



## World Bronchiectasis Conference 2025 Video Showcase Initiative: “I Hope” & I Hope – Next Generation”

### Brief

Lung Foundation Australia is hosting the 8<sup>th</sup> World Bronchiectasis Conference (WBC) in Brisbane from 14 – 17 July 2025. We’re thrilled to be involved with bringing this international event to Australia (and the Southern Hemisphere) for the very first time.

We are preparing a global video showcase to share the stories of people with lived experience of Bronchiectasis with delegates of the WBC 2025 scientific program.

In addition, in the framework of the Paediatrics Track organised During the 8<sup>th</sup> World Bronchiectasis Conference (WBC), we are preparing a video to showcase during this session.

This international audience will include multidisciplinary healthcare and research professionals.

We need your help to embed the consumer voice and messages of hope throughout WBC 2025. We are inviting patients and carers impacted by bronchiectasis from around the world to film a short, 30 – 60 second video of themselves, summarising their bronchiectasis story, including an **‘I hope’ statement**.

From your individual videos, Lung Foundation Australia and its partner Lena Corporation S.A.M., based in Principality of Monaco will edit together a longer video showcase to share at WBC 2025. This will set the tone for the scientific program. We want to embed messages of hope throughout the program, and remind delegates that patients and their families are the focus and reason we have gathered. This will serve to emphasise the importance of the international bronchiectasis community's work, and the difference it makes in the lives of patients and carers.

Attached with this briefing is a media release form. Please complete this form and upload it to the Mega platform with your video. This will provide Lung Foundation Australia and its partner Lena Corporation S.A.M., based in Principality of Monaco with permission to use your video for the purposes stated.

## Timeframe

Timeframe	Action
May 2025	Please plan and shoot your video. It might take a few takes to capture what you want to say, how you want to say it. Please reach out if you need support.
6 June 2025	Please upload your video and completed media release form to the <a href="#">Mega platform</a> by Friday 6 June 2025. Alternative methods of sending are listed in step 13 below. Please reach out if you need support uploading.
6 June 2025	You will receive a media release form to sign. This allows Lung Foundation Australia and its partner Lena Corporation S.A.M., based in Principality of Monaco to include your video content for the purposes stated. Please ensure you have returned your form by Friday 6 June 2025.
Between 6 June and 30 June 2025	Lung Foundation Australia and its partner Lena Corporation S.A.M., based in Principality of Monaco will use some of the videos before the Conference to promote the initiative and raise awareness about the Conference through social media, newsletters and the patient website.
27 June 2025	Lung Foundation Australia and its partner Lena Corporation S.A.M., based in Principality of Monaco will create a collective video showcasing the stories and 'I hope' statements of the global bronchiectasis patient and carer community. A final will be shared with you ahead of the conference.
14 – 17 July 2025	Videos to be shown during the World Bronchiectasis Conference in Brisbane.

## Content for “I hope”

Please prepare a video from 30 – 60 seconds covering:

- Who you are – name, location etc.
- Your bronchiectasis story – diagnosis, impact, etc.
- **To conclude your video, an “I hope” statement**, focusing on your hope for the future of bronchiectasis, and the difference progress would make in your life. Please ensure this statement begins with 'I hope.' As an example, your statement may touch on:
  - Earlier diagnosis



- Improved research and data capture
- Advances in treatment
- More information and support from your treating healthcare team
- More self-management empowerment
- Another topic covered in the [Scientific Program](#) you feel strongly about
- Other (your choice!)

**Example (guide only):**

*My name is Sarah. I am a mother, a daughter, a wife and a friend. I live in Brisbane. I was diagnosed with bronchiectasis at the age of 44 after experiencing persistent chest infections for as long as I can remember. Our family GP would write my symptoms off as viral and would often send me home without a plan to resolve my constant wet cough other than to 'rest and ride it out.'*

*After years of debilitating symptoms on a loop, I changed GPs at the instance of my husband and was finally diagnosed with bronchiectasis. The specialist I was referred to has changed my life and now I can manage my condition fairly well, but sometimes I still have terrible flare-ups.*

***I hope** that we can continue to raise awareness of the signs and symptoms of bronchiectasis. If my GP had known more, I would have been diagnosed much earlier and gotten the chance to be more active with my kids when they were little.*

## Content for “I hope” – Next generation

Please prepare a video from 30 – 60 seconds covering:

- What's your name? (first name only)
- Where are you from?
- What are your hobbies/interests/what do you like to do?
- What do you want to do when you grow up?
- What is bronchiectasis?
- What treatments do you do for your bronchiectasis?
- Is there anything you want to do but you can't because you have bronchiectasis?
- What do you want your nurses/doctors/medical team to know about you that they don't know yet?



**To conclude your video, an “I hope” statement**, focusing on your hope for the future of bronchiectasis, and the difference progress would make in your life. Please ensure this statement begins with 'I hope.' As an example, your statement may touch on:

- Earlier diagnosis
- Improved research and data capture
- Advances in treatment
- More information and support from your treating healthcare team
- More self-management empowerment
- Another topic covered in the [Scientific Program](#) you feel strongly about

Other (your choice!)

## Instructions/tips

1. Feel free to use any device such as your phone, laptop, tablet or a video camera.
2. Please capture the video in landscape mode (lengthways).
3. Pick a quiet area with good lightning – we want to see and hear you loudly and clearly!
4. You may like to set your phone or video camera up in a tripod, rest it upright against an object, or ask someone to film you.
5. Ensure the camera lens and microphone aren't obstructed.
6. We want to see your face so make sure the zoom level allows this.
7. Keep it short and to the point, between 30 – 60 seconds. From experience we know a video of length will have the greatest impact.
8. Don't worry if there are parts at the beginning or end if you need to walk to and from your device to start and stop filming. We will edit this out.
9. Writing a script can help. If you choose to do this, we recommend practicing a few times then placing the script aside. Please avoid reading from a page when filming your video.
10. It might take a few takes to capture exactly what you want to say, the way you want to say it.
11. Most importantly, be yourself!
12. When you are finished, please upload your video to the [Mega Platform](#).



13. **Alternative option:** if you prefer, please email a link to your video to Harshita Lawania [harshital@lungfoundation.com.au](mailto:harshital@lungfoundation.com.au). Here are instructions for two options, depending on the device you are sending from:

- a) [Sharing a video captured on iPhone or iPad by sending an iCloud link](#)
- b) [Sharing a video captured on an Android device by sending a Google Drive link](#)

If you are comfortable filming these videos, your effort will be greatly appreciated. We know from experience at other, similar events that your voice will have a real impact on conference attendees.

Thank you, as always, for your valued support.