# **Social Media – Exhibitors’ toolkit**

We are looking forward to welcoming you as an exhibitor at the 2016 World Cancer Congress in Paris – we are thrilled to have you on board.

To make it as easy as possible for you to support the Congress and promote your presence at the event through your social media channels, UICC has developed this toolkit to provide you with guidance and ready-made messages to use in the lead up to Paris.

If you have any questions related to social media, your direct contact at UICC is Nathalie Hasler, Communications and Social Media Specialist, who can be reached via email at [hasler@uicc.org](mailto:hasler@uicc.org).

# **General Congress messaging**

# **About the 2016 World Cancer Congress**

*Organised by the Union for International Cancer Control (*[*UICC*](http://www.uicc.org)*), the World Cancer Congress is the leading platform for the exchange of best practice in cancer implementation science and a key networking opportunity for the global cancer and wider health community.*

*The 2016 World Cancer Congress will be hosted by the* [*French League Against Cancer*](https://www.ligue-cancer.net) *and the Alliance of African & Mediterranean French Speaking Leagues Against Cancer (*[*ALIAM*](http://www.aliam.org)*) from 31 October to 3 November at the Palais des congrès in Paris, France, under the theme ’Mobilising action - Inspiring change’.*

*More than 3,500 cancer experts are expected to travel to Paris to discuss the latest cancer trends and projections, share best practices and meet peers in cancer and non-communicable diseases (NCDs) control from around the world.*

*For more information and registration, please visit* [*www.worldcancercongress.org*](http://www.worldcancercongress.org)*.*

# **Official hashtags**

Please use the following official hashtags when talking about the Congress on social media:

**#2016WCC  
#CancerCongress**

If space doesn’t allow for the use of both hashtags, please give priority to #2016WCC.

**Organiser and hosts’ Twitter handles**

Please use the official Twitter handles when mentioning the organiser and/or hosts:

Union for International Cancer Control - @uicc  
ALIAM - @ALIAMcc  
French League Against Cancer - @laliguecancer

# **Ready-made tweets**

# **Generic**

*The #CancerCongress is taking place in Paris, 31Oct - 3Nov, with @UICC @ALIAMcc @laliguecancer. More info here:* [*www.worldcancercongress.org*](http://www.worldcancercongress.org)

*The @UICC #2016WCC is hosted by @ALIAMcc & @laliguecancer in Paris, 31Oct-3Nov. More info about the #CancerCongress:* [*www.worldcancercongress.org*](http://www.worldcancercongress.org)

# **Attendance**

# *Looking forward to attending the #2016WCC in Paris with @UICC @ALIAMcc @laliguecancer! Check out the prog here:* [*www.worldcancercongress.org/programme/2016/session-schedule*](http://www.worldcancercongress.org/programme/2016/session-schedule)

*We're looking forward to attending the @UICC #CancerCongress, 31Oct-3Nov in Paris! Check out the #2016WCC prog:* [*www.worldcancercongress.org/programme/2016/session-schedule*](http://www.worldcancercongress.org/programme/2016/session-schedule)

*We're attending the next @UICC #CancerCongress in Paris! Join us & discover the latest advances in #cancer control:* [*www.worldcancercongress.org*](http://www.worldcancercongress.org)

# **Global Village exhibitor**

*We're looking forward to presenting you our work on booth n°*[Insert booth number] *in the #2016WCC #GlobalVillage.*

*Excited to welcome you at the World #CancerCongress on our booth n°*[Insert booth number] *in the #GlobalVillage.*

*Come and visit us on booth n°*[Insert booth number] *at the World #CancerCongress in Paris!*

*Thrilled to be an exhibitor at the World #CancerCongress with @UICC. Looking forward to welcoming you on our booth!*

# **Call for registrations**

*Attend the @UICC #2016WCC, 31Oct-3Nov, in Paris & share #BestPractice with 3500+ #cancer experts. Register now:* [*www.worldcancercongress.org/registration*](http://www.worldcancercongress.org/registration)

*Don't miss the next @UICC #CancerCongress, 31Oct-3Nov, in Paris with @ALIAMcc @laliguecancer. Join us, register now:* [*www.worldcancercongress.org/registration*](http://www.worldcancercongress.org/registration)

*Join us at the #2016WCC - the leading event in knowledge transfer & #BestPractice exchange in #CancerControl:* [*www.worldcancercongress.org*](http://www.worldcancercongress.org)

*Boost your skills & learn from the best at the 2016 #CancerCongress by @UICC in Paris. Register now: http://www.worldcancercongress.org/registration #2016WCC*

*Watch this short video & find out why you should attend the @UICC #CancerCongress, 31Oct-3Nov, in Paris: https://youtu.be/5G1vyP6\_ldg #2016WCC*

# **Ready-made Facebook posts**

# **Generic**

*The next World #CancerCongress organised by the Union for International Cancer Control (UICC) will take place from 31 Oct - 3 Nov in Paris and be held by the French League against Cancer and ALIAM.  
The #2016WCC is the leading platform for the exchange of best practice in cancer implementation science and a key networking opportunity for the global #cancer and wider health community.  
For more information and to register, please visit* [*www.worldcancercongress.org*](http://www.worldcancercongress.org)

*Join the 3,500+ #cancer experts convening in Paris from 31 Oct - 3 Nov to attend the 2016 World #CancerCongress organised by the Union for International Cancer Control (UICC), and seize the opportunity to boost your skills and learn from the best in the #CancerControl field.  
Have a look at the impressive #2016WCC programme: www.worldcancercongress.org/programme/2016/session-schedule*

# **Attendance**

*We are thrilled to attend the next World #CancerCongress! Join us in Paris from 31 Oct - 3 Nov and meet 3,500+ #cancer & #NCD experts at the #2016WCC organised by the Union for International Cancer Control (UICC) and hosted by the French League against Cancer and ALIAM.  
For more info and to register visit:* [*www.worldcancercongress.org*](http://www.worldcancercongress.org)

# **Global Village exhibitor**

*We are looking forward to welcoming you on our booth at the World #CancerCongress in Paris and presenting you our work. Come and visit us on booth n°*[Insert booth number] *in the #GlobalVillage!*

*We are excited to be one of the exhibitors at the next World #CancerCongress organised by the Union for International Cancer Control (UICC). We are looking forward to welcoming you on our booth in the #GlobalVillage!*

# **Call for registrations**

*Why should you attend the next World #CancerCongress organised by the Union for International Cancer Control (UICC) in Paris? Watch this short video and register now for the #2016WCC - the leading event in #CancerControl knowledge transfer and #BestPractice sharing.  
Register now on* [*www.worldcancercongress.org/registration*](http://www.worldcancercongress.org/registration) *https://youtu.be/5G1vyP6\_ldg*

Please identify the [UICC Facebook page](https://www.facebook.com/uicc.org/) in your posts by typing @UICC – Union for International Cancer Control (official Facebook page’s name).

# **Ready-made LinkedIn updates**

# **For individuals**

*The World Cancer Congress is coming to Paris, 31 Oct – 3 Nov. Join me and 3,500 other cancer and NCD experts at the leading event for the exchange of best practice in cancer implementation science. Register today:* [*www.worldcancercongress.org/registration*](http://www.worldcancercongress.org/registration)

*I’m thrilled that* [Insert company name] *is one of the exhibitors at the 2016 World Cancer Congress organised by the Union for International Cancer Control (UICC) in Paris, from 31 Oct - 3 Nov. Don’t miss out on this key event and opportunity for best practice sharing in cancer and NCD control. Register now:* [*www.worldcancercongress.org/registration*](http://www.worldcancercongress.org/registration)

# **For company pages**

[Insert company name] *is excited to be one of the exhibitors at the 2016 World Cancer Congress organised by the Union for International Cancer Control (UICC) at the Palais des congrès in Paris, from 31 Oct - 3 Nov. We are looking forward to welcoming you on our booth in the Global Village! For more information and registration, please visit* [*www.worldcancercongress.org*](http://www.worldcancercongress.org)

# **Graphics**

UICC has developed a series of banners and graphics – that you are highly encouraged to share on social media as supporting imagery to make your posts more visual.

All graphics are available here: <http://bit.ly/2016WCC-SocialMediaMaterials-Exhibitors>