

International Agency  
for Research on Cancer



**IARC@60**

**Presentation during the 60<sup>th</sup> session of  
IARC Scientific Council**

**7–9 February, 2024**



# Lessons learned from the 50<sup>th</sup> anniversary

- Highly positive feedback...
  - ... within cancer research community
- Necessity to prepare well in advance:
  - ✓ Internal team set up -24m
  - ✓ Speakers booked -20m
  - ✓ Conference location booked -18m
- Need to set up a scientific advisory committee
- *'50 for 50'* trainees: follow up?
- Need to enroll volunteers from IARC (staff and ECVS) at an early stage
- Need to allocate proper budget
- Possibility to fundraise

# 3 options to celebrate IARC@60

**1- Nothing**

**2- A one-shot conference**

**3- A year-long campaign**

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## 1. Campaign Objectives:

Increase	Increase Visibility: Raise awareness of IARC's impact beyond the cancer research community.
Enhance	Enhance Reputation: Position IARC as a vital global player in cancer research, policy, and prevention.
Attract	Attract New Stakeholders: potential Participating States, policy makers, donors, partners, and the public.
Showcase	Showcase Impact: Highlight the significance of IARC's public goods and their contribution to global health.

## 2. Pre-Campaign Preparation:

1

**Clarify Messaging:** Develop clear, concise messages that communicate IARC's mission, achievements, and goals.

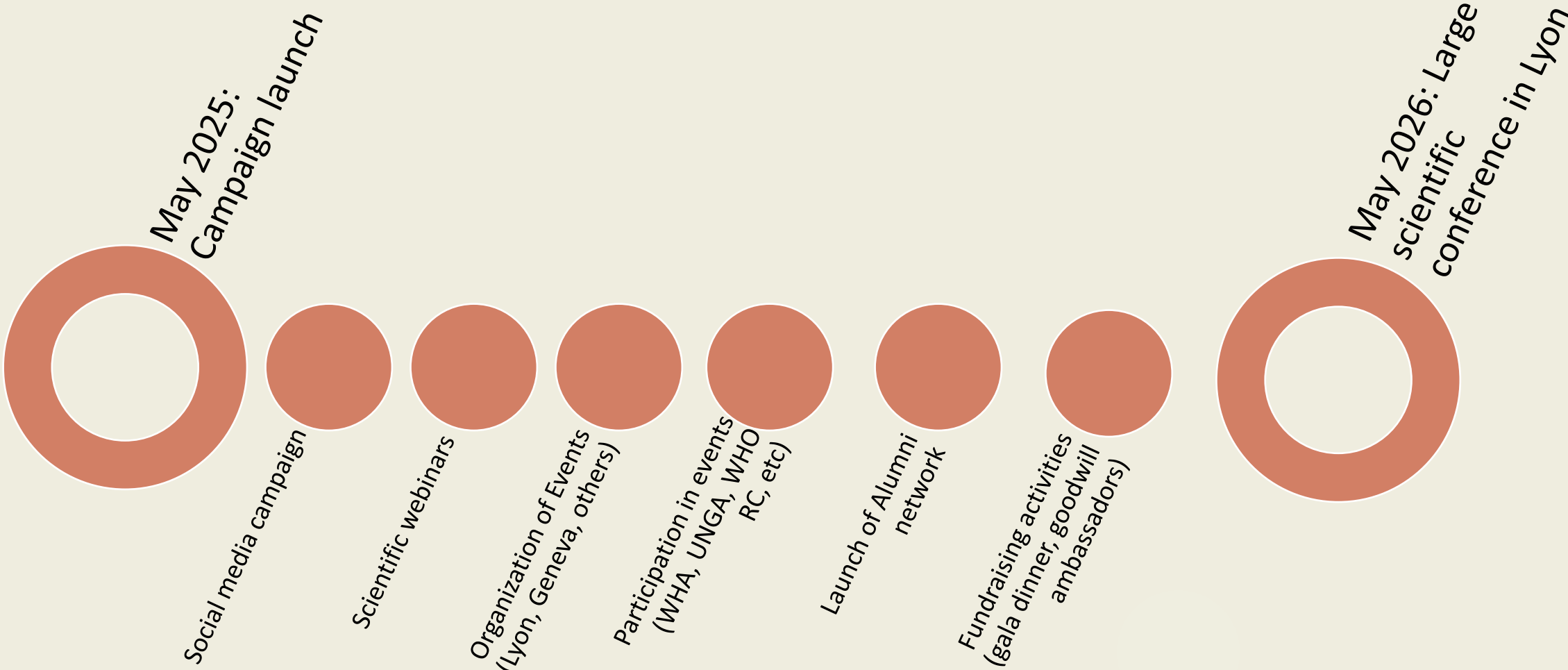
2

**Identify Key Stakeholders:** Segment potential new Participating States, policy makers, donors, partners, and the general public.

3

**Create Content Repository:** Gather existing resources, reports, and case studies showcasing IARC's work and impact.

# A one year long campaign



### 3. Campaign Launch (May 2025):



**Anniversary Event:** Host a high-profile event on the last day of the IARC Governing Council to kick off the campaign.



**Keynote Address:** Feature a prominent figure to discuss IARC's historical significance and future direction.



**Release Anniversary Branding:** Introduce a special IARC@60 logo and visual identity for consistent branding throughout the campaign.



**Media Outreach:** Coordinate press releases, media interviews, and articles in prominent health and science publications.

## 4. Year-Long Activities:

### **Social Media Blitz:**

Regularly share engaging content, facts, infographics, and success stories on social media platforms.

### **Highlight Initiatives:**

Dedicate specific months to showcase different IARC initiatives, e.g., *Monographs*, Globocan, CanScreen5.

### **Webinar Series:**

Host webinars with experts discussing IARC's work, impact, and future plans.

### **Participating States**

**Drive:** Tailor messages for potential Participating States, highlighting benefits of joining IARC.

### **Policy Maker**

**Engagement:** Develop briefs and presentations showcasing IARC's research for policy makers.

### **Donor and Partner**

**Outreach:** Tailor messages to emphasize IARC's role in shaping global cancer control strategies.

### **Charity Gala Dinner:**

Organize Charity dinner in Lyon for IARC local supporters and potential donors

### **Interactive Content:**

Create quizzes, polls, and interactive tools to engage the public and stakeholders.



## 5. Mid-Campaign Review (End of 2025):

- **Evaluate Progress:** Assess campaign metrics, engagement levels, media coverage, and stakeholder feedback.
- **Adjust Strategy:** Based on feedback, adjust messaging, content, and engagement strategies as needed.

## 6. Lead-Up to Scientific Conference (2026):

- **Save-the-Date Announcement:** Share preliminary information about the upcoming scientific conference.
- **Call for Abstracts:** Invite researchers and experts to submit abstracts for presentations.
- **Conference Promotion:** Build anticipation with teaser content, speaker profiles, and session highlights.

## 7. Grand Scientific Conference (May 2026):



**Multi-Day Event:** Organize a multi-day conference featuring keynote speakers, panel discussions, workshops, and presentations



**Showcase Research:** Highlight IARC's latest research findings and their implications.

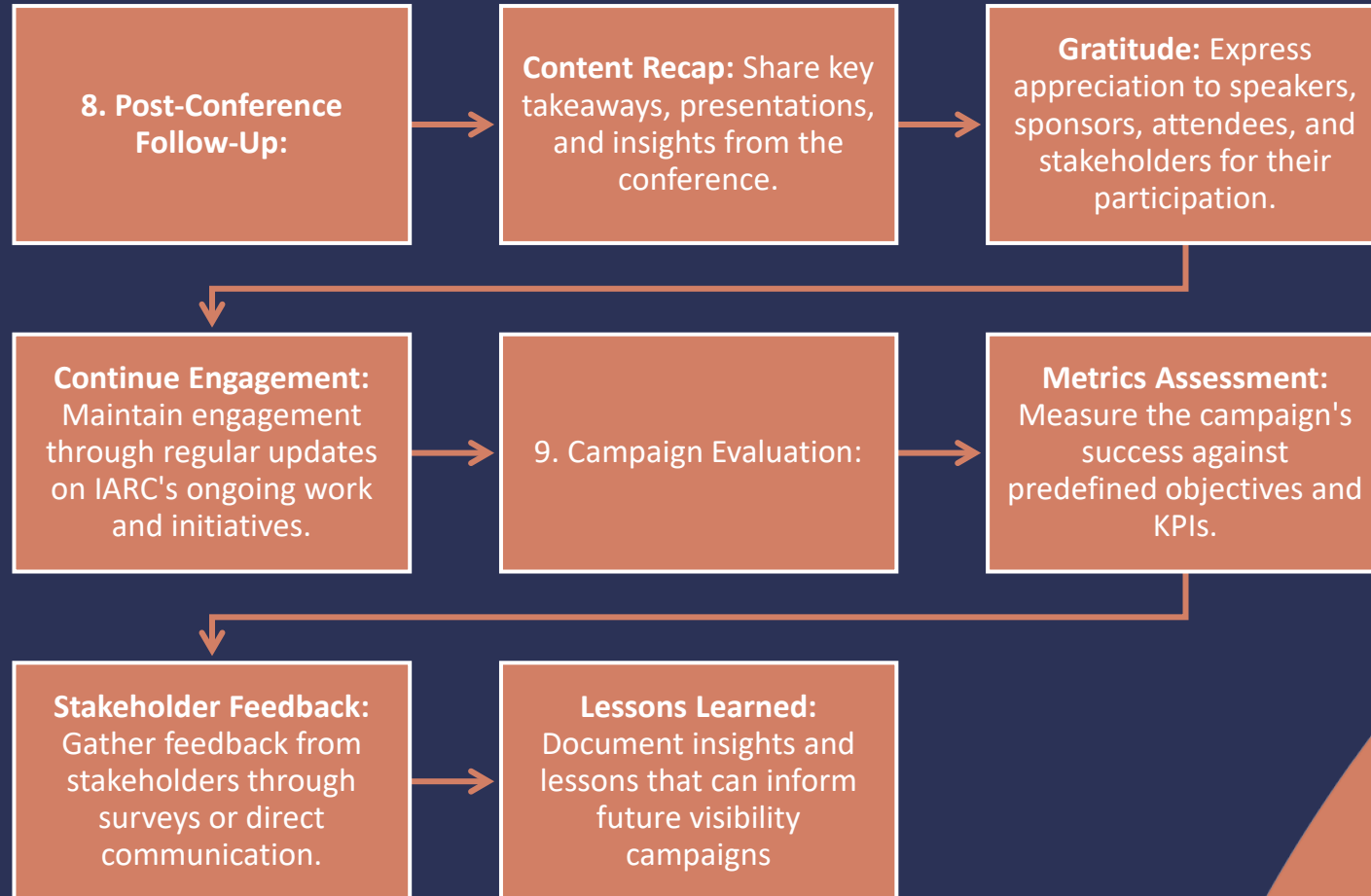


**Engage Stakeholders:** Facilitate networking opportunities between IARC researchers, policy makers, donors, and partners.



**Announce Future Plans:** Present IARC's vision for the next decade and how it aims to continue making a global impact.

# Ending the campaign



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World Health  
Organization

Q&A

