



**How to guide:**

# Organise an event



**World  
Cancer Day**  
4 February

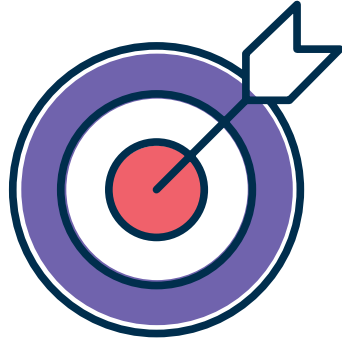
**#CloseTheCareGap**  
[worldcancerday.org](http://worldcancerday.org)

A World Cancer  
Day activity or  
event is one of  
the best ways  
to show your  
support.



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# Getting started



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## What's your aim and goal?

Each World Cancer Day event and activity is unique. For many, it's all about bringing together the community to raise awareness. For others, the big motivation is to fundraise for a good cause. And for some, it's all about getting the media talking. However big or small, the one thing in common about World Cancer Day events is that it gets people talking and learning about cancer. Whatever your activity or event, decide what your organisation, community or business wants to achieve.

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## When?

Make sure your activity is on or around World Cancer Day, 4 February so we can all join in together.

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## Set your target

World Cancer Day activities can take place anywhere – in a lecture hall, in a park, in a shopping mall, on social media – wherever you can get people together.

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## What's your passion?

Use your passion to fuel your ideas to mark World Cancer Day.

If you love cooking, why not organise a healthy cooking class for friends and colleagues? If you enjoy getting active, organise a fun walk or run for your town or city. If you like to read, invite book clubs to read a book around the topic of cancer and discuss it together on World Cancer Day. If you love technology, host a competition to see how you can create new technologies to make the lives of those living with cancer that much easier.

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## Who to get involved?

**Get as many people as you can to join in – it's World Cancer Day after all!**

- **Family, friends & colleagues:** anyone you think will be passionate about planning an activity together.
- **TV & radio:** reach out to your local radio station and ask them to MC your event or ask your local station for free public announcements about your activity.
- **Local businesses:** check if businesses around you can donate goods and services such as your event venue, catering (make sure it's healthy), prizes, printing of materials, etc.
- **Cancer organisations & charities:** ask your local or national cancer organisation for brochures and flyers to hand out at your event.
- **Healthy help:** reach out to health-related businesses like pharmacies, farmer's markets, gyms and yoga studios to help you with promotion, sponsorship or activities.
- **Helping hands:** contact your local community, schools or universities if you need volunteers.
- **Represent:** Invite your local representative or mayor to make a welcome speech.
- **Clubs:** whether your book club, supper club, sports club, scouting club or any other club, get them involved too.



Shaukat Khanum Memorial Cancer Hospital and Research Centre

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# The virtues of going virtual

Physical gatherings may not always be possible. But with technology, creative thinking and some forward planning, you can host an equally engaging and impactful World Cancer Day event online.

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## Engaging an online audience

Interesting and unique content and good speakers goes a long way to holding the attention of your audience. If you're hosting a webinar or other virtual workshop, conference or presentation, there are ways to make your online event as engaging as possible.

- Personalise the experience by using video to show the faces of your speakers, your team and attendees.
- Promote a dedicated event hashtag (e.g. #WorldCancerDayLive) and encourage attendees to live tweet/post along during your online event.
- Share questions, relevant links and quotes in the chat or comments section.
- Poll your audience for their feedback and thoughts using voting tools.
- Try virtual breakout rooms for greater, in-depth discussions.
- Collect participants' input using a shared, online whiteboard feature.
- Offer your audience the chance to ask questions directly to the speaker.
- Aim to start on time so you don't lose your audience.



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# Go live with Live Streaming

Live streaming on social media can be an engaging and dynamic way of hosting an online event – and it’s a great opportunity to authentically connect and interact with your community. Major social media platforms offer straightforward, accessible and free ways to stream your event live.

Below is a quick look at the different live stream features across the major social media platforms. These features are frequently updated, so make sure to check the official webpages for the latest guidance.

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## Facebook Live

Facebook Live has sophisticated features and is a popular choice for live streaming. Some things to keep in mind:

Facebook allows you to stream for up to 8 hours continuously from both desktop and mobile devices.

To invite guests from anywhere around the world into your live stream, you’ll need to use the [Live With feature](#).

Currently only one guest at a time can be invited into the live stream. However, using a video conferencing tool that can live stream to Facebook (such as Zoom) allows multiple guests at the same time.

With Facebook’s Live Producer, you have the opportunity to embed the live stream on your website, as well as cut and edit your video after live streaming and before posting it to your timeline.

Facebook Live has also added some helpful features to engage your audience, such as live polls.

More on setting up Facebook Live: [www.facebook.com/business/help/626637251511853](https://www.facebook.com/business/help/626637251511853)

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## Instagram Live

Instagram Live offers a simple and intimate way to live stream to your followers. If you're looking to do a short Q&A, one-on-one interview, workout, or tutorial etc., it's a great platform to stream from. Like many of the other social media platforms, Instagram Live allows your audience to interact by adding comments, giving likes and reactions.

A few things to keep in mind:

- Instagram allows live streams of up to 4 hours.
- You can only invite up to 3 guests.
- Instagram Live offers the ability to automatically moderate offensive comments, and the option of turning off the comments feature altogether.
- Once your live stream ends, you have the option to save and reshare your live video.

More on setting up Instagram Live:

[www.facebook.com/help/instagram/272122157758915/?helpref=hc\\_fnav](https://www.facebook.com/help/instagram/272122157758915/?helpref=hc_fnav)

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## TikTok Live

TikTok LIVE is the place to be for real-time fun, expression, and creativity. Going live on TikTok is relatively straightforward and is a great way to engage your TikTok audience for a longer time period.

- To go LIVE on TikTok, tap the “create” icon to access the LIVE screen. Swipe to LIVE in the navigation, pick an image, and write a title for your stream.
- When you're ready, press Go LIVE to start your stream. Once LIVE, you can tap the three dots to change a variety of settings. You can flip the camera, add effects, filter comments, and even add moderators (up to 20).

Find our more here:

[www.tiktok.com/creators/creator-portal/en-us/category/what-to-know-about-live](https://www.tiktok.com/creators/creator-portal/en-us/category/what-to-know-about-live)



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## Think Hybrid

Even if you are planning a traditional event, consider streaming all or parts of your event to an even wider audience, particularly if you have to limit your physical audience. Having a mix of both in-person and online components to your event also offers more flexibility. Speakers or special guests may not always be available to travel and attend your event, but they may be willing to speak via a live video stream.



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## Simple steps to boost your internet speed

A good quality viewing experience relies on a fast, stable upload speed. Here are a few tricks to help reduce the dreaded delays, buffers and freezes:

- Get a wired connection which offers a steadier connection than your normal WIFI connection.
- Disconnect other devices such as computers and laptops from your network that you won't be using during the live stream.
- Quit all other programmes and applications on your computer that you don't need.
- Run the latest updates on your computer and software.

Source: <https://vimeo.com/blog/post/building-your-streaming-setup/>

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## Looking for ideas?

- Ask people to join the UICC Call to Action to urge representatives to implement key actions against cancer: [www.worldcancerday.org/join-call-to-action](http://www.worldcancerday.org/join-call-to-action)
- Live stream Ask Me Anything Q&A with experts.
- Virtual quizzes.
- Online music concerts or book and poetry readings.
- Live workout sessions (e.g. Zumba, Yoga, Tai Chi).
- Virtual behind-the-scenes tour of your research lab or hospital.
- Online tutorial by your staff, employees, volunteers.



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## Top 10 tips for a smooth virtual event

- 1 Choose a time that is most convenient to your audience.
- 2 If appropriate, appoint an event host to introduce guests and speakers, moderate times and field questions.
- 3 Make it easy for attendees: to register, to remember it's happening and to join on the day.
- 4 Make sure presentations are readable on a mobile device.
- 5 Dedicate time to rehearse with all team members, guests and technical staff if you can.
- 6 Test, test, then test some more: check your workflow, audio quality, video quality, lighting quality and backgrounds.
- 7 Host your online event over stable, high speed internet connection.
- 8 Ensure ready access to an electrical power source and backup batteries for all AV equipment, including computers and cameras.
- 9 Have a tech person ready on the day and on hand to troubleshoot any technical issues.
- 10 Digital events don't need high production to be engaging. If it's your first time hosting a virtual event, the simpler, the better.

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# Get inspired

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## **Bridging the cancer care gap with an online talk show in Indonesia**

The Indonesian Cancer Information and Support Center Association hosted a talk show that was accessible online on 4 February called 'Patient's Voice: The Heart of Cancer Control'. Participants discussed how to bridge the gap in cancer care by combining cancer patient experiences with data, current medical technological developments and cancer legislation. The event featured art performances by people living with cancer, including poetry and a fashion show.

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## **Online discussion between patients and oncologists in Kuwait**

The Kuwaiti association Fadia Survive & Thrive organised a hybrid event at the Boulevard Mall with the slogan 'Together we can close the care gap'. The event featured an international online seminar about communication between patients and oncologists, in collaboration with Onco School in Uzbekistan. It also included the training of Fadia's volunteers on awareness and advocacy in cancer. The event was covered by the Kuwait Ministry of Information.

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## **Organising a webinar and sharing key information against cancer in Switzerland**

The Swiss foundation City Cancer Challenge (C/Can) shared a video on the way to eliminate barriers on social media channels. In the video, Isabel Mestres, Executive Director of C/Can, highlighted the solutions available and how the cancer community can engage with local stakeholders. The video message was shared widely across social networks. They also organised a webinar on cervical cancer with a focus on Latin America.

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# What next?

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## Get planning

It's never too early to get planning. We suggest starting your planning as early as November.

You may need plenty of time to engage partners and sponsors, to confirm a venue, to decide who in your planning group is responsible for what, and to plan out your communications and promotion.

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## Add your activity to the Map of Activities

Show the impact you're making with your activity and inspire others by adding your event to the Map of Activity.

[worldcancerday.org/map](http://worldcancerday.org/map)

These are the types of activities you can choose from:

- Activities especially for youth and children
- Advocacy, petitions, and government outreach
- Arts and cultural events (i.e. screening of a film, dance performance, plays)
- Awareness raising public event (i.e. health fair, open house)
- Competitions, contests and challenges
- Conferences, workshops, including panel events, trainings, lectures)
- Counselling and support activities
- Fundraising activities and events
- Landmark Lighting
- March, rally, or festival
- Online event, social media event, campaign launch
- Press and media conference
- Prevention and early detection activities (i.e. free screenings)
- Publication, report, book launch
- Spiritual and prayer service, memorial service
- Sport and physical activities (sport tournaments, zumba class, etc)
- Stories and experiences



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## Spread the word

Take advantage of all the materials provided on the World Cancer Day website, including posters, social media banners, logos and branding resources.

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## Need some more inspiration?

See what supporters are doing for World Cancer Day at: [worldcancerday.org/map](https://worldcancerday.org/map)

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## Hashtag it

Don't forget to use the official hashtags **#WorldCancerDay** and **#CloseTheCareGap** in all your communications on social media.

For more tips, download the Social Media guide at: [worldcancerday.org/materials](https://worldcancerday.org/materials)



# Thank you for supporting World Cancer Day.



For more information and the latest news, sign up to our newsletter at [worldcancerday.org](http://worldcancerday.org)

Have questions? Email us at [hello@worldcancerday.org](mailto:hello@worldcancerday.org)

 [worldcancerday](https://www.facebook.com/worldcancerday)

 [@worldcancerday](https://www.instagram.com/worldcancerday)

 [@UICC](https://twitter.com/UICC)

 [worldcancerday\\_official](https://www.youtube.com/worldcancerday_official)

 [@worldcancerday](https://www.spotify.com/worldcancerday)

## Visionary Partners



## Champion Partners



World Cancer Day is an initiative of the Union for International Cancer Control.

