change network in Q1
- The change contacts will be identified, briefed and engaged prior to communication of the detailed plan
- Communications materials will be developed and made available in line with the detailed plan
- The regular communications channels will be established as part of the detailed planning



Thank you

Do you have any questions?