

Concept 1 : Engagement City

Novartis PPE eLearning

Engagement City: Public Policy Engagement in Motion

🎧 This course contains audio.

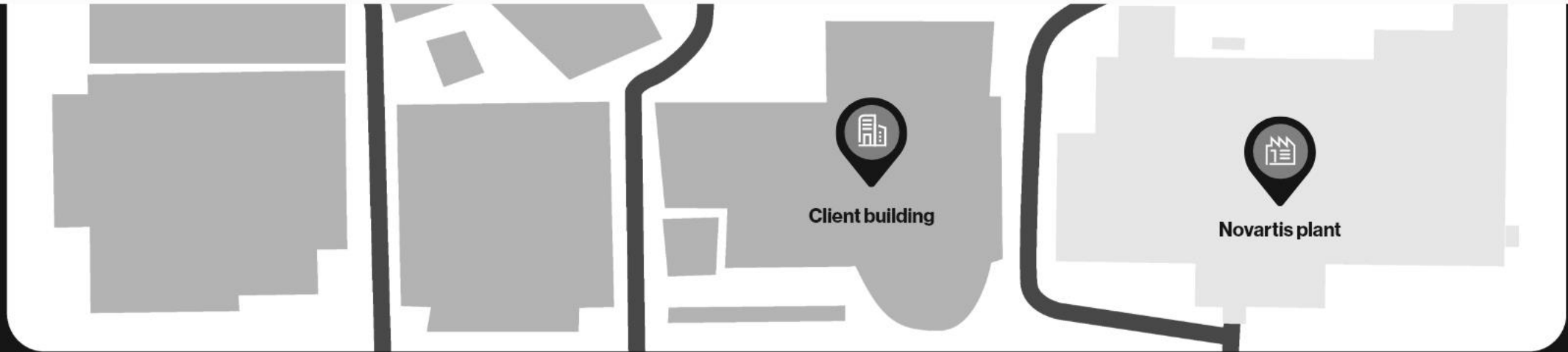
🕒 30 minutes

Select **Start** to begin

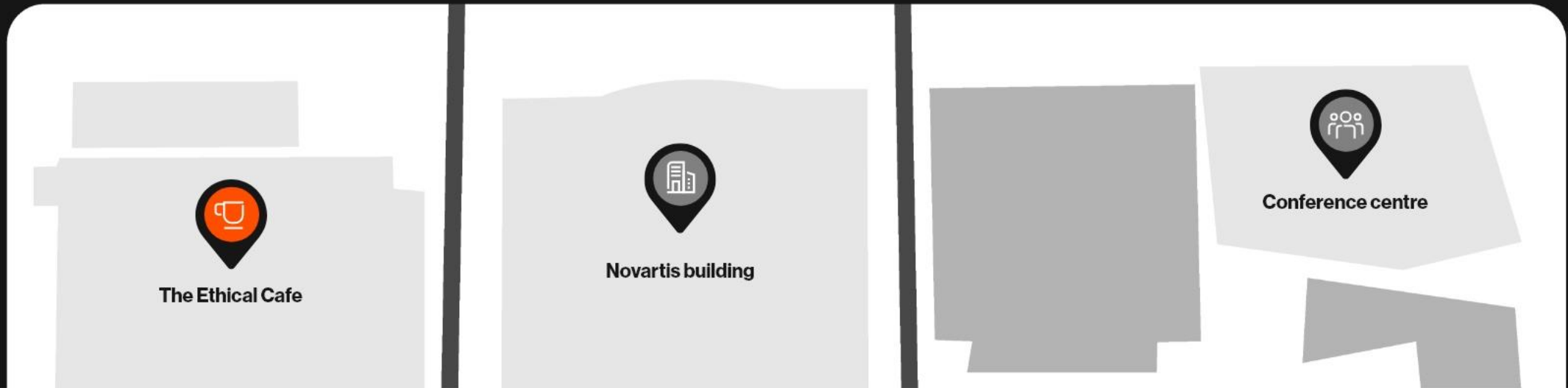
Start →



Select the Café to continue



Engagement City





ou meet a colleague Martin, who works in Marketing. He's pleased to see you.



-00.27





Hey, great to see you. Have you a moment? I'd like to ask your advice. I'm working on a LinkedIn post about a ground-breaking new asthma drug that has just been launched. I'm not sure how to approach it. Do I convey personal excitement or just stick to the facts?



Is Martin's post a public policy interaction?

Select one answer and then select Confirm.

- Yes, because it expresses Novartis's position
- No, he isn't engaging directly with any decision makers
- Possibly, depending on the content

Confirm





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Confirm

That's right.

Martin is posting as a Novartis associate, so his post should be regarded as a public policy interaction.

Select > to continue.