

## IQ Communications Strategy

### Mission

To promote and progress, through timely and effective communication, the IQ Consortium’s efforts to overcome scientific and technical barriers that inhibit pharmaceutical development, and advance science and scientifically-driven standards and regulations for pharmaceutical and biotechnology products worldwide.

### Strategic Objectives

1. **Strong Connectivity within IQ:** Promote the activities of Leadership Groups and Working Groups to keep the IQ Consortium Board of Directors, Leadership and Working Group participants, and IQ member companies better informed about activities and accomplishments, facilitate collaboration and ensure alignment. Provide orientation to new member companies with respect to the available resources of the organization.

<i>Enablers</i>	<i>Realization Indicators</i>
<ul style="list-style-type: none"> <li>▪ IQ Website: Group Updates; News; Event Directory; Publications and Comments Directory; Member Website</li> <li>▪ Webinars</li> <li>▪ Events</li> <li>▪ Presentations</li> <li>▪ Publications</li> <li>▪ Orientation for New Members</li> <li>▪ Recognition Awards</li> </ul>	<ul style="list-style-type: none"> <li>▪ IQ Website Traffic; Site Metrics</li> <li>▪ Webinar Attendance</li> <li>▪ Event Attendance</li> <li>▪ Number of Presentations</li> <li>▪ Number; Journal Impact Factor</li> <li>▪ Completion of Orientation and Feedback</li> </ul>

2. **Engagement of Prospective Members:** Engage prospective members and convey the value of IQ membership through direct outreach.

<i>Enablers</i>	<i>Realization Indicators</i>
<ul style="list-style-type: none"> <li>▪ Co-sponsorship of other events</li> <li>▪ Posters or presentations at conferences</li> <li>▪ Free Symposium Attendance</li> <li>▪ Webinar Invitations</li> <li>▪ Periodic outreach to prospective members</li> <li>▪ Press Release</li> </ul>	<ul style="list-style-type: none"> <li>▪ Meetings and Workshops Held</li> <li>▪ Presentations Made</li> <li>▪ New Members/ Requests to Join</li> <li>▪ Webinar Attendance</li> <li>▪ Responses to outreach/contacts</li> <li>▪ Appearance of news</li> </ul>

3. **Exchange with the Broader Scientific and Regulatory Communities:** Promote exchange with other industry organizations, scientists, and regulatory and standard-setting bodies to leverage expertise, foster alignment and avoid duplication.

<i>Enablers</i>	<i>Realization Indicators</i>
<ul style="list-style-type: none"> <li>▪ Cross-Membership between IQ and Other Organizations</li> </ul>	<ul style="list-style-type: none"> <li>▪ Number of Cross-Memberships and Frequency of Exchange</li> </ul>
<ul style="list-style-type: none"> <li>▪ Co-authoring between IQ and Other Organizations</li> </ul>	<ul style="list-style-type: none"> <li>▪ Publication of co-authored articles</li> </ul>
<ul style="list-style-type: none"> <li>▪ IQ Website: Group Updates; News; Event Directory; Publications and Comments Directory</li> </ul>	<ul style="list-style-type: none"> <li>▪ IQ Website Traffic; Site Metrics (Duration of Stay)</li> </ul>
<ul style="list-style-type: none"> <li>▪ Forum for Exchange with Other Organizations</li> </ul>	<ul style="list-style-type: none"> <li>▪ Use of Forum</li> </ul>
<ul style="list-style-type: none"> <li>▪ External Presentations</li> </ul>	<ul style="list-style-type: none"> <li>▪ Number of External Presentations and Comments; Response to Presentations</li> </ul>
<ul style="list-style-type: none"> <li>▪ Webinars</li> </ul>	<ul style="list-style-type: none"> <li>▪ Webinar Attendance</li> </ul>
<ul style="list-style-type: none"> <li>▪ Events</li> </ul>	<ul style="list-style-type: none"> <li>▪ Event Attendance</li> </ul>
<ul style="list-style-type: none"> <li>▪ Regulatory Meetings and Workshops</li> </ul>	<ul style="list-style-type: none"> <li>▪ Number of Regulatory Meetings and Workshops; Attendance</li> </ul>
<ul style="list-style-type: none"> <li>▪ Publications and Regulatory Comments</li> </ul>	<ul style="list-style-type: none"> <li>▪ Response to Publications and Comments</li> </ul>
<ul style="list-style-type: none"> <li>▪ Cross-Promotion</li> </ul>	<ul style="list-style-type: none"> <li>▪ Advertisement of Activities</li> </ul>