

Concept note – 2nd & 3rd biopharmaceutical industry COVID-19 virtual IFPMA media briefing

13 April 2020

Overall concept: As COVID-19 pandemic continues to spread and impact people, societies and economies, there is understandably a huge interest from the media to look at solutions that science can bring. It is essential that the biopharmaceutical industry continues to create opportunities to demonstrate its collective and unprecedented level of engagement in the race to find treatments and vaccines and explain industry's progress in responding to the major public health threat of COVID-19. If it does not do so, will fill the space.

Following on from the highly impactful global media virtual briefing on 19 March 2020, IFPMA plans to host at least two more virtual media briefings over the coming months, involving its member companies.

Proposal: Two virtual media briefings hosted by IFPMA and member company CEOs and/or senior executives, targeting global mainstream media as well as science, pharmaceutical and global health correspondents of major influential national media outlets, with the support of member associations.

Two virtual briefings – two themes

- Theme – status on repurposed treatments for COVID-19 (antivirals, antimalaria, anti-inflammatory and antibodies), manufacturing and supply chain challenges. Wednesday, 29th April or Thursday 30th April 14h00 CET. The timing would hopefully coincide with a number of clinical trials results for treatments; which could lead to needing to manage discussions on affordability and access.
- Theme - COVID-19 vaccine development and industry contribution to the Gavi Alliance. Tuesday 2nd or Wednesday 3rd June. This would coincide with Gavi replenishment (3 and 4 June) and therefore would provide an opportunity to address issues of affordability and access specifically to vaccines.

Deliverables:

- Media coverage explaining how the biopharmaceutical industry in these unprecedented circumstances, is responding to COVID-19, by
 - Demonstrating the unprecedented levels of engagement in the race to find treatments and vaccines and explain industry's progress in responding to the major public health threat of COVID-19.
 - Better understanding of the unique role/know-how/expertise of biopharmaceutical companies and how this provides unique insights into understanding the challenges for exit COVID-19 exit strategies, such as scaling up manufacturing and supply chains when health systems are under unprecedented strain.
 - Living up to its commitments – including what it believes is needed to ensure companies continue to be incentivized to undertake risky investments into the discovery of new products / platforms / approaches; and what government policies and decisions are needed to ensure access to innovation for all those in need.
- Content (briefing material/messaging, audiovisual output) prepared for the meeting can then be used across the IFPMA community.

Set up and scope:

- **Who:** CEOs and senior management and DG Thomas Cueni to share R&D, manufacturing, supply developments including collaborations in treatment and vaccines. For each briefing we would target having four CEOs or senior executives. The decision on the final line up of

speakers would need to ensure a balance between men/women, as well as US, EU, Japanese companies and expertise.

- **Target media:** Global mainstream media as well as science, pharmaceutical and global health correspondents of major national influential media outlets, where possible leveraging the media contacts of member associations.
- **Format:** Zoom platform. Starts 14h00 CET. 90 mins max, including 25 mins briefing, 60 mins journalist Q&A, and 5 mins wrap up.
- **Structure:** Anchor (Claire Doole) introduction, Thomas Cueni IFPMA key messages from press release, CEO/executives with prepared statements (framed by question from moderator), Q&A from journalists online.
- **Media logistics:**
 - Journalists signed up to follow virtually will have exclusive access embargoed press release, released at 12h00 CET.
 - Journalists who send questions in writing in advance to IFPMA by 13h00 CET get tabled first.
 - Journalists submit questions on Zoom. IFPMA curates questions for moderator to field to appropriate CEO/executive.
 - TBC - Journalists can report “live” from the briefing – possibility of social media commentary from journalists “live” during the briefing.
 - Embargo lifts at 17h00 CET when briefing goes live.
- **Involvement of IFPMA networks:** support from member companies and associations in lining up the most influential media they would like to join.
- **Media materials:** press release, backgrounder on biopharmaceutical industry work to date in living up to its commitments, biographies of CEOs/executives, as well as preparation briefing notes and Q&A for difficult questions.
- **Additional items:** could set up a twitter Q&A the same day with IFPMA DG & CEO (s)
- **Dates/testing**
 - 1st media virtual briefing Wednesday, 29th April or Thursday 30th April 14h00 CET. Zoom testing with participating CEO/executive zoom connections 27 and 28 April.
 - Tuesday 2nd or Wednesday 3rd June 14h00 CET. Zoom testing with participating CEO/executive zoom connections 1 June.