

Swelife ATMP

- WP2 National ATMP conference
- WP3 Communication





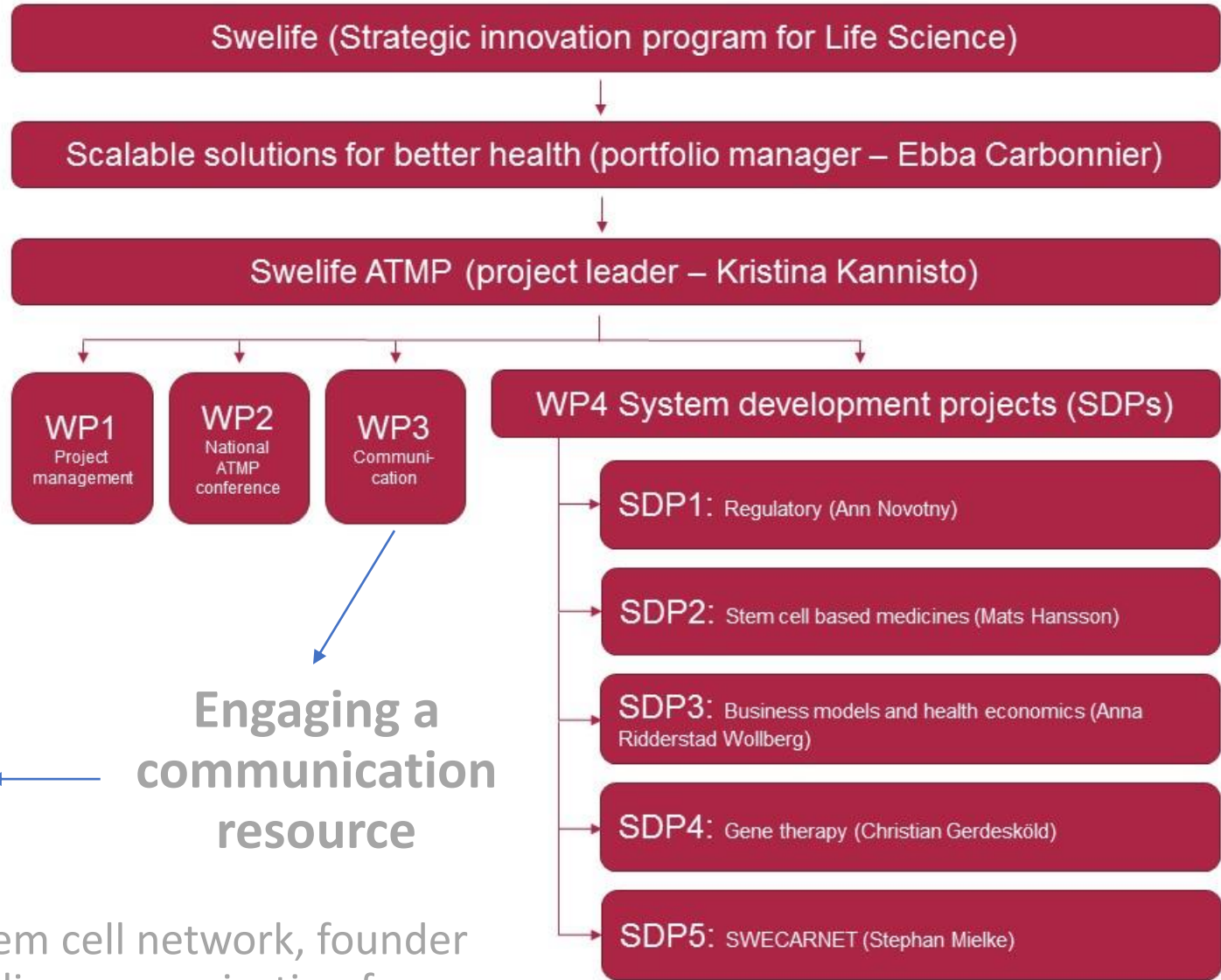
WP2 - Communication

- Challenges to address:
 - **Strengthen** Sweden's ATMP **network** – internal and external communication – entire ATMP sector incl. CAMP/Swelife-ATMP
 - **Increase knowledge** exchange/collaboration for innovation
 - **Attract interest/investment** with National and International exposure
 - need for **national coordination** of communication, project/sector (general ATMP), inward/outward (nationally/internationally)
- Participating partners:
 - AstraZeneca, Cytiva, Pfizer, Region Skåne, Region Västerbotten, Karolinska Universitetssjukhuset - KCC, Region Östergötland, Region Västra Götaland, Akademiska Sjukhuset, Region Örebro Län, RISE.



WP2 - Communication

- Why put money into communication?
 - Everyone is busy – '**communication is so important**' however is deprioritised when people are busy (except companies!)
 - Ensure there is someone to draw information out of people
 - A dedicated role ensures platforms for contact, exposure and **dissemination** (RG 7000 views) are built, maintained, developed
 - To ensure access to information and resources developed by projects to avoid redundant efforts, **promote adoption**
 - To create and identify opportunities for collaboration



International network

Native English

Researcher in 5 countries on 3 continents

Australian, Swedish husband

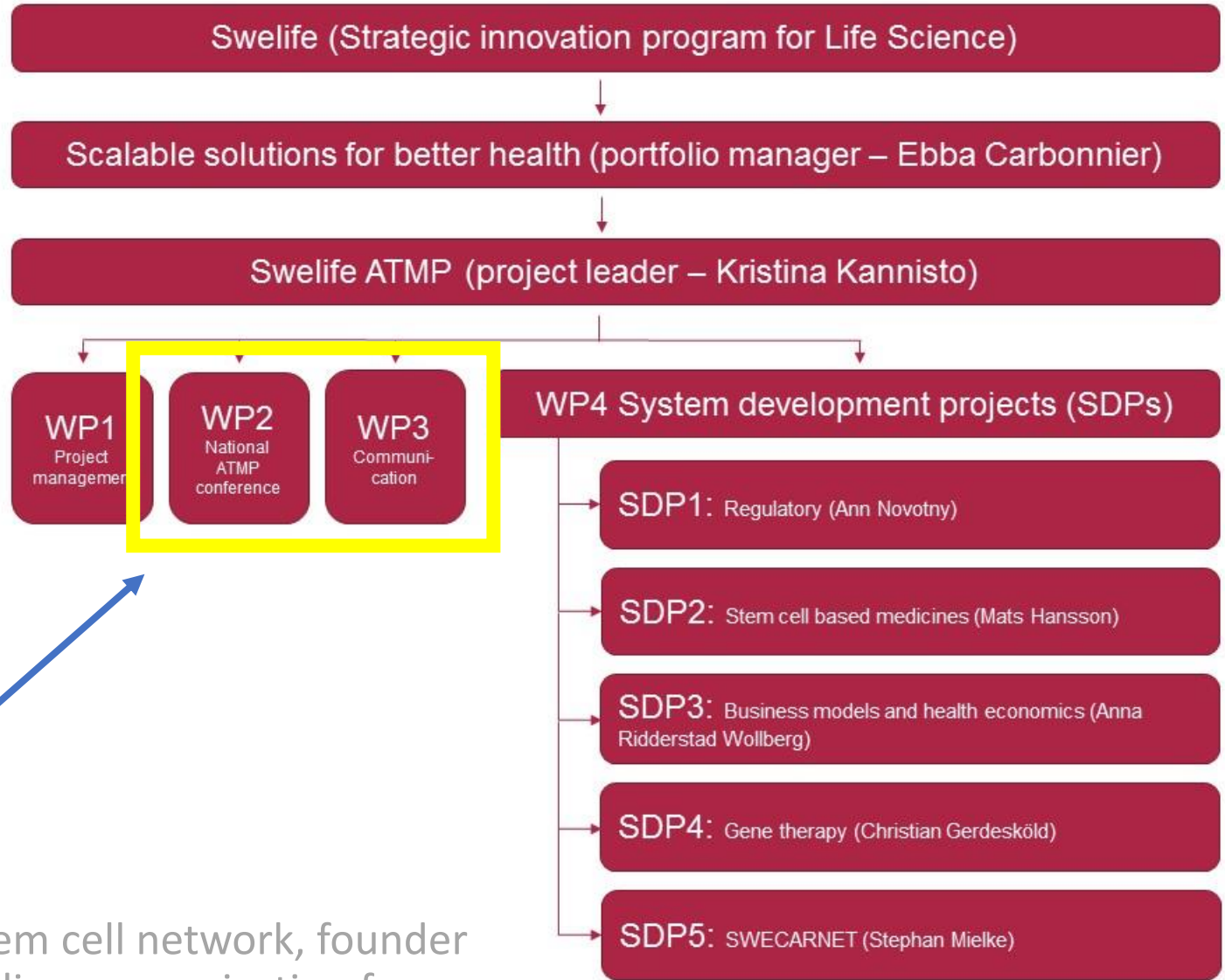
hPSC researcher and ATMP developer

Me!

Engaging a communication resource

Networker....'Manager' Australian stem cell network, founder Australian EMCR network, patient/public communication forums

The National ATMP conference is a powerful communication tool



Researcher in 5 countries on 3 continents

Australian, Swedish husband

hPSC researcher and ATMP developer

Me!

Networker....'Manager' Australian stem cell network, founder Australian EMCR network, patient/public communication forums



WP3 - National Annual conference – ATMP Sweden 20xx

- Challenges to address:
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- Participating partners:
 - Karolinska Centrum för Cellterapi, Gothia Forum, RISE, Medicon Village



Establishing media platforms – why?

- Website <https://atmpsweden.se/> - contact, info, googleability
- LinkedIn 'ATMP Sweden' – networking, dissemination
- Mailchimp quarterly newsletter - draw attention
 - subscribe <https://atmpsweden.se/>
- Eventbrite – event registration tool
- ATMP map – who/where - networking
<https://atmpsweden.se/resources/atmp-map/>

Establishing Sweden's ATMP Communications

Heather Main

Swelife-ATMP wrap up 17th Nov 2020



ATMP Sweden

World leading by 2030

Establishing identity – Who?



Network and branding



”We are ATMP Sweden”



**VDH ATMP
Innovations Milieu**

SWECARNET

National Initiatives and all relevant ATMP activities

Establishing identity - Branding



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World leading by 2030



ATMP Sweden

World leading by 2030



CAMP

Guiding ATMPs to patients

Primärfärgerna

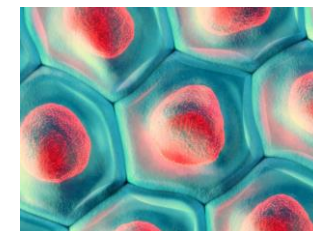
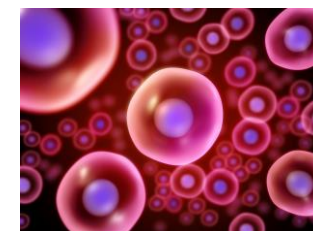


Mörkgrå Mörkblå Ljusblå

Sekundärfärgerna



Gul Blågrå



Establishing identity – Website



ATMP Sweden

World leading by 2030

- Information/contact
- Subscribe to our mailing list
- Events
- News
- Resources
 - Advertise jobs
 - Regulatory guide
 - Partner specific

<https://duckduckgo.com/>

- atmpsweden.se top 3
- 3 of 10 not our platforms
 - RISE, Swelife, KUH

atmpsweden.se

https://atmpsweden.se

Partner login

MAKING THE IMPOSSIBLE POSSIBLE

HOME CONFERENCE NEWS EVENTS CONTACT

WELCOME TO ATMP SWEDEN!

CAMP Guiding ATMPs to patients

SWElife

Establishing identity – ATMP



ATMP Sweden

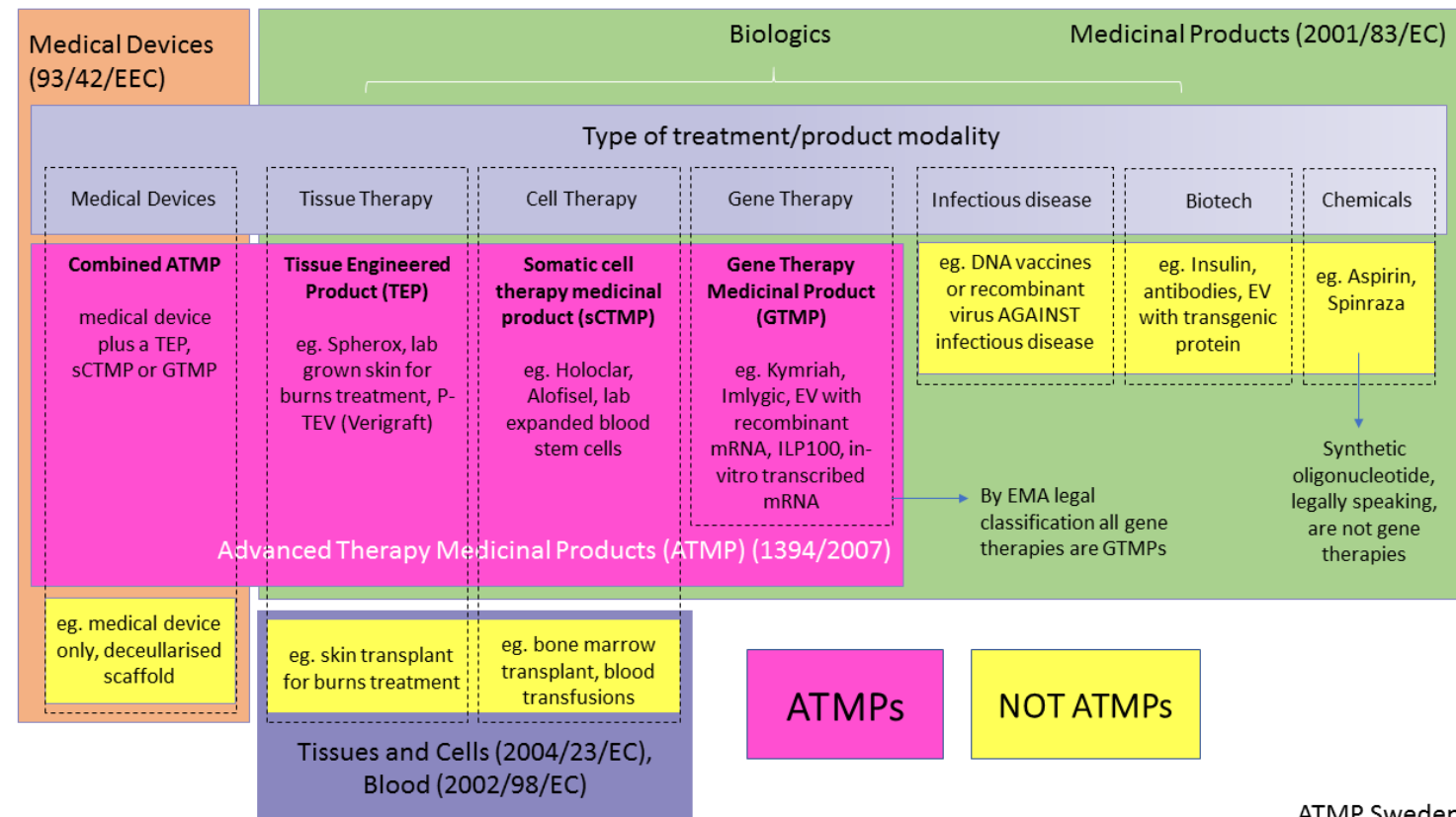
World leading by 2030

- ATMP term since 2007 – largely unknown
- This is very specific regulation for very specific products
 - This is our focus and part of our brand
 - We can be recognised as experts in ATMP
 - 'What are ATMPs' – **3000 views**

<https://duckduckgo.com/>

- Swedish ATMP top 3
- atmpsweden.se googles higher than EMA

<https://atmpsweden.se/resources/what-are-atmps/>



Establishing identity – LinkedIn



Network building – National and International

➤ LinkedIn used mainly for advertising new content added from our website eg. news, events

➤ Please;

- Follow us! 847 so far
- use **#ATMPSweden**
- tag us **@ATMP Sweden**
- Share content of interest to your profile

https://www.linkedin.com/company/atmpsweden/

Home My Network Jobs Messaging Notifications Me Work Try Premium Free for 1 Month

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ATMP Sweden
Biotechnology · Huddinge, Stockholm · 828 followers

The Swedish network of gene and cell therapy products

Visit website

Ann & 5 other connections work here
See all 6 employees on LinkedIn

Establishing identity – Newsletter



ATMP Sweden
World leading by 2030

Drawing attention

- Quarterly Newsletter – **1129 subscribers**
 - A summary of new content on the website or reminder of content/functionality – events, resources
- If you are not receiving
 - Check your trash – if you think you have subscribed
 - You must **physically** consent yourself - GDPR

https://atmpsweden.se

SUBSCRIBE TO OUR MAILING LIST

Subscribe to receive our quarterly newsletter and updates on the next ATMP Sweden conference.

Follow us on LinkedIn!

ATMP Sweden **newsletter** September 2020

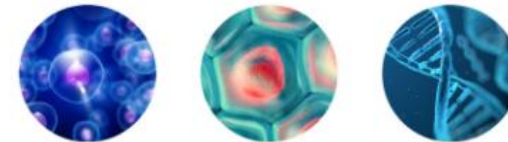
Översätt meddelandet till: Svenska | Översätt aldrig från: Engelska



ATMP Sweden - the Swedish network of cell and gene therapy products
Mån 2020-09-14 10:51
Till: Heather Main



SWELife



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- ["Double" cell therapy gives new hope to malignant melanoma patients](#)
- [In other news](#)
- [Publications](#)
- [What are ATMPs?](#)
- [ATMP Sweden 2020 virtual](#)
- [Job opportunities](#)
- [Summary of upcoming events](#)
- [CAMP/Swelife-ATMP Partner section](#)



Establishing Identity - WP3 - National Annual conference

- Be open for all ATMP stakeholders in Sweden.
- Drive National collaboration to strengthen the ATMP area in Sweden.
- There is currently no national assembly or conference to gather all stakeholders within ATMP.
 - This conference should gather a wide audience from different sectors to increase interaction and networking.
 - Should grow to a two-day event 2019-20

Establishing identity – Conference



ATMP Sweden

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Network and branding - platforms

- National annual ATMP conference branded as ATMP Sweden '20XX'
- 2018 – 1d 100 reg – 4K spon
- 2019 – 1.5d 200 reg – 200K spon
- 2020 – 2d 500 reg – 400K spon
- Conference till now has been Swelife-ATMP and **sponsor** funded
 - Focus on bringing visibility to all Swedish ATMP activities
 - Free registration

atmpsweden.se/atmpconference/

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Logout

HOME CONFERENCE NEWS EVENTS CONTACT PARTNER AREA

Conference

- ATMP Sweden 2018 Lund
- > ATMP Sweden 2019 Gothenburg
- > ATMP Sweden 2020 virtual
- ATMP Sweden 2021 virtual
- > ATMP Sweden 2022 Stockholm

CONFERENCE

Welcome to our virtual program for 2020!

This years conference "ATMP Sweden 2020 virtual" will be a collection of online events from the basics of ATMPs to the critical questions to be addressed right now!

Future



Swelife conclusions

- Communications so far has;
 - largely focussed 'internally' – product developers/facilities/academics
 - Taken some time for people to utilise communication opportunities
- Branding is established and broadly recognised
- National conference has been very effective at strengthening the national ATMP network
 - registration and sponsorship indicate the value of this event
- Webpage is well recognised and effective for 'googleability'
 - Been effective for dissemination of results and news

What happens now?



Development phases

So far needs have been quite 'internal'
- Foundation largely established



VDH ATMP Innovation Milieu - a shared vision for the field

- To make Sweden world leading in ATMP implementation and availability by 2030
- Requires system level innovations
- Who are our target groups? – clarify our 'budskap', our message/offer
- What do we want from our target groups? - What do we want them to know, do, feel?
- Who do we have contact with? - Who do we need to make contact with?

Website upgrade



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The next step – final step under Swelife-ATMP

➤ Current website is very focused on product and facility developers

➤ 2021 website upgrade

➤ **Focus on Swedish content**

➤ to reach healthcare workers, decision makers and the general public

➤ Adjust from publishing what we are doing/have done to target group specific need based content



Conference 2021



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World leading by 2030

Network and branding - platforms

- **'ATMP world tour'** in the spring of 2021
 - Who is world leading?
 - Presenting from their timezone
 - Relationship building, attracting attention, forum for learning/sharing
- **ATMP Sweden 2021** 'National' conference details to come – Physical? Virtual? Autumn?
 - No more Swelife-ATMP funding
 - Can it be self sufficient – sponsorship and registration fees
 - What do you want from your National conference? – let us know!

Contact us! We're doing it together!



ATMP Sweden

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Media platforms

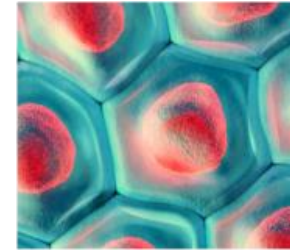
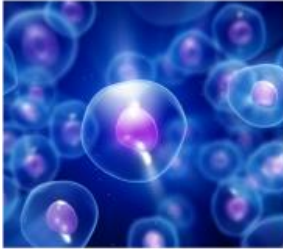
- These are YOUR resources!
- The communications resources are here for you to spread information about your ATMP relevant activities/resources
- We largely depend on you to give us information/news to disseminate for you
- **Got any ideas? Suggestions?**

heather.main@sll.se



ATMP Sverige

Tillsammans för patientnytta



ATMP Sweden

World leading by 2030

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