**Gatekeeper Community of Interest**

**Instructions for use**

The hashtag for the campaign is **#GatekeeperEU**. Please use this in all of your communications as we are monitoring this activity to provide feedback to the EC and to monitor how we can improve future campaigns.

**Email / LinkedIn**

1st Workshop of the Gatekeeper Community of Interest, 23rd of June, 11:00-13:00 CEST

We are pleased to announce the 1st Workshop of the Gatekeeper Community of Interest that will be held on the 23rd June. This is the first in a series of workshops that will bring together key stakeholders who are interested in healthcare and technology to discuss topics such as Artificial Intelligence, Big Data and Internet of Things.

In this first workshop, we will introduce the 4 territories that make up the Gatekeeper Community of Interest and start discussions on the sub-topics within each group:

* **People:**focusing on the citizen needs for healthy living and ageing and the challenges faced by healthcare providers in order to cover these needs.
* **Solutions:** focusing on the healthcare data space and AI services in Gatekeeper.
* **Business:** focusing on new business models and opportunities created by Gatekeeper for innovation, AI and data sharing in the healthcare domain.
* **Data and regulations:** focusing on the certification of data processing for e-health.

We look forward to welcoming you. Get involved and join the discussion!

[Register now for the Workshop](https://urldefense.com/v3/__https%3A/us02web.zoom.us/meeting/register/tZIuduisqzosGtdufOQTVbBplIA3gJvABT2g__;!!NFcUtLLUcw!CqXjYASZs8QbDwICy1093-BdC2b8nrEUdt9WyI6jUvywRWwbt9UXubdwDYzbcP-vSo61RDs$)

[Find out more information about the Gatekeeper Community of Interest](https://urldefense.com/v3/__https%3A/www.gatekeeper-project.eu/community-of-interest%2Ablock-whoweare__;Iw!!NFcUtLLUcw!CqXjYASZs8QbDwICy1093-BdC2b8nrEUdt9WyI6jUvywRWwbt9UXubdwDYzbcP-v4-SxUvg$)

(Add Visual 1)

**Social media messages**

Please find below suggestions for social media messages to be shared on Twitter and LinkedIn. We have also included guidance of which of the visual images should be used with each message.

**Twitter**

* Workshop 23/06: Join us for the 1st event of the #GatekeeperEU Community of Interest, bringing together key European stakeholders interested in #healthcare & #technology. Register now: [http://bit.ly/CoIWebinar](https://urldefense.com/v3/__http%3A/bit.ly/CoIWebinar__;!!NFcUtLLUcw!CqXjYASZs8QbDwICy1093-BdC2b8nrEUdt9WyI6jUvywRWwbt9UXubdwDYzbcP-vtMB760A$)   #BigData #ArtificialIntelligence #IoT  (Add Visual 1)
* Do you represent an organisation working in the field of #Healthcare & #technology? Are you interested in #ArtificialIntelligence, #IoT & #BigData? Join the #GatekeeperEU Community of Interest and get involved in the 1st Workshop 23/06: [http://bit.ly/CoIWebinar](https://urldefense.com/v3/__http%3A/bit.ly/CoIWebinar__;!!NFcUtLLUcw!CqXjYASZs8QbDwICy1093-BdC2b8nrEUdt9WyI6jUvywRWwbt9UXubdwDYzbcP-vtMB760A$) (Add Visual 2)
* 1st Workshop of the #GatekeeperEU Community of Interest 23/06. Sign up now to network with other key European stakeholders in the field of #healthcare & #technology: [http://bit.ly/CoIWebinar](https://urldefense.com/v3/__http%3A/bit.ly/CoIWebinar__;!!NFcUtLLUcw!CqXjYASZs8QbDwICy1093-BdC2b8nrEUdt9WyI6jUvywRWwbt9UXubdwDYzbcP-vtMB760A$) #BigData #ArtificialIntelligence #IoT  (Add Visual 1)
* Have you joined the #GatekeeperEU Community of Interest? Sign up now & take part in the 1st Workshop on the 23/06 together with other European thought leaders in the fields of #ArtificialIntelligence #IoT #BigData: [http://bit.ly/CoIWebinar](https://urldefense.com/v3/__http%3A/bit.ly/CoIWebinar__;!!NFcUtLLUcw!CqXjYASZs8QbDwICy1093-BdC2b8nrEUdt9WyI6jUvywRWwbt9UXubdwDYzbcP-vtMB760A$) (Add Visual 2)
* Are you interested in discussing citizen's needs for #healthy living & #ageing and identifying the challenges faced by #healthcare providers to respond to these needs? Join the 1st workshop of the #GatekeeperEU Community of Interest 23/06: http://bit.ly/CoIWebinar #BigData #AI (Add Visual 1)
* Would you like to connect with other organisations working in the field of #healthcare #data and #ArtificialIntelligence services? Join the 1st workshop of the #GatekeeperEU Community of Interest 23/06: http://bit.ly/CoIWebinar #BigData #AI (Add Visual 2)
* Would you like to discuss the new business models & opportunities for #innovation, #AI and #data sharing in the #GatekeeperEU #healthcare domain? Join the 1st workshop of the Community of Interest 23/06: http://bit.ly/CoIWebinar #BigData #AI (Add Visual 1)
* Do work in the field of certification of #data processing for #eHealth? Join the 1st workshop of the #GatekeeperEU Community of Interest 23/06: http://bit.ly/CoIWebinar #BigData #AI (Add Visual 2)

**Accessibility**

To ensure that our project communications are accessible to all, we have prepared the “alternative text” which should accompany the visuals. These will help to provide people with visibility impairments to understand what is included in the visual images that we use. When inserting a visual image on twitter or LinkedIn, there is an option to include “ALT TEXT”. Please insert the suggested text for that visual in this space.

* **Visual 1:** On the right side there are two men sitting at a desk in front of a computer in an office fist bumping each other. They look happy. The left side is a navy blue square featuring the Gatekeeper logo and the following text: “ 1st Workshop of the Gatekeeper Community of Interest. 23.06.2021, 11:30-13:00 CEST”.
* **Visual 2**: On the right side, there is a group of people standing together in a semi-circle putting one hand into the centre giving the sense of teamwork. The left side is a navy-blue square featuring the Gatekeeper logo and the following text: “The Gatekeeper Community of Interest. Get involved and join the discussion”.