



Greater Manchester
Cancer Alliance

Greater Manchester
Cancer Conference 2024

Empowerment in Practice:

Communities, Professionals
and Researchers

Sponsorship Opportunities 2024



Introduction to the Greater Manchester Cancer Alliance and our Greater Manchester Cancer Conference

Greater Manchester Cancer Alliance is one of 21 Cancer Alliances across NHS England.

Our aims

We want more people than ever to reduce their risk of developing cancer. For those diagnosed, we want to improve survival outcomes and experiences through earlier diagnosis, better treatment and supporting people to live well with and beyond cancer.

Working together

Our Cancer Alliance brings together clinical and managerial leaders from all hospital trusts and other health and social care organisations from across the entire region, alongside user involvement representatives and other partners. Working in partnership enables care to be effectively planned across all parts of our cancer pathways.

We also collaborate with the thriving research bodies in Greater Manchester, including The Manchester Cancer Research Centre, The CRUK Manchester Institute, The University of Manchester and other renowned clinical partners such as The Christie NHS Foundation Trust. By bringing together world-class researchers, clinicians and operational delivery, we have a unique opportunity to improve the lives of people affected by cancer in our region.

Our Conference

Our conference is our flagship event bringing together all of our cancer system and partners described above to share best practice, update on latest priorities and developments in cancer and share new and promising innovations.

It also exists as an opportunity to engage our workforce, our patient and carer representatives and to network and spark new ideas and commitment to continue our aims to improve the lives and experiences of people affected by cancer.

Welcome

from our Directors

Thank you for your interest in sponsorship of our 2024 Greater Manchester Cancer Conference.

We're excited to be running our flagship conference again for 2024 to bring our system together for an inspiring two-day agenda.

In 2022, we welcomed over 1,000 delegates (comprising of in-person and virtual guests) to our conference, along with a blend of local and national speakers, researchers, clinicians, patients, charities and other organisations. Our panel and breakout sessions covered a wide range of cancer topics, from prevention and early diagnosis of cancer, to end of life care.

The theme for 2024 is Empowerment in Practice: Communities, Professionals and Research.

We look forward to exploring topics such as digital empowerment, personalised care, and working with under-served communities to reduce health inequalities, and much more.

We commit to providing access to our conference to our patients, carers and healthcare professionals at no cost to them, to allow their engagement and education to continue without financial barriers.

In previous years we have been grateful to our sponsors for supporting our conference, allowing us to deliver top-tier education across our Greater Manchester Cancer system.

This document sets out the sponsorship opportunities available. Our team will be happy to speak to you to answer any questions you may have if you are interested in supporting our event in 2024.

Thank you and we hope to see you in Manchester in 2024.



**PROFESSOR
DAVE SHACKLEY**
Director

Greater Manchester
Cancer Alliance



CLAIRE O'ROURKE
Managing Director

Greater Manchester
Cancer Alliance

Our 2022 conference in figures

2 DAY
CONFERENCE

18-18 October 2022

40+

Speakers



8

keynote
sessions
and panel
discussions



6

bespoke
breakout
sessions



6

'prehab'
movement
sessions



Speakers rated

5 STARS



1000+

in-person and
online attendees



90+

posters
submitted



15

hosts and
chairpersons



98%



of delegates would
recommend the conference
to a colleague

Feedback

from our 2022 attendees



It is a nice opportunity for a change in setting, to meet other professionals and to have time to gain insight into what is happening across Manchester.

There were insights on topics not often discussed elsewhere.

It's a must. The amount of knowledge you accrue is [unmatched].

The use of video clips, video messaging and different styles of presentation and discussion made for a great conference experience.



Greater
Manchester
Cancer

Sample agenda from our 2022 conference

09:35 – 10:35

Plenary 1

Cancer in context: How are we doing?

Chair: Professor Dave Shackley

NHS England National Cancer Perspectives **Dame Cally Palmer**
Greater Manchester Health System Perspectives **Dr Manisha Kumar**
Greater Manchester Cancer Alliance Perspectives **Claire O'Rourke and Alison Armstrong**
Patient Perspective **Tony Collier BEM**

Panel discussion and audience Q&A

10:35 – 11:00

Refreshment break

11:00 – 12:10

Plenary 2

Innovation in screening

Chair: Dr Philip Crosbie

Developing Liquid biopsies for early detection of lung cancer **Professor Caroline Dive**
Targeted Lung Health Checks and Mobile Prevention Early Detection **Professor Emma Crosbie & Professor Richard Booton**
Alternative Cervical Screening **Jen Davies-Oliveira**
Breast Screening in Kenya **Mr Rajiv V Dave**

Panel discussion and audience Q&A

12:10 – 13:00

Lunch

12:10 – 12:25

Prehab4Cancer

Optional afternoon revive session

13:00 – 13:45

Breakout sessions

Option 1: Innovations in hospice care

Chair: Dr Rebecca Leon

Speakers: Martin Foster and Dr David Waterman

Option 2: Radical changes in treatment delivery: Spotlight on TULA and hypofractionation

Chair: Dr Neil Bayman

Speakers: Mr Alex Hoyle and Dr Carmel Anandadas

Greater Manchester Cancer Conference 2024

Our next conference will take place on 14-15 May 2024.
The theme of the conference will be **Empowerment
in Practice: Communities, Professionals and Researchers.**

Our conference will offer the following features for attendees:

- ★ Two-day conference at the Hilton, Deansgate, Manchester
- ★ Free tickets for NHS healthcare professionals and patient and carer representatives
- ★ Option of in-person or virtual tickets
- ★ Event streamed online via professional on-site audio-visual team
- ★ Interactive question sessions facilitated throughout
- ★ 'Watch again' feature for main hall sessions via our online Cancer Academy platform
- ★ Varied keynote sessions and panel discussions with a range of clinical, research, community and patient representatives
- ★ Private patient lounge
- ★ Range of breakout sessions
- ★ Poster village and poster prizes
- ★ Charity village
- ★ Excellent public transport links

Sponsorship Package 1

For your investment you will receive:

- ✓ 5 exhibitor passes
- ✓ Exhibition space in the podium area (larger space available if required)
- ✓ 250-word company biography and logo on dedicated part of website
- ✓ Company holding slide to be shown at the start of each day and throughout breaks
- ✓ Company biography and logo on the conference app
- ✓ A list of all registered healthcare professionals including names, position, and place of work (no contact details)
- ✓ Introductory email to delegates who are healthcare professionals, including backlinks to your website and any representatives' details
- ✓ Logo included on agenda– which will be used on social media
- ✓ Secured sponsors area to ensure footfall is managed and only HCPs gain access. HCPs and patients will be easily identified via different coloured lanyards / badges, and a member of staff will manage the entrance to the area.

Price:
£12,000
for 2 days

Sponsorship Package 2

For your investment you will receive:

- ✓ 3 exhibitor passes
- ✓ Exhibition space in the podium area
- ✓ Company logo on the event website
- ✓ Company logo on the conference app
- ✓ Logo included on agenda– which will be used on social media
- ✓ A list of all registered healthcare professionals including names, position, and place of work (no contact details)
- ✓ Secured sponsors area to ensure footfall is managed and only HCPs gain access. HCPs and patients will be easily identified via different coloured lanyards / badges, and a member of staff will manage the entrance to the area.

Price:
£7,500
for 2 days

Parallel Sponsorship

The agenda includes parallel sessions over the course of the conference. We would invite pharmaceutical or medical companies to purchase a slot to present a seminar (Topic to be approved by GM Cancer).

Please note, there is only one parallel session available per day.

- ✓ 30-minute parallel session presented to medical professional delegates only
- ✓ AV support
- ✓ 5 exhibitor passes
- ✓ Exhibition space in the podium area (larger space available if required)
- ✓ 250-word company biography and logo on dedicated part of website
- ✓ Company holding slide to be shown at the start of each day and throughout breaks
- ✓ Company biography and logo on the conference app
- ✓ A list of all registered healthcare professionals including names, position, and place of work (no contact details)
- ✓ Introductory email to delegates who are healthcare professionals, including backlinks to your website and any representatives' details
- ✓ Logo included on agenda– which will be used on social media
- ✓ Secured sponsors area to ensure footfall is managed and only HCPs gain access. HCPs and patients will be easily identified via different coloured lanyards / badges, and a member of staff will manage the entrance to the area.

Price:
£15,000

One available
each day of the
conference

If you would like to learn more about our sponsorship opportunities or speak to a member of our team, please email us at

gmcancer.conf@nhs.net

and we would be delighted to discuss your requirements.



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