



**World Cancer Congress**  
Kuala Lumpur, Malaysia  
1–4 Oct 2018

**Strengthen  
Inspire  
Deliver**



## CEO PROGRAMME

**UICC's leadership programme for CEOs, or equivalent senior executives, of UICC members**

### WHAT TO EXPECT AT THE 2018 WORLD CANCER CONGRESS

**Exclusive sessions and networking:** three highly interactive 60-minute lunch-time sessions on each day of the Congress to review best practices and share perspectives amongst leaders, and one exclusive CEO networking breakfast

**Relevant sessions hand-picked from the main programme:** to help CEOs and other senior leaders navigate the packed official programme at Congress, a number of sessions providing relevant insights have been hand-picked by other CEOs and highlighted throughout the Congress programme through a CEO-Track – [access it here](#)

**CEO Award:** aiming to recognise excellence in leadership and expertise in managing a cancer control organisation, the Award will be announced at a Ceremony on 2 October, during the dedicated UICC Members Evening – [check out the finalists](#)

### CEO PROGRAMME AT-A-GLANCE

TUE 2 OCTOBER	WED 3 OCTOBER	THU 4 OCTOBER
<p><u>13:10 - 14:10</u> CEO lunch-time session* <b>Lessons in leadership: uncovering the stories behind the leaders</b></p> <p><u>18:30 - 20:30</u> General Assembly, UICC Awards, incl. <b>CEO Award</b>, followed by Members Reception</p>	<p><u>07:30 - 09:00</u> <b>CEO networking breakfast</b></p> <p><u>12:40 - 13:40</u> CEO lunch-time session* <b>Walk the talk: translating global commitments into national action</b></p>	<p><u>12:40 - 13:40</u> CEO lunch-time session* <b>Innovation in fundraising: exploring creative resource mobilisation strategies</b></p>

\*Make sure you pick up your daily lunch box on your way to the session at one of the dedicated Congress catering outlets on level 3 or level 4 of the convention centre. You will need your food vouchers, which can be found on your Congress delegate badge sheet.

**NEW!** We recommend you to download the **2018 WCC Mobile App** where you can consult the full World Cancer Congress programme, bookmark your CEO events, access the list of delegates, and all other necessary information about the Congress. You can also contact other delegates, set-up appointments etc. via the App. Available free on App Store and Google Play, [click here](#) for full details.

**Union for International Cancer Control**

31-33 Avenue Giuseppe Motta  
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[www.worldcancercongress.org](http://www.worldcancercongress.org)

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## EXCLUSIVE SESSIONS OVERVIEW

**Tuesday 2 October, 13:10-14:10 - ROOM 301, Level 3, Kuala Lumpur Convention Centre (KLCC)**

Lessons in leadership: uncovering the stories behind the leaders

Join an insightful conversation with leaders from different backgrounds, hear about their leadership journeys and reflect with peers on your own leadership story.

**Chair:** Kara Magsanoc-Alikpala, Founding President, ICANSERVE Foundation  
**Speakers:** Anne Lise Ryel, Secretary General, Norwegian Cancer Society  
Emmanuel Luyirika, Executive Director, African Palliative Care Association  
Pat Garcia-Gonzalez, Chief Executive Officer, The Max Foundation



**Wednesday 3 October, 12:40-13:40 - ROOM 301, Level 3, KLCC**

Walk the talk: translating global commitments into national action

Learn how cancer organisations are leveraging global health and development goals to advance cancer care delivery across different health systems and discuss implications for your own settings.

**Chair:** Arnie Purushotham, Director, King's Health Partners Comprehensive Cancer Centre  
**Speakers:** Grace Injene, Executive Director, Kenya Cancer Association  
Isabelle Aloï Timeus, President, Salvati  
Todd Harper, Chief Executive Officer, Cancer Council Victoria



**Thursday 4 October, 12:40-13:40 - ROOM 301, Level 3, KLCC**

Innovation in fundraising: exploring creative resource mobilisation strategies

Be inspired by the creative approaches CEOs have adopted to resource their organisations and cancer care efforts and explore themes and models to relate back to your own funding challenges.

**Chair:** Owen Sharp, CEO, Movember Foundation  
**Speakers:** Alejandra de Cima, President, Fundación CIMA  
Maria Fatima Garcia-Lorenzo, Executive Director, Kythe Foundation  
M.J. DeCoteau, Executive Director, Rethink Breast Cancer

Check out all the speakers' profiles [here](#) .

**TELL US HOW THEY WENT!** Don't forget to rate each session immediately after it by using the **2018 WCC Mobile App** – give it a rating of one to five stars and fill the short survey available within each session in the App.

## CEO NETWORKING BREAKFAST OVERVIEW

**Wednesday 3 October, 07:30-08:50 – CONFERENCE HALL 3, Level 3, KLCC**

The CEO networking breakfast will provide a space for CEOs and executives to engage in informal networking and semi-facilitated discussions with their peers. Following a welcome and introductions, CEOs will be able to join one of four semi-facilitated discussions at designated hosted tables, or simply network with peers over buffet breakfast at the remaining free-discussion tables.

**07:30** Breakfast buffet opens and screening of Treatment For All short

**07:50** Welcome and introductions by UICC and MSD




**08:00** Networking, including four semi-facilitated discussions on:

- *Making your organisation fit for partnering*, table hosted by Darian Stibbe, Executive Director, The Partnering Initiative: Discuss the organisational structures and competencies that can scale up your partnering potential and explore the degree to which your organisation is fit for partnering
- *Fostering international engagements*, table hosted by Cary Adams, CEO, and SungAh Lee, Director Members and Partners Development, UICC: Have an ambition to engage more at the international level, but unsure how? Discover the different models to engage internationally in cancer control to suit your organisation's assets and goals
- *Building a community of leaders*, table hosted by Alessandro Di Capua, Senior Manager Leadership Development, and Kirstie Graham, Head of Capacity Building, UICC: What are the resources, discussion topics and activities that can better help you fulfil your role as CEO? Take this opportunity to discuss and help us shape the CEO Programme
- *Engaging with Treatment for All*, table hosted by Domenico Iaia, Senior Manager Capacity Building, UICC: Learn more about Treatment For All, UICC's latest initiative to address the equity gap in access to cancer services, and explore the related opportunities to build capacities at national level for cancer organisations like yours




## BACKGROUND READING

To get you in the mood, we have collated a number of external articles and resources we thought provide interesting insights around the themes to be discussed at the CEO sessions. Please note, these are links to external sites, which require an Internet connection to be accessed.




### 1. Lessons in leadership: uncovering the stories behind the leaders

- ***The Best Leaders May Be Those Who "Give Up"***, Stanford Social Innovation Review, June 2018 – [access the article here](#) 
- ***Talking About Failure Is Crucial for Growth. Here's How to Do It Right***, The New York Times, August 2018 – [access the article here](#) 
- ***The Transformative Power of Classical Music***, TED Talk by Benjamin Zander (it focuses on classical music, but it carries quite a few insights on leadership) – [access the talk here](#) 

## 2. Walk the talk: translating global commitments into national action

- **Most Countries Lagging on Health SDGs**, SciDevNet, September 2017 – [access the article here](#) 
- **How to Tell Stories About Complex Issues**, Stanford Social Innovation Review, May 2018 – [access the article here](#) 
- **Communicating NonCommunicable Diseases**, Devex, August 2018 – [access the article here](#) 

## 3. Innovation in fundraising: exploring creative resource mobilisation strategies

- **Solving the World's Biggest Problems: Better Philanthropy Through Systems Change**, Stanford Social Innovation Review, April 2017 – [access the article here](#) 
- **3 Campaigns That Are Redefining Success In Peer-to-Peer Fundraising**, Forbes, March 2018 – [access the article here](#) 
- **The Future of Funding report**, Bond, December 2016 – [access the report here](#) 

## ORGANISATIONS WHOSE CEOs HAVE SIGNED UP TO THE PROGRAMME INCLUDE

Access to Basic Medical Care Foundation	B.P. Koirala Memorial Cancer Hospital	City of Smile Charitable Foundation
African Organisation for Research & Training in Cancer	Breast Cancer Network Australia	Danish Cancer Society
African Palliative Care Association	Breast Cancer Welfare Association	Ego Bekee Cancer Foundation
Américas Amigas	Breast Care International	European CanCer Organisation
Amref Health Africa	Cameroon Baptist Convention Health Services	Fondazione "Edo Ed Elvo Tempia Valenta" Onlus
Aparajita Society of Cancer	Canadian Partnership Against Cancer	Friends of Cancer Patients
Asociación de Pacientes con Cáncer Fe Y Esperanza	Cancer Council Australian Capital Territory	Global Chinese Breast Cancer Organizations Alliance
Asociación Guatemalteca Héroes de Esperanza	Cancer Council Victoria	HealthCare Global Entreprises
Asociación Mexicana contra el Cancer de Mama "Fundación Cima"	Cancer Epigenetics Society	Help Those With Cancer Association
Asociación Nacional Contra el Cáncer	Cancer Foundation of India	Hong Kong Anti-Cancer Society
Asociación Tour Rosa de Costa Rica	Cancer Society of Maldives	I Can Serve Foundation
	Cancer Warriors Foundation	Indian Cancer Society
	Children's Cancer Center of Lebanon	

Indonesian Cancer Foundation	Movember Foundation	Salvati AC
Indonesian Cancer Information and Support Center Association	National Cancer Control Committee	Sebecly Cancer Care and Support Centre
Innovating Health International	National Cancer Control Program Afghanistan	Shwe Yaung Hnin Si Cancer Foundation
Instituto Desiderata	National Cancer Council Malaysia (MAKNA)	Sihanouk Hospital Center of Hope
International Cancer Expert Corps	National Cancer Society of Malaysia	Singapore Cancer Society
Irish Cancer Society	National Comprehensive Cancer Network	Society of Surgical Oncology
Japan Cancer Society	Nepal Cancer Relief Society	Supportive Fund for Cancer Patients - Bright Future
Kenya Cancer Association	Nigerian Cancer Society	Swedish Cancer Society
King Hussein Cancer Foundation	PinkDrive	The Bricon Foundation
King's Health Partners Comprehensive Cancer Centre	Prevent Cancer Foundation	The Cancer Association of South Africa
Kythe Foundation	Princess Margaret Cancer Centre	The Dorcas Cancer Foundation
Leah Cancer Centre	Project PINK BLUE	The Max Foundation
Life Again Foundation	Public Organization "Avesto"	The Princess Margaret Cancer Foundation
Liga Argentina de Lucha Contra el Cáncer	Raise Foundation Minna	Turkish Society for Radiation Oncology
Liga Colombiana Contra el Cáncer	Rethink Breast Cancer	Uganda Cancer Society
MacMillan Cancer Support	Rumah Sakit Kanker Dharmais	Uganda Women's Cancer Support Organization
Mathiwos Wondu Ye-Ethiopia Cancer Society	Rwanda Palliative Care & Hospice Organisation	V Care Foundation
	Salvadoran Association for Cancer Prevention	Women Coalition Against Cancer in Malawi



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