

CEO PROGRAMME



THE PROGRAMME IN A NUTSHELL

At the 2016 World Cancer Congress (WCC) in Paris, UICC will offer for the first time a programme tailored for Chief Executive Officers (CEOs) of cancer organisations.

The programme aims to facilitate:

- **Networking opportunities** for senior executives across the UICC membership
- **Learning from peers**
- **Access to relevant educational and training opportunities**

The CEO Programme at the Congress will include:

- **Exclusive sessions** (restricted entrance*) – A networking reception, followed by 3 highly interactive 60-minute lunch sessions. Each session will be facilitated by an expert and will provide a platform to review best practice case studies and to share participants' perspectives.
- **Flagship events:** High-level side events that bring together decision-makers and provide unique opportunities for networking as well as exposure to key topics on the global health agenda.
- **CEO-relevant sessions** from the main programme: Hand-picked by other CEOs from the main Congress programme providing an insight into the latest findings and trends in cancer control.

**The reception is open only to CEOs from UICC full member organisations and paid registrants.*

BEFORE THE CONGRESS

Here is an indication of what registered participants may expect in the months leading up to 31st October 2016.

1. CEOs first need to **register to the World Cancer Congress**. CEOs from UICC Full Member organisations and others who have paid the participation fee for the CEO programme will then receive **an invitation letter** from Cary Adams, the Chief Executive Officer of UICC.
2. In September, registered CEOs will be invited to join a **LinkedIn Group** which will be set up to begin networking and sharing thoughts and views. UICC will post items, news and interesting links to this LinkedIn group to encourage dialogue and information exchange.
3. From late September, the names of registered participants will be made available.

If you are a CEO of a UICC Full Member organisation and have registered at the Congress but you have not received an invitation, or if you would like to pay the participation fee, please contact education@uicc.org.

PROGRAMME DETAILS

30th-31st October: the World Cancer Leaders' Summit and dinner (by invitation only, for CEOs of UICC full member organisations)

For CEOs whose organisations are full members of UICC and have received an invitation to the World Cancer Leaders' Summit (WCLS), your time in Paris will begin on the evening of 30th October with the WCLS Gala Dinner which will take place in Hotel Salomon de Rothschild from 7:30pm (to be confirmed). The WCLS will take place in the same place on 31st October at 8:30am

31st October, 20:30 – 21:45: CEOs reception & discussion on the challenges faced by the leaders of cancer organisations (restricted entrance for those registered to the CEO programme)

For all other participants of the CEO Programme, your time in Paris will begin on the afternoon of 31st October at 3:00 pm with the formal opening of the WCC Global Village at the Palais des Congrès. At this time you will be able to collect your WCC registration badge (which will indicate that you are on the CEO Programme) and be escorted to the Opening Ceremony which will take place in the main Plenary Hall (and we hope will be attended by President Hollande).

Immediately after the Opening Ceremony, at 20:30, all CEO Programme participants will be invited to attend a **private VIP reception** at the Méridien Hotel where they will be joined by UICC Board members. Although this will be an informal gathering, we will also use the opportunity to kick-off the very first exclusive session to discuss the challenges faced by a leader of a cancer organisation, drawing on the experiences of a couple of leaders who will present their own perspective and suggest options to build on the CEO gathering and network.

1st-3rd November: The CEO programme during the World Cancer Congress

Each day of the Congress, participants in the CEO programme will enjoy a mix of bespoke sessions which have been designed specifically for the Programme and other sessions from the main body of the Congress programme which are considered particularly relevant to leaders of cancer organisations.

Exclusive sessions (restricted entrance)

Over the three days of the Congress we will run three CEO-only sessions on topics which our members tell us are very relevant to leaders of cancer organisations - whether they are small or large.

Date and Time	1 November 13:10-14:10	2 November 12:40-13:40	3 November 12:40-13:40
Session Title	How to build sustainable funding models	How to develop and implement strategies in an age of uncertainty	How to implement a governance model which supports organisational success
Chair	Sir Harpal Kumar , CEO, Cancer Research UK	Mr Gary Reedy , CEO, American Cancer Society	Prof Sanchia Aranda , CEO, Cancer Council Australia
Speakers	Mr Charlie Michaud , Principal and Managing Director, Community Counselling Service (CCS) <i>Strategies for securing flexible core funding</i>	Mr Michel Rudolphie , CEO, Dutch Cancer Society <i>Managing change: From a charity towards a cancer impact organisation</i>	Dr Sakari Karjalainen , Secretary General, Cancer Society of Finland <i>An effective governance to increase your impact and avoid conflicts of interest</i>
	Mrs Lynda Thomas , CEO, Macmillan Cancer Support <i>Give and Get: The Macmillan Story</i>	Mrs Katie Dain , Executive Director, NCD Alliance <i>Strategic planning for greater impact: Applying lessons learnt from the NCD movement</i>	Dr Saunthari Somasundaram , President, National Cancer Society Malaysia <i>Adjusting governance as you grow</i>

Other CEO-relevant sessions

We encourage all participants of the CEO Programme to attend the Plenary and Big Debate sessions which run each day in the main Plenary Hall. These feature important global topics and will be delivered by outstanding speakers and panellists. The Big Debates will give you the pros and cons on three topics which are cause of much discussion across the cancer community. Namely:

- Should the cancer community invest more resources to contribute to the reduction in environmental and occupational cancer risk exposure?
- Should scarce resources be directed towards prevention of cancer (as opposed to treatment and care)?
- Is partnering with the food and beverage industry too high a price to pay?

In addition we will be encouraging participants of the CEO Programme to attend other sessions which we believe are pertinent to their role. These currently include (but will expand as we approach WCC):

- “Empowering the young generations and building the new leadership in cancer control”.
- “Communication strategies for cancer prevention and control: from traditional to new media”.
- “Conflict or aligned interest – where do you draw the line?”
- “Building a strategy for 2025: uniting evidence and policy to achieve cancer control for all”.
- “Fundraising and social media”.
- “Stemming the cancer tide: setting priorities for national, regional and global prevention programmes”.
- “Health economics”.

Please find the full list using this link: [here](#)

AFTER THE WORLD CANCER CONGRESS

UICC's ambition is to create a vibrant, self-supporting cohort of CEOs from its membership which wishes to help and support itself in the longer term. To this end, the LinkedIn network will continue after the close of the Congress and UICC will encourage participants to use it beyond Paris.

UICC commits to seek feedback from participants on how the CEO Programme works in Paris and whether it will have achieved its ambition of bringing leaders of our membership together in a way which encourages them to support each other. Subject to the Programme being successful, we plan to implement it again at the WCC in Kuala Lumpur in November 2018.

A full report on Paris will be made available mid-November 2016. All materials referred to or used in the CEO Programme sessions will be shared via LinkedIn and through the WCC website.



The CEO programme is proudly sponsored by MSD, one of UICC's leading partners.