

# PRESIDENT'S letter

International Bureau for Epilepsy

26 August 2008



Dear All

I am happy to present some wonderful news! The epilepsy board game Action Zone! was presented with two highly prestigious Communiqué Awards at an awards ceremony, held on 10th July in the Grosvenor Hotel in London and attended by over 1,000 people. The annual Communiqué Awards recognise best practice in pharmaceutical public relations (PR) and medical education.

In receiving the award for Best International PR Campaign, the judges remarked that Action Zone! was “a truly outstanding entry. The level of creativity and excellence in executive was exceptional”.

However, the evening was not over and to our absolute amazement and delight, Action Zone! was announced as the winner of the overall Campaign of the Year Award – the Prestige Award of the evening. “Absolutely brilliant. So simple and yet so effective” according to the judges.

All of this has been made possible through the support of UCB Pharma and its committed staff members, especially Ursula Davis, Global Patient Care Manager – Epilepsy. The PR

Agency involved in Action Zone! was mXm Medical Communications, with UCB Pharma and IBE the campaign clients.

IBE Members and people in the health care arena have also made great contributions to the game, which has been translated into 17 languages and distributed globally.

Action Zone is in line with IBE's goal on education, to increase awareness, understanding and knowledge of epilepsy, and I am confident it will be used for many years to come.

Best wishes to all of you!

Susanne Lund  
President

## Action Zone Awarded!



*Marion Clignet,  
Susanne Lund  
and Ursula Davis.*

