

2. Making It Happen

Event Communications and Media Kit



It's a Party!

Spread the word!

Now that you have assigned roles and responsibilities to your planning committee members, established a guest list, and developed a timeline for executing the reunion, it's time to let everybody whom you would like to attend know about it.



The resources in this booklet will help you prepare the communications you will use to inform everyone about the reunion and engage with the media to advertise the event and raise awareness of your organization's life-saving work with neonates.

In this booklet you will find:

- **Event Communications**

Examples of save-the-date, invitation, and thank-you communications, flyer, event signage, and a welcome speech are available for you to customize and use.

- **Media Kit**

Included in this section are tips and tools for interacting with the media including interview tips, samples of a press release, event media alert, media pitch, newsletter briefs, and social media posts.

- **Post-Event Evaluation**

We intend for this tool kit to be a helpful resource for organizing your NICU recognition efforts. Please complete the evaluation and return it to Chiesi USA as indicated so that we can improve this tool to better meet your needs in the future.

All of these documents can be found as editable files on the enclosed USB drive and can be customized to meet your event needs.

Letting people know about your event is as easy as...



- **ONE**

Customize all materials provided for invitation outreach.

- **TWO**

Distribute save-the-date communications 2 to 3 months in advance, invitations 1 month in advance, and post fliers 2 weeks in advance of your NICU Family Reunion.

- **THREE**

Customize the event script and post event signage around the location so guests know where to find the reunion.

Save-the-Date Templates (Avery® Postcard-5889)



Email

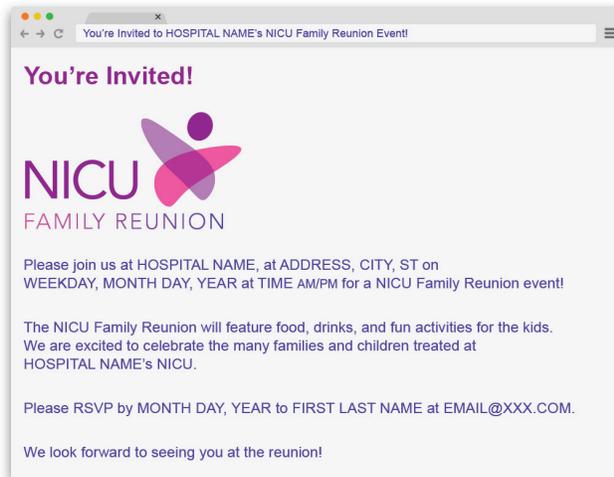


Invitation Templates

(Avery® Notecard-5315)

<p>You're Invited to the</p>  <p>NICU FAMILY REUNION</p> <p>Hosted by</p> <p>HOSPITAL LOGO</p>	<p>Please join us for a NICU Family Reunion at HOSPITAL NAME ADDRESS CITY, ST ZIP on WEEKDAY, MONTH DAY, YEAR at TIME AM/PM</p> <p>The party will feature food, drinks, and fun activities for the kids. We are excited to celebrate the many families and children treated at HOSPITAL NAME's NICU. Please RSVP by MONTH DAY, YEAR to FIRST LAST NAME at EMAIL@XXX.COM.</p>
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Email



You're Invited!



Please join us at HOSPITAL NAME, at ADDRESS, CITY, ST on
WEEKDAY, MONTH DAY, YEAR at TIME AM/PM for a NICU Family Reunion event!

The NICU Family Reunion will feature food, drinks, and fun activities for the kids.
We are excited to celebrate the many families and children treated at
HOSPITAL NAME's NICU.

Please RSVP by MONTH DAY, YEAR to FIRST LAST NAME at EMAIL@XXX.COM.

We look forward to seeing you at the reunion!

Event Flyer




NICU
 FAMILY REUNION

It's Time to Celebrate the
 HOSPITAL NAME's
NICU Family Reunion!
 on
WEEKDAY, MONTH DAY, YEAR
 at
LOCATION
TIME AM/PM

Event will feature food, drinks, and fun activities for our
 NICU graduates and their families. We are excited to
 celebrate the many families and children treated at
 HOSPITAL NAME's NICU.
 Please contact FIRST LAST NAME at EMAIL@XXX.COM
 for more information.

Event Signage

Welcome Sign

Directional Signs



Event Welcome Speech Script

Hi, and welcome everyone. My name is FIRST LAST NAME. I am the TITLE/ROLE at HOSPITAL. We want to thank everyone for being with us for today's NICU Family Reunion event to celebrate such an important journey with these families and HOSPITAL's NICU staff. We have several exciting things planned for you this afternoon, including LIST EVENT ACTIVITIES, but first we want to welcome Dr. PHYSICIAN to say a few words.

[NICU staff member interested in saying a few words (2-4 minutes max) on behalf of the hospital.]

Also, we want to take a minute to recognize those who helped make today possible. NAME from HOSPITAL, NAME from PARENT, NAME from NICU. *[EXPAND AS NEEDED BASED ON WHO IS INVOLVED WITH PLANNING]*

Finally, we encourage all of you to share your stories with each other throughout our NICU Family Reunion today. Each of your families is special to our unit and our staff, and we are excited to recognize the achievements of your little ones!

Now, on with today's festivities—thank you all again for joining us today and have a great time!

Thank-You Letter Templates

Thank You Letter Template – Participant



Participant

DATE

TITLE, FIRST NAME LAST NAME
ADDRESS
CITY, STATE ZIP

Dear TITLE LAST NAME,

Thank you for your attendance at the recent NICU Family Reunion event at HOSPITAL. Each year approximately 50,000 premature infants are born at risk for neonatal Respiratory Distress Syndrome (RDS) and through this event we were able to celebrate each NICU graduate and how far they've come since their time with us. Our staff was so grateful for the event and it was such a joy to see how our NICU graduates have grown!

It was great to meet your family and learn more about your journey.

Again, thank you for your support in this cause. Your efforts are greatly appreciated.

Sincerely,

NAME
PHONE NUMBER
EMAIL
NICU Family Reunion Organizer

Thank You Letter Template – Committee Member



Committee Member

DATE

TITLE, FIRST NAME LAST NAME
ADDRESS
CITY, STATE ZIP

Dear TITLE LAST NAME,

Thank you so much for all of your help with planning and coordinating the recent NICU Family Reunion event at HOSPITAL. Each year approximately 50,000 premature infants are born at risk for neonatal Respiratory Distress Syndrome (RDS) and through this event we were able to celebrate each NICU graduate and how far they've progressed. Our staff and all of the families involved were so grateful for the event and it was such a joy to see how our NICU graduates have grown!

Again, thank you for your support in this cause. Your efforts are greatly appreciated.

Sincerely,

NAME
PHONE NUMBER
EMAIL
NICU Family Reunion Organizer

Thank You Letter Template – NICU Staff Member or Physician



NICU Staff

DATE

TITLE, FIRST NAME LAST NAME
ADDRESS
CITY, STATE ZIP

Dear TITLE LAST NAME,

Thank you for your attendance at the recent NICU Family Reunion event at HOSPITAL. Each year approximately 50,000 premature infants are born at risk for neonatal Respiratory Distress Syndrome (RDS) and through this event we're able to celebrate each former patient and how far they've come since their time in the NICU. Our staff and all of the families involved were so grateful for the event, and it was such a joy to see how our NICU graduates have grown!

As you haven't during this reunion, your efforts and support for each family during their journey in the NICU leaves a lasting impression.

Again, thank you for your support in this cause. Your efforts are greatly appreciated.

Sincerely,

NAME
PHONE NUMBER
EMAIL
NICU Family Reunion Organizer

Select the right spokesperson and publicize your event.

Working with the media is easier than you might think. Using these quick tips, you can raise awareness of your NICU Family Reunion.

STEP 1

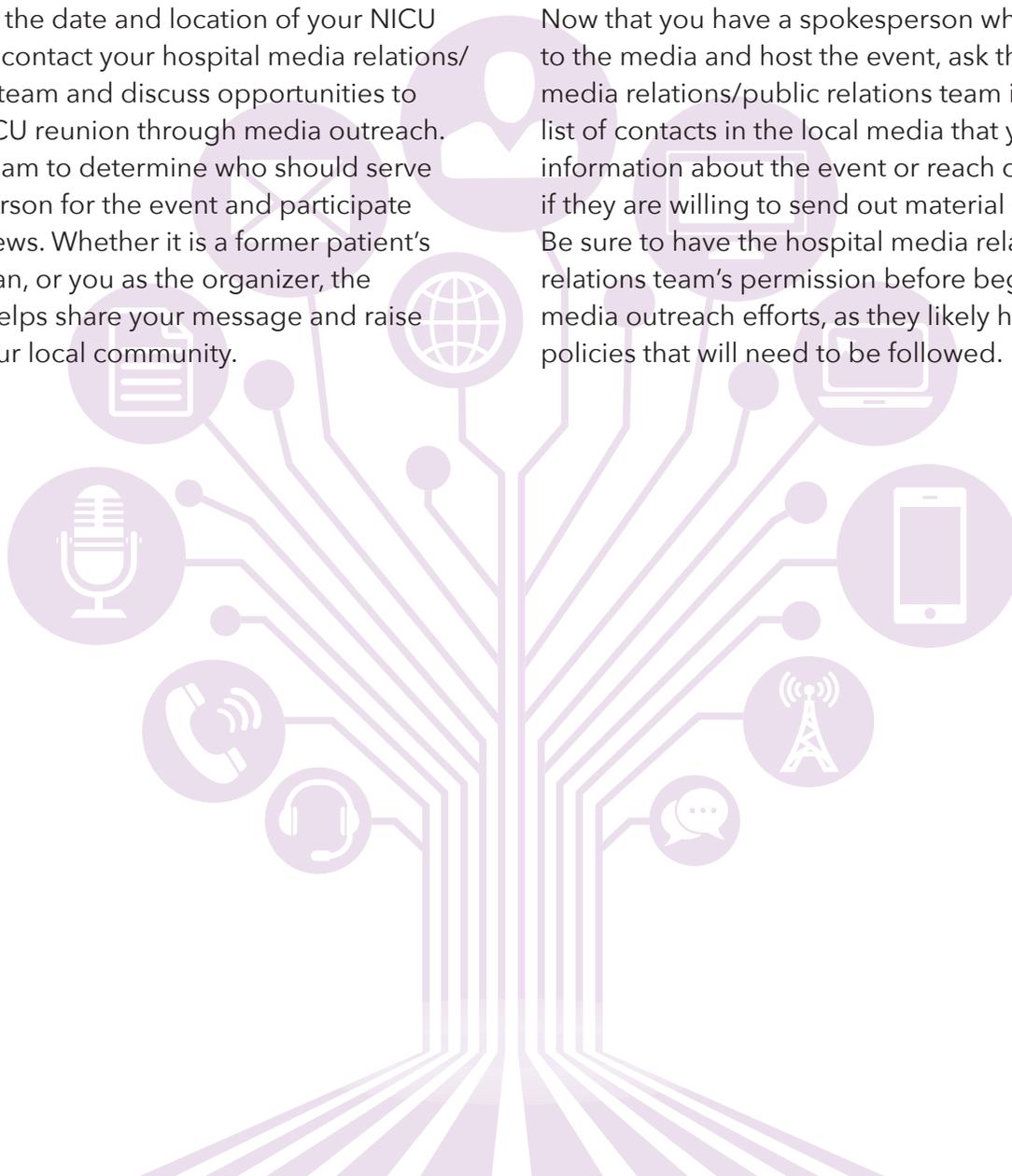
Contact your hospital's media relations/ public relations team for help.

Once you've set the date and location of your NICU Family Reunion, contact your hospital media relations/public relations team and discuss opportunities to promote the NICU reunion through media outreach. Work with the team to determine who should serve as the spokesperson for the event and participate in media interviews. Whether it is a former patient's family, a physician, or you as the organizer, the spokesperson helps share your message and raise awareness in your local community.

STEP 2

Build your media list for the event.

Now that you have a spokesperson who can speak to the media and host the event, ask the hospital media relations/public relations team if they have a list of contacts in the local media that you can send information about the event or reach out to and see if they are willing to send out material on your behalf. Be sure to have the hospital media relations/public relations team's permission before beginning any media outreach efforts, as they likely have certain policies that will need to be followed.



STEP 3

Prepare your media materials from the templates provided on the USB drive.

Now that you have worked with the hospital media team to determine what media efforts you'll undertake for your reunion, it's time to draft the materials to tell your story.

- **Event Media Alert**

Use the template provided to compose your event media alert, and plan to send this document to the media approximately 2 weeks prior to your event. Be sure to give exact dates, times, locations, and contact information so media professionals can call you for interviews or clarification. Be sure to carefully proofread your document before sending it out to contacts.

- **Press Release**

Keep the press release to no more than 2 pages in length and use the template provided. Plan to send the press release to the media following the reunion, if possible with a photo from the celebration.

- **Social Media**

Use Facebook, Twitter, and other social media to spread the word about your NICU Family Reunion to the online community. Identify and reach out to local bloggers at least 2 weeks before your event, and post updates and previews of your reunion as the date approaches. Treat any social media influencers as you would traditional journalists, and encourage them to let their readers know about your reunion.

STEP 4

Distribute media materials and follow up, follow up, follow up!

At least 1 week prior to your reunion, send your press release, media alert, and media pitch to the contacts on your media list by fax or email. When emailing a press release, copy the text and paste it into the body of your email; most reporters will not open emails that have attached files. Work with your hospital media relations/public relations team contact to determine who will distribute the event media materials and conduct follow-up phone calls to media contacts. You can also make follow-up phone calls to media contacts and general newsroom numbers to ensure that they have the information and to answer any questions they may have. When calling television newsrooms, avoid calling when they are on the air; midmornings are often best for media calls. In addition to the media materials, don't forget about registering your event with local online community calendars.

Media training tips for a successful interview.

No matter how many interviews you may have done, it can be a little nerve-racking when the camera lights turn on and the reporter starts asking questions. Below are several tips to help prepare you or your spokesperson to tell the community about your upcoming NICU Family Reunion and why it's important.

BEFORE THE INTERVIEW

- Talk in lay terms, using as little professional or medical jargon as possible
- Think about what you want to say before you start the interview. Compile 2 or 3 main points you would like to make
- Make sure you have facts, figures, and personal anecdotes to support your points. Try to anticipate questions the reporter might ask
- It's okay to gather your thoughts before you start to answer a question. You want to speak in complete, concise statements. This is especially important for television interviews
- For media interviews, business casual or professional attire is usually preferred. If you are a member of the medical staff and are being interviewed at your medical practice, consider wearing your lab coat and/or name badge
- Be confident. Remember this is your event—you're the expert!

DURING THE INTERVIEW

- It is common to talk faster than normal when you're nervous or excited; it can be difficult but try to take your time and speak slowly and clearly in an easy to understand manner
- Remember, you're there to talk about what an exciting event the NICU Family Reunion is going to be, so try not to get off topic when talking with the reporter
- It's okay to ask for clarification if you don't completely understand a question. If you don't know an answer, that's okay, too—let the reporter know you'll try to find the information and get it to them as soon as possible
- Remember to stand up straight with good posture, but don't lock your knees! If you're seated during the interview, remember to keep good posture and don't slouch
- When the interview starts, be sure to look at the reporter—not at the camera. Try to remember this is a conversation with the reporter about how important the NICU reunion is to you, the hospital, and the former patients
- Try not to fidget or make other nervous gestures with your hands, but it's okay to use hand gestures effectively. Don't keep your hands in your pockets

INTERVIEW PREP

Be prepared! Make sure you bring to an interview any statistics, important dates and times, and any other information you want to share with the public. And always respect reporters' deadlines!

Press Release

HOSPITAL
LOGO HERE



Press Release
FOR IMMEDIATE RELEASE

Contact: CONTACT NAME
Phone: XXX-XXX-XXXX
Email: EMAIL@XXX.COM

**HOSPITAL/INSTITUTION NAME Recognizes NICU Graduates
At NICU Family Reunion**

CITY, STATE (DATE) — HOSPITAL/INSTITUTION NAME is holding a NICU Family Reunion on MONTH DAY. It is a gathering to celebrate the lives of NICU graduates, their families, and the doctors and medical staff who cared for them during treatment. The event will feature ACTIVITY, ACTIVITY, and ACTIVITY.

"Premature babies face a difficult journey as they enter the world," said Dr. _____, Chief of the Neonatal Intensive Care Unit at HOSPITAL/INSTITUTION NAME. "This reunion recognizes the wonderful accomplishments of the NICU graduates and all those who have supported them."

Prematurity impacts a wide range of organ systems, commonly affecting the developing lungs. Neonatal respiratory distress syndrome (RDS) is a serious condition affecting premature babies. It is caused by a deficiency in alveolar surfactant, a natural fluid coating that helps reduce surface tension in the lungs. Without adequate surfactant, the alveoli will collapse, and the baby will have serious difficulties breathing. If left untreated, RDS may contribute to serious acute complications, long-term consequences or death.

What: NICU Family Reunion
When: MONTH DAY, YEAR, TIME AM/PM
Where: LOCATION

About HOSPITAL/ INSTITUTION NAME

[Insert Hospital/Institution Boilerplate]

###

Event Media Alert

**HOSPITAL
LOGO HERE**



Media Opportunity

**Celebrate NICU Graduates at HOSPITAL/INSTITUTION's
NICU Family Reunion**

What: A fun gathering celebrating the lives and achievements of Neonatal Intensive Care Unit (NICU) graduates, their families, and the doctors and medical staff who helped them during their first weeks of life. The festivities will include ACTIVITY, ACTIVITY, and ACTIVITY.

Who: NICU graduates, their families, and medical team members from HOSPITAL/INSTITUTION. Attendees will be available for interviews/photos, and the medical team can help provide background information on how advances in treatment have changed patient outcomes.

When: MONTH DAY, YEAR, TIME AM/PM

Where: LOCATION
Media should gather at LOCATION

Contact: CONTACT NAME, PHONE, EMAIL

###

Media Pitch

x← → ↻HOSPITAL NAME Celebrates NICU graduates at NICU Family Reunion Event!☰



NICU
FAMILY REUNION

With all of the joy associated with bringing a child into the world, there can also be times of fear and worry. Moments after they are born, many premature babies are at a higher risk of developing a condition known as Respiratory Distress Syndrome (RDS) and have to fight for their lives in a Neonatal Intensive Care Unit (NICU). Parents can feel helpless while doctors and specialists employ their knowledge and skills to try to improve the baby's situation.

Fortunately treatment advances for RDS have improved and many preterm babies are able to graduate from the NICU and live normal, healthy lives. With approximately 1 in 10 babies born prematurely in the United States each year—many of them at risk for RDS—HOSPITAL NAME believes the survival, growth, and accomplishments of its NICU graduates are reasons to celebrate. On EVENT DATE, HOSPITAL NAME will host a NICU Family Reunion in recognition of the lives and accomplishments of the NICU graduates, their families, and the physicians and medical staff who cared for them during their first days and weeks of life.

We invite you to join us at LOCATION on DATE at TIME AM/PM for our NICU Family Reunion. There will be opportunities for interviews and photos with the NICU graduates, physicians, and medical staff. Join us as we remember the moments that changed our patients' lives and celebrate their milestones to date. The medical team can help provide background information on RDS and how treatment advances have improved patient survival. If you are interested, I would be happy to arrange for you to speak with a physician and local family affected by RDS prior to the event if you would like to produce a story on the condition and its treatment.

Please let me know if I can provide you with any additional information or details. I look forward to hearing from you soon.

Sincerely,

NAME
TITLE

Hospital Newsletter Briefs

To encourage hospital support before your NICU Family Reunion, submit important event details to your hospital newsletter well in advance. Begin by contacting the editor of your hospital newsletter and requesting submission guidelines regarding format, content length, photos, etc. Once you have formatted all necessary information, submit a short pre-event brief that includes the time, date, location, and planned activities.

During your reunion, be sure to talk to family members and former patients about their NICU experiences and the excitement of a NICU Family Reunion. After your event, submit a short brief to the newsletter capturing the emotions and enthusiasm of the day. Be sure to include photos with captions, if possible, with your submission.

Here are 2 template submissions for a hospital newsletter. The first should be submitted several weeks before your reunion, and the second should be submitted shortly after your event.

Pre-Event Template

You're Invited to the NICU Family Reunion!

Join the NICU staff and local community supporters on MONTH DAY as they celebrate the staff and children that made many memories in the NICU. Families and former NICU patients are invited to attend the NICU Family Reunion that will feature ACTIVITY, ACTIVITY, and ACTIVITY. Please join the NICU as they celebrate the progress and achievements of their young friends!

What: NICU Family Reunion

Who: NICU staff, former NICU patients, families, friends, and supporters

Where: LOCATION

When: MONTH DAY, YEAR, TIME AM/PM

Contact: NAME, PHONE NUMBER, EMAIL

Post-Event Template

NICU Reunion Celebrates Successes With Former Patients

On MONTH DAY, YEAR, the NICU staff welcomed friends and families as they celebrated a NICU Family Reunion with their NICU graduates. The event reunited families whose babies were born prematurely or with respiratory, cardiac, or other development issues with NICU staff members. The staff was excited to visit with NICU graduates and see the progress and achievements of each child.

"QUOTE ABOUT HOW REUNION WENT" said NAME, NICU Family Reunion organizer. "QUOTE ABOUT HOW FAMILIES ENJOYED REUNION."

Special events and activities at the NICU reunion included ACTIVITY, ACTIVITY, and ACTIVITY. Children of all ages enjoyed ACTIVITY while parents visited with other families that they had bonded with throughout their NICU experience.

"QUOTE ABOUT NICU EXPERIENCE," said NAME, NICU Family Reunion attendee. "QUOTE ABOUT WHAT REUNION MEANS TO FAMILY."

[Include following line if awards were presented]

Awards for AWARD NAME and AWARD NAME were also presented at the NICU reunion. Winners included: NAME, AWARD; NAME, AWARD; and NAME, AWARD.

Important Note

Make sure that all of your reunion communications comply with HIPAA and your organization's privacy regulations.

Social Media Roadmap Post it, Tweet it, Like it...

Online outlets like Facebook, Twitter, and local bloggers are additional avenues for letting the community know about your NICU Family Reunion. Below are helpful tips for using social media to spread the word about your event online. Note: Check with your hospital media relations or public relations department before posting any NICU Family Reunion information online to ensure all social media guidelines and policies are followed.

Facebook

One easy way to let the Facebook community know about your event is to create a Facebook Event Page. If you, your hospital, or another NICU staff member already has a Facebook account, setting up an Event Page is simple. Visit the *How to Create an Event* section of Facebook for more information.



Build hype before your event by posting updates about your NICU Family Reunion activities and attendees to the Facebook Event Page, as well as sharing NICU staff bios and fun facts about the NICU. Be sure to include a link to the Facebook Event Page in your evite to friends and families, and invite additional guests through the page.

If your hospital has a Facebook Page, you can also request that a message about your reunion be posted to raise awareness for those outside of the NICU community.

Below are sample Facebook posts:

Share: Status Photo Link Video Question

Join us MONTH DAY, YEAR for our NICU Family Reunion. Meet the children who became a part of our NICU family and celebrate their achievements!

Share: Status Photo Link Video Question

Help us recognize our NICU graduates on MONTH DAY, YEAR at our NICU Family Reunion. We're excited to recognize these important members of our NICU family!

After your event, post photos or videos of your reunion on the Facebook Event Page or your hospital's Facebook Page for additional buzz, and to build excitement for next year.

Twitter

Through Twitter, you can spread the word about your reunion as it approaches, and you can provide real-time updates as they are happening during your reunion.



If your hospital allows tweeting, and has a Twitter account, request that it tweet about your upcoming reunion beginning 2 weeks prior to your event.

Below are sample tweets (remember, tweets must be no longer than 140 characters, including spaces):

NICU Family Reunion on MONTH DAY at HOSPITAL. Join us as we celebrate the children and their families who made memories with our NICU staff.

Tweet

Just presented the NICU MVP Award at our NICU Family Reunion! Congratulations to NURSE NAME for taking care of our sweet NICU babies!

Tweet

Bloggers

Reaching out to local online writers in your community can enhance your media outreach efforts. Begin by searching for local bloggers.

They may be blogging for your local newspapers, television or radio stations, or local publications. You can also search online by subject matter and location for bloggers in your area.



Once you have created a list of bloggers' names and contact information, use the provided media pitch to reach out to them before the event. The bloggers may be interested in attending the event or learning more about inspiring patients' stories and your NICU program. Treat bloggers as you would traditional journalists, and respect their timelines and requests.

You can also follow up with bloggers after your event by sending photos and a summary of your reunion.

If a blogger chooses to write a post about your NICU Family Reunion, be sure to link to it from your hospital's Facebook Page or tweet the link from your hospital's Twitter account.

How Did We Do?

We value your feedback! We are committed to improving our NICU Family Reunion program to make it the best experience possible, so we welcome your comments. Please complete this questionnaire and send it to the address below. Thank you!

The NICU Family Reunion Tool Kit was:

5
 4
 3
 2
 1

Very Helpful

Not Helpful

How would you rate the usefulness of the tool kit?

5
 4
 3
 2
 1

Very Useful

Not Useful

Was your NICU able to utilize any of the media materials featured in the tool kit?

Yes
 No

If so, how: _____

Before receiving the NICU Family Reunion Tool Kit, had you ever held a patient NICU reunion or NICU recognition for your hospital?

Yes
 No

Chiesi USA's sales representative support for the reunion was:

5
 4
 3
 2
 1

Excellent

Poor

Who is your Chiesi USA sales representative?

Would you consider making the NICU Family Reunion an annual event? Why or why not?

We would like to be able to follow up with you regarding your feedback. Please complete the following contact information. Thank you!

Hospital: _____

Your Name: _____

Address: _____

City: _____

State: _____ ZIP: _____ Phone: _____

Email: _____

Number of beds in unit: _____

Number of births per year: _____

Email: us.specialcare@chiesi.com

Mail: Chiesi USA, Inc.
1255 Crescent Green Drive
Suite 250
Cary, NC 27518

