



Seeking A Cure For
Retinitis Pigmentosa, Macular Degeneration,
Usher Syndrome and Allied Retinal Dystrophies

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Retina International General Assembly 2018 - Auckland, New Zealand

Thursday, February 8th, 2018

Location: University of Auckland Business School

Owen G Glenn Building, 12 Grafton Road, Auckland, 1010

Room: Decima Glenn Room, Level 3

Start: 09:00. end: 17:00

Appendix 08-3

08.3 - Marketing Strategy

Motion: The MC moves to accept the marketing and Communication strategy.

Retina International Communication and Marketing Strategy – Overview and List of proposed actions:

According to the GA documents 2016 the objectives of the Retina International Communications and Marketing strategy are to establish the organisation as a leader in supporting research in retinal dystrophies, advocating for access to care and treatment and in providing the most relevant and up to date information to members and interested groups.

We believe that with better investment in communications platforms and a coordinated strategy for the dissemination of information we will be in a position to achieve this goal.

In the period 2018 -2020 consideration will be given to updating marketing materials that will best describe our purpose and also provide trusted information to members and stakeholders. This information

should always be designed with the intention of being reproduced at a national (local) level and always be to assist members in their own communication and advocacy tasks. Highlighting the value of membership and support.

In order to aid the development of capacity building tools and communications materials, RI will use online tools currently available. For example, prior to engaging on any project we will use survey monkey and similar to help target communications materials as well as google analytics and other tools to benchmark the effectiveness of these communication initiatives.

RI has received an unrestricted educational grant from Novartis that allows us to hire a part time science communications officer. At the time of writing this resource is being recruited and will be dedicated to building on the RI website and social media platforms. This post will also work on disseminating the huge volume of Scientific information to members and will educate members on new and emerging technologies that can assist in their own marketing strategies.

We propose the following actions:

1. Develop and implement a process for the dissemination of the most up to date news, views and information through IT platforms, newsletters and mail outs.
2. Develop a process to regularly update the RI website for maximum impact and to attract regular visitors.
3. Develop a Social Media policy,
4. Through membership develop a cohort of contributors to provide information to the site including Wikis and Blogs.
5. Implement a simple process to respond in a timely fashion to personal enquiries.
6. Publish Retina International statements and press releases for use by member organisations.

7. Develop a cohort of key opinion leaders drawn from the membership, SMAB and learned societies to opine on developments within the research and development space.
8. Design printed materials that highlight the work of RI and why it is of value to join as a member or to support us as a corporation or a foundation.
9. Develop and implement a house style to be used in all communications materials to ensure accessibility and brand identification
10. Develop position statements on topics of particular interest.

Avril Daly
December 5th, 2017