

# 2023 European Meeting of ISMPP

January 24-25, 2023

We are excited to be exhibiting at and attending the first in-person European Meeting of ISMPP in over 2 years. With a strong and talented representation of publication and patient experts and thought leaders in attendance from across the Envision Pharma Group, we look forward to seeing you there!

## FUELING Creativity

The theme of this year's meeting is fueling creativity and we are providing an on-site illustrator to capture and scribe the major themes from the event which will be displayed in the plenary meeting room. At Envision booth #9, we will be inviting attendees to scribe their own thoughts on what fuels their creativity.

See the schedule below for all the sessions the Envision team are involved in:

| When                  | Time (GMT)  | Session   | EPG team members involved                             |
|-----------------------|---|---|---|
| Tuesday, January 24   | 10:35-11:35   | <b>Fireside chat:</b> Blazing a trail to successful patient partnerships in publications  | Dawn Lobban   |
|                       | 13:20-14:55   | <b>Roundtable:</b> GPP: fueling the fire of PLS?  | Dawn Lobban   |
|                       | 13:20-14:55   | <b>Roundtable:</b> Diversity, Equity & Inclusion in medical research and publishing: what does it look like?                                | Lizzie Perdeaux                                       |
|                       | 17:30-19:00   | <b>Poster:</b> Ghosts in the Machine: retracted articles still haunt the literature   | Stephen Craig, Andy Shepherd                          |
| Wednesday, January 25 | 08:45-09:30   | <b>Guided poster tour:</b> Ghosts in the Machine: retracted articles still haunt the literature (short presentation with Q&A)               | Stephen Craig, Andy Shepherd                          |
|                       | 10:50-11:50   | <b>Panel discussion:</b> Once upon a time... Effective storytelling in an age of omnichannel communication                                  | Owen Hall   |
|                       | 13:05-13:35   | <b>Poster:</b> Bringing scientific congresses to patients and healthcare professionals (HCPs) through plain language podcasts: a case study | Simon Stones, Sarah McSorley, Hazel Ward, Dawn Lobban |
|                       |   | <b>Poster:</b> Understanding the value of standalone plain language summaries of publications: findings from an online survey of readers    | Jacqui Oliver, Dawn Lobban                            |
|                       |   | <b>Poster:</b> Insights gained from working with patient authors on industry-sponsored publications: case studies from Japan                | Catherine Elliott, Hiroko Ebina                       |
|                       | <b>Poster:</b> Plain language summaries: journal intent is just the first step... | Andy Shepherd, James R Chester, Lauren Manning, Jacqui Oliver, Dawn Lobban  |   |



### Exhibition booth

Come and meet the team at our booth (#9) to learn about our integrated medical capabilities and technology-enabled solutions designed for medical affairs teams and publication leaders.



### Meeting summary

We'll be providing daily highlights and will share these via social media, along with circulating a post-meeting summary.



### Social media

As always, we will be active on social media pre, peri, and post event. You can follow the meeting via the event hashtag #ISMPPEurope2023.