

Corporate Communications

Sub-SIG of MedComms SIG

Objectives

The focus of the sub-SIG is medical and scientific communication deliverables that are not related to publications. The scope includes but is not limited to materials for conferences, marketing, sales and educational initiatives. Activities will include discussions, Meet and Shares and providing information on the role of the medical writer or medical copywriter, best practices, ethical considerations, and effective writing strategies, such as scientific storytelling.

Materials Included in Corporate Communications

CONFERENCES

(NON-PUBLICATIONS)

- Tech sheets
- Commercial flyers
- Booth rollups
- Conference notes + reports & executive summaries
- Discussions about the use of publications for a marketing purpose
- Competitor analysis

MARKETING MATERIALS

- Website texts
- Blog posts
- Web articles
- Social media posts
- Case studies
- White papers
- Social media ads
- Other ads
- Newsletters
- Infographics
- Flyers
- Webinars
- Videos for web + social media
- Podcasts

OTHER

- Sales presentations
- Educational material
 - Internal trainings
 - External, e.g.
 - materials for HCPs
 - webinars and podcasts
- Presentations to board members or investors
- Advisory Board reports
- Meeting notes and executive summaries
- Press releases
- Pitch presentations
- KOL briefing/preparation
- Investor materials

Potential Topics for the Group

- What is Corporate Communications & Medical Copywriting?
 - Where does corporate communications fit in to the map of MedComms?
 - Guidelines in corporate communications/medical copywriting (country-specific similarities & differences?)
- AI in Corporate Communications / Medical Copywriting
- Storytelling in Medical Writing
- The Ethics of Promotional Medical Writing
- Use of Publications for a Marketing Purpose (co-hosted with Scientific Publications sub-SIG)
 - Short presentation from each sub-SIG + Discussion
- Medical Writing for the Web / UX writing
- Medical Writing and Copywriting for Social Media
- How to use LinkedIn as a Medical Writer
- Newsletters and the Medical Copywriter
- Infographics / Flyers & Tech sheets / White papers / Case studies
- A Medical Writer's role in the Creation of Webinars and Podcasts
- The Medical Writer and the Medical Communications Agency / Marketing Agency
- Creating a Corporate Conference Package
- Conference Coverage as a Medical Writer
- Creating Sales / Promotional Presentations as a Medical Writer
- Creating Educational Materials for HCPs
- Similarities between Regulatory Medical Writing and Medical Copywriting / Promotional Medical Writing / Corporate Comms (co-hosted with Regulatory SIG)
- Patient Information Brochures etc. (in collaboration with the Communicating with the Public SIG)
- How to develop a content strategy to maximize impact of e.g. key publications, presentations, and meetings.