



European Medical Students' Association

Webinar 27th September 2012

PLANS FOR OPEN ACCESS WEEK



EMSA

Founded in 1991

Representing 60+ medical faculties across Europe

Supporting Open Access since 2010



Summary of our Plan of Action

- Activities
- Website
- Social Media
- After Open Access Week



Activities

- Price tagging in medical faculty's libraries
- Flyer customized for medical students
- Presentations to be used in campus
- Translating Open Access promotional material



Webpage

- Creation of a page on EMSA's website dedicated to Open Access
 - Links for further information
 - Materials produced by EMSA for download
 - Plan of action for OA week
 - Description of activities organized by members



Social Media

- Promotion of the R2RC webinar among members
- Announcement of the activities on EMSA's Facebook page
- Facebook campaign



Social Media

- Interaction with members
- Promotion of local/international activities
- Twitter campaign about Open Access using the EMSA account



After Open Access Week

- Reporting
- Article for Euromeds (EMSA's magazine)
- Training for the next European EMSA event
- Cooperation with R2RC on the development of an advocacy course on OA
- Advocacy in Medical Societies



Creating opportunities

Thank you!