CIRM 2.0

This is not your father's Oldsmobile.
CIRM 2.0

• Shameless

• Relentless
CIRM 2.0 – Phase 1

• News release
CIRM 2.0 – Phase 1

- News release
- Targeted media pitch
CIRM 2.0 – Phase 1

- News release
- Media pitch
- In his own words - video of Dr. Mills’ presentation on website
CIRM 2.0 – Phase 1

- News release
- Media pitch
- In his own words - video of Dr. Mills’ presentation on website
- FAQs on website
CIRM 2.0 – Phase 2

• Email blast – grantees, applicants
CIRM 2.0 – Phase 2

• Email blast – grantees, applicants
• Target industry trade organizations – ARM, BayBio etc
CIRM 2.0 – Phase 2

• Email blast – grantees, applicants
• Target industry trade organizations – ARM, BayBio etc
• Patients & Patient Advocates
CIRM 2.0 – Phase 3

• Journal article – Stem Cell Translational Medicine
CIRM 2.0 – Phase 3

• Journal article – Stem Cell Translational Medicine

• Conferences – academic & industry
CIRM 2.0 – Phase 3

- Journal article – Stem Cell Translational Medicine
- Conferences – academic & industry
- Refreshed, refocused website