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EURECA

Enabling information re-Use by linking clinical Research and CAre

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0 DOCUMENT INFO

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1 INTRODUCTION

Dissemination is a key element of the EURECA project and should be carefully planned and implemented in order to spread awareness about this European Union (EU) funded project to a wide audience, including possible end-users. This will help guarantee an optimal exploitation of the project results and the long-term sustainability of the EURECA solutions.

For these reasons, the EURECA participants have planned and executed this launch event showcasing the achievements of the project so far, to an audience representing the oncology community across Europe.

This task requires that a launching event is held in the context of a major European cancer conference in order to foster implementation of the platform and reach the largest audience possible.

The tools and services of the EURECA project are not quite ready for 'hands-on' training, which has been reflected in the recent request for an extension. A further event is to be carried out nearer the conclusion of the project, should an extension be granted, to give potential end-users to chance to receive training on use of the platform.

D10.6 has been postponed from its original due date in M32 (September 2014) due to the reasons laid out in section 2 of this document.

1.1 Purpose of the Document

The purposes of this deliverable are the following:

- To outline the methods followed in preparing for the EURECA launch event
- To set out the results of the event

1.2 Target Users of the Document

This document is intended to be a reference document for all EURECA partners. It is also aimed at the European Commission (EC) services to report on a key aspect of the overall dissemination of the project. The document is tagged as public.

1.3 Evolution of the Document

This document and the event that it details is based on the months leading up to event, the preparation activities involved and ecancer's experience in running events at high profile conferences.

2 EVENT PREPARATION

2.1 Initial Stages

2.1.1 Identification of a suitable conference

A process of identification was applied to the major European cancer conferences, to select those where holding a EURECA launch event would have the most impact. A conference which represented a good cross-section of the oncology community, who could all represent potential end-users for the services generated by the project.

2.1.2 Liaison with the European Association for Cancer Research (EACR)

ecancer spoke extensively to the organisers of the EACR conference during the end of 2013, however the opportunities available at this event were unsuitable for the EURECA launch event.

2.1.3 Liaison with the European Society for Medical Oncology (ESMO)

Discussions with representatives of the ESMO conference began in early 2014, in order to secure an academic satellite slot in the programme. These discussions eventually ended in June 2014, when it transpired that this would not be possible for the 2014 congress.

Efforts were then made to identify an appropriate conference taking place in 2014. These issues caused a delay in holding a launch event in the planned month (M32 of the project), so a request was made and granted to postpone the deliverable date.

2.1.4 Liaison with the EORTC-NCI-AACR (ENA) Symposium

The EORTC-NCI-AACR symposium is hosted by the European Organisation for Research and Treatment of Cancer (EORTC), the National Cancer Institute (NCI) and the American Association for Cancer Research (AACR). The symposium took place in Barcelona between 18th and 21st November 2014.

Its 26th congress was chosen on the following basis:

- Suitable audience (a mixture of academics, scientists and pharma representatives providing a good cross-section of the European medical community)
- Good size (approximately 2,000 attendees)
- Prestigious and well-established



Figure 1. A screengrab of the ENA symposium webpage, showing date, location and general background.

2.2 Planning Stages

2.2.1 Planning alongside EORTC-NCI-AACR

Regular communication between e cancer and the symposium organisers (the European CanCer Organisation, or ECCO) took place to arrange the details of the launch event. A slot during the plenary session was secured to maximise the audience numbers.

The 1st plenary session included other talks which examined improving access to clinical trials, which gave a unifying theme in which to present the EURECA project and its achievements.

2.2.2 Planning alongside the EURECA consortium

We involved the whole project consortium in determining who should speak at ENA 2014. Norbert Graf and Gordon McVie collaborated over talk content to ensure that the most relevant, up-to-date information was being delivered to the audience.

3 EVENT IMPLEMENTATION

3.1 Talk Delivery

Prof Gordon McVie gave his talk entitled “*EURECA (FP7): Will informatics help Clinical trials?*” during the plenary session of the ENA symposium on 18th November, to an audience of over c.1,000 individuals (see Figs 2 & 3).

His talk gave details of the project and its achievements, also the project’s place and context within the landscape of clinical trial efficiency issues.



Figure 2. Prof McVie gives his talk on the EURECA project at ENA 2014 (side perspective)



Figure 3. Prof McVie gives his talk on the EURECA project at ENA 2014 (audience perspective)

Other speakers present in the same session at the 26th ENA symposium included:

- Dr Denis Lacombe of EORTC
- Dr Josep Tabernero of Vall d'Hebron Institute of Oncology
- Prof Elaine Mardis of the University of Washington

3.2 Promotion

ecancer promoted the talk before prior to the event via the project website, for both the benefit of the project consortium and the general public visiting the site.

<http://eurecaproject.eu/news/launch-event-ena-symposium-2014/>



Figure 4. The launch event at ENA 2014 is promoted via eurecaproject.eu

During the event, ecancer disseminated the launch session via Twitter:



Figure 5. Prof McVie's talk at ENA 2014 is promoted via Twitter

4 EVENT IMPACT

4.1 Launch Event Format

It was decided that holding a talk and then also filming a video interview with Gordon McVie on ecancer.org would be the most effective means of promoting the achievements of the EURECA project to this type of audience.

4.2 Dissemination

To widen the reach of this event, a shorter, round-up interview was filmed with Prof McVie on the topic of his talk during the symposium, and has been hosted on ecancer.org alongside other video interviews from the conference. As of 29th January 2015, this video has received 564 views on ecancer.org. This video is also available via the [ecancer](http://ecancer.org) app.

This video has also been placed on the EURECA project one-stop-shop (which has been created and delivered as detailed in D10.7) as well as the main project website.

The video can be viewed on ecancer.org via the following link:

<http://ecancer.org/conference/502-26th-eortc-nci-aacr-symposium/video/3311/highlights-of-the-eortc-nci-aacr-symposium.php>



26th EORTC-NCI-AACR Symposium /
Highlights of the EORTC-NCI-AACR Symposium

18th - 21st Nov 2014

Prof Gordon McVie - [ecancer](http://ecancer.org) and European Institute of Oncology, Milan, Italy

Prof Gordon McVie of [ecancer](http://ecancer.org) summarises the highlights of the 26th EORTC-NCI-AACR Symposium and places them in context. One of the founders of these meetings, he considers the Symposium's history and suggests its future.

Published: 02.12.14 Views: 531 Rating: ★★★★★

SHARE SHORTLIST

Figure 6. The video interview with Prof McVie as seen on ecancer.org

Here is where you can view the video on the project website:

<http://eurecaproject.eu/video/highlights-eortc-nci-aacr-symposium>



Figure 7. Prof McVie's video interview as seen on the EURECA project website, eurecaproject.eu

Here is the video as made available on the one-stop-shop:

<http://ecancer.org/projects/eureca.php>



Figure 8. Prof McVie's video interview as seen on the ecancer one-stop-shop

5 EXECUTIVE SUMMARY

In order to widen the dissemination of the achievements and IT services created as part of the EURECA project, ecancer has arranged a high-profile launch event based around a major European cancer conference.

Opportunities were explored with the EACR and ESMO conferences but the most suitable was identified as the ENA symposium held during November 2014, in Barcelona, Spain.

Prof Gordon McVie was chosen to give a talk during the first plenary session where he gave a talk entitled '*EURECA (FP7): Will informatics help Clinical trials?*' to an audience of approximately 1,000 doctors, academics and pharmaceutical company representatives.

An interview was also filmed with Prof McVie during the event, which has been placed on ecancer.org, on ecancer.org's one-stop-shop for the EURECA project and on the main project website, and promoted using ecancer's social media channels.

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