

MSMilan Patient Community Day: Social Media Kit

How to make this day truly yours: Sharing your presence at this year's patient community day

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MSMilan Patient
Community Day?**

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What is MSMilan Patient Community Day?

MSMilan Patient Community Day

This day presents a unique opportunity for individuals living with MS and related neurological conditions to learn about the latest advancements affecting their ongoing care and treatment options. It is a day dedicated entirely to YOU, offering you a chance to ask and receive answers to questions regarding the latest research affecting your condition.

This is an onsite and online event with free registration.

Why was this event organised? ECTRIMS is a knowledge-sharing organisation. In line with this mission, this event aims to simplify, share and explain the vast research knowledge unveiled during our annual congress (held for MS researchers, clinicians and specialists) with the rest of the MS community.

Programme Topics

1

The role of people affected by MS
in the innovative scenario of the
Global Pathways to Cures

Speakers:

P. Zaratin (Genoa, IT)
F. Balzani (Person with MS, IT)
B. Higgins (Person with MS, US)
S. Mazari (Person with NMOSD, FR)

Q&A

2

Communicating the
diagnosis of MS

Speakers:

A.J. Thompson (London, UK)
P. Preziosa (Milan, IT)
Q&A

3

Treatment of multiple sclerosis:
A shared decision between the
patient and the doctor

Speakers:

Jeff Cohen (Cleveland, US)
V. Martinelli (Milan, IT)
Q&A

4

NMOSD and MOGAD:
Diagnosis and Treatment
Strategies

Speakers:

R. Geraldes (Oxford, UK)
C. Tortorella (Rome, IT)
Q&A

[VIEW THE PROGRAMME](#)

How to be part of it

What can you do?



Share

Post on your social accounts your involvement and interest in this event: become an **ambassador of MSMilan Patient Community Day**.



Ask

Do you want to ask something directly to the scientific community? **Share your questions with us and start the conversation.**



Take part

Attend and listen to **international experts** as they address your questions, as well as those from the **global patient and caregiver community**.

Sharing instructions



SEE

Scroll through the available content.



CHOOSE

Choose what aligns with your communication.



SHARE

Publish the contents on your profile and reach your audience.



TAG

Tag the official account of ECTRIMS & use the official hashtag of the campaign.

Ask



WRITE A QUESTION

Go to our website and **submit your question** in the provided form.

[VISIT WEBSITE](#)



RECORD A QUESTION

Record yourself asking your question, and send the video to ectrims.communications@congrex.com

[SEE RECORDING TIPS](#)

Take part



Get ready to engage with international (including Italian!) researchers who are actively involved in the study of MS.

[REGISTER HERE](#)

When: **14 October 2023 | 15:00-17:00 CEST**
Where: **Allianz MiCo in Milan, Italy & online**

Content for your use

All content displayed here is
intended for publication on
digital channels.

Hashtags

Involve your friends and followers. Use these hashtags on Facebook, Twitter or LinkedIn, including our official(*) hashtag for MSMilan Patient Community Day.



#ectrims4me

*official event tag

#multiplesclerosis | #sclerosimultipla

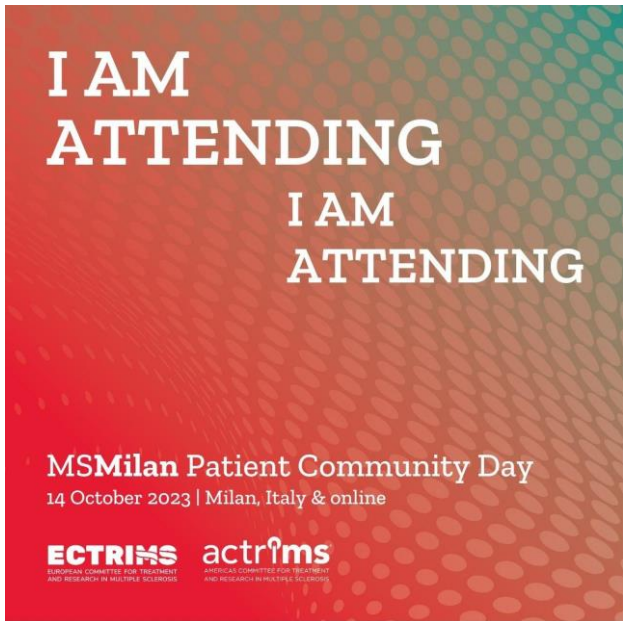
more than 440.000 posts on FB

#ms | #sm

4,3+ mln posts on FB

Photos

Here you can find some pictures in different formats. Choose the one that best fits your needs.



[DOWNLOAD HERE](#)

Filter

Use this png filter to personalise the pictures you want to share.

*The image in the background is a placeholder for your photo.
The filter is transparent.



[DOWNLOAD HERE](#)

Posts

Here are some posts and topics we have created. You can use or adapt them to share the right content for your communication on your social accounts.

1

The event

2

Ask us a question

3

Record a question

4

Who will be attending?

[COPY HERE](#)

1 - The Event


Version1

Have you heard of MSMilan Patient Community Day?

This day holds special significance as it is entirely dedicated to individuals living with MS.

It offers an opportunity for open conversations, giving patients and caregivers a chance to receive answers to their questions about the latest research affecting their condition.

 When: 14 October 2023
 Where: Allianz MiCo in Milan, Italy AND online

Register to the event & submit your questions here 
<https://ectrims.eu/msmilan2023-msmilan-patient-community-day/>


#ECTRIMS4me

Version2

Are you familiar with MSMilan Patient Community Day?

The event is dedicated to those living with MS. It's a special day where you can connect with patients and caregivers, and also have the opportunity to interact with experts in the field of MS, allowing you to receive answers to your questions.

 When: 14 October 2023
 Where: Allianz MiCo in Milan, Italy AND online

Register to the event & submit your questions here 
<https://ectrims.eu/msmilan2023-msmilan-patient-community-day/>

#ECTRIMS4me

2 – Ask us a question

Version1

What would you like to ask the scientific community?

MSMilan Patient Community Day is an opportunity to share your questions with #MS experts, so that your voice and needs can be brought to everyone's attention.

Let us know your questions, share your stories and and get the conversation going

➡ <https://ectrims.eu/msmilan2023-msmilan-patient-community-day/>

- 📅 When: 14 October 2023
- 📍 Where: Allianz MiCo in Milan, Italy AND online

Register to the event here ➡ <https://ectrims.eu/msmilan2023-msmilan-patient-community-day/>

#ECTRIMS4me

Version2

Why is it important to reach out to #MS experts?

During MSMilan Patient Community Day, you have the opportunity to share your questions with the scientific community, allowing you to give voice to your needs and expectations.

Send in your questions and initiate the conversation ➡ <https://ectrims.eu/msmilan2023-msmilan-patient-community-day/>

- 📅 When: 14 October 2023
- 📍 Where: Allianz MiCo in Milan, Italy AND online

Register to the event here ➡ <https://ectrims.eu/msmilan2023-msmilan-patient-community-day/>

#ECTRIMS4me

3 – Record a question

We are collecting questions (**recorded** or in **written form**) to be answered during MSMilan Patient Community Day*. You can choose to either send them to us or post them on social media.

Recording Sample to be Emailed:

I'll be participating in MSMilan Patient Community Day,
and this is my question:

[INSERT YOUR QUESTION]

You can send your video via email to this address:
ectrims.communications@congrex.com

Please let us know your **name** and use this subject for the email:
ECTRIMS4me | My video question

Recording Sample to be Posted:

I'll be participating in the MSMilan Patient Community Day,
and this is my question:

[INCLUDE YOUR RECORDING]

What would you like to ask the scientific community?

Register to the event & submit your questions here
→ <https://ectrims.eu/msmilan2023-msmilan-patient-community-day/>



When: 14 October 2023

Where: Allianz MiCo in Milan, Italy AND online

#ECTRIMS4me


**By recording your question, you agree to our privacy policy, which you can review [here](#).
Videos/questions will be featured at MSMilan Patient Community Day based on the volume received.*

4 - Who will be attending?

Version1

Do you know who will be at MSMilan Patient Community Day?

We believe that it is crucial to share the latest results presented during #MSMilan2023 with patients and their caregivers. At the MSMilan Patient Community Day, MS experts like [ADD SPEAKER NAME], [ADD SPEAKER NAME], and [ADD SPEAKER NAME] will be answering your questions.

Register to the event & submit your questions here 
<https://ectrims.eu/msmilan2023-msmilan-patient-community-day/>

-  When: 14 October 2023
-  Where: Allianz MiCo in Milan, Italy AND online


#ECTRIMS4me

Version2

Why attend MSMilan Patient Community Day?

This is the moment when #MS experts and patients come together to engage in dialogue.

Join us to hear answers to your questions and those from others like you. Discover and connect with those who are conducting research to drive continuous evolution in both treatment and the journey of individuals living with MS.

Register to the event & submit your questions here 
<https://ectrims.eu/msmilan2023-msmilan-patient-community-day/>

-  When: 14 October 2023
-  Where: Allianz MiCo in Milan, Italy AND online

#ECTRIMS4me

How to stay updated

Follow us on our official accounts



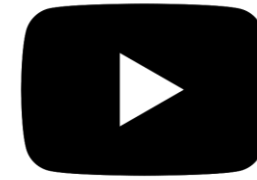
@Ectrims



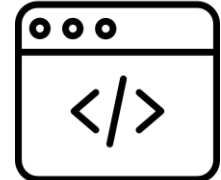
@Ectrims



@ectrims



@ectrimsYouTube



ectrims.eu/msmilan2023/

Tips for recording your video questions

Preparation

Here are some useful tips to create an optimal video in the most convenient and comfortable way.

These guidelines can assist you whether you are making a selfie video or if someone else, whom you trust, is recording you.

For your convenience, use a smartphone and remember that you might want to share your video on social media, so keep it in portrait orientation and ensure there is some space around you.

The place



Silence please

Shoot in a quiet and tidy place



No distractions

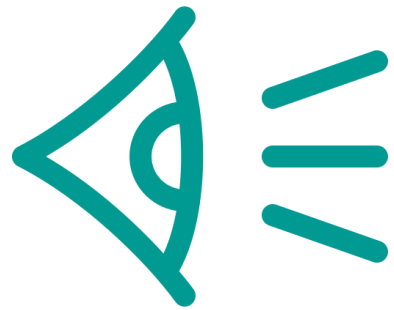
Shoot in a place without distractions behind you



Good lighting

Shoot in a well-illuminated location with front lighting.

How to pose



Look

Look into the camera



Pose

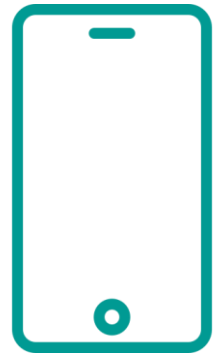
Stand still or sit down



Speak

Be precise and concise without saying too much

The device



Support

Place your smartphone or tablet on a stand or on a table



Vertical frame

Orient your smartphone vertically



You in the center

Frame yourself in the foreground, head and shoulders included

Thank you!

Questions?

Registration, programme, venue access & online participation: ectrims.congress@congrex.com

Video/comment uploads and press requests: ectrims.communications@congrex.com