



# Leadership in Action

## Call for selection of host member organisations

### Background

**The CEO Programme**, UICC's flagship leadership development initiative, provides CEOs<sup>1</sup>, or equivalent senior executives of UICC member organisations, with a suite of tailored opportunities to learn, network and share with peers about the specific challenges they face in their role.

The offer includes a dedicated CEO-stream at the World Cancer Congress, interactive workshops at the World Cancer Leaders' Summit, regional Leadership in Action meetings, a CEO Award, travel grants for CEOs, learning visits and online articles and resources.

The **Leadership in Action meetings** bring together, over one or two days, the senior leaders of cancer societies, hospitals, patient groups, professional associations and other UICC members in their regions. They provide opportunities for peer-to-peer learning, and include a multi-sectoral platform, the **Public-Private Dialogue series**, opening discussions on key topics to stakeholders from the private and other sectors.

### Call for host organisations

UICC invites Member organisations interested in hosting a Leadership in Action meeting in their region to express their interest by completing the [online form](#).

While all expressions of interest are welcome, for 2020 UICC is particularly interested to hear from those based in North America, Europe and Anglophone Africa.

Over a two-year cycle, a full series of Leadership in Action meetings will aim to cover all regions, with approximately three events per year.

Leadership in Action meetings typically run over one or two days and attract around 50 participants. In order to start developing and planning any specific Leadership in Action meeting, UICC would expect to have an agreement in place with the host organisation at least six months prior to the date of the event.

### Benefits of being a host

- Position your organisation as a regional leader in the cancer control space
- Raise awareness of cancer control in your country
- Bring visibility to your organisation and showcase the work you do

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<sup>1</sup> UICC defines a CEO as the most senior executive or administrator in charge of managing the organisation and who is responsible for developing and executing the organisation's long-term strategy and managing the overall operations and resources on a daily basis.

- Become a [UICC Benefactor Partner](#) for one year and enjoy all the associated [partnership benefits](#)
- Up to four invitations to the Leadership in Action meeting (instead of one per UICC Full member organisation attending)
- Opportunity to nominate two non-UICC Member organisations from your region to attend the event (organisations should be eligible according to [UICC membership principles](#))
- Your organisation's logo featured in the meeting's programme and all promotional materials (printed and electronic), both on-site and in the subsequent report
- Opportunity to inform the agenda of the meeting and to contribute topics and speakers
- Right to insert own pamphlet in the attendees' pack (expenses related to production and transportation to the venue are at the cost of the host. Document to be approved by UICC before printing)
- Invite to give a welcome and closing address at the event

### Previous Leadership in Action meetings

Held alongside other relevant cancer conferences, or as a stand-alone event, previous Leadership in Action meetings have taken place in:

- **21 June 2017 – Seoul, Republic of Korea - Asia-Pacific region**  
In conjunction with 24<sup>th</sup> Asia Pacific Cancer Conference (APCC 2017)  
Local host: Korean Cancer Association
- **13 November 2017 – Mexico City, Mexico – Latin America region**  
In conjunction with 2017 World Cancer Leaders' Summit  
Local host: National Cancer Institute of Mexico (INCan)
- **27 March 2019 – Singapore – Asia-Pacific region**  
In conjunction with War on Cancer Asia 2019  
Local host: Singapore Cancer Society
- **1-3 April 2019 – Muscat, Oman – Middle East and North Africa region**  
Stand-alone event  
Local host: Oman Cancer Association
- **12 June 2019 – Dakar, Senegal – Francophone Africa region**  
In conjunction with Women's Cancers Regional Workshop  
Local host: Ligue Sénégalaise contre le Cancer (LISCA)
- **4 October 2019 – Mexico City, Mexico – Latin America region**  
In conjunction with War on Cancer Latin America 2019  
Local host: National Cancer Institute of Mexico (INCan)

### Criteria for selection of host

In the selection of host organisations, UICC will particularly pay attention to the following criteria:

- **Regional coverage**  
Priority will be given to regions or sub-regions that have yet to host a Leadership in Action meeting in the current two-year period.

- **Opportunity to link up with other relevant events OR potential to support local cancer control agendas**

Leadership in Action have been held in conjunction with other events, but also as stand-alone meetings. In assessing whether a location and date are suitable for the hosting of a Leadership in Action meeting, UICC will be looking to map local opportunities both to maximise relevant events that may already be taking place, and/or to support local priorities and efforts for cancer control.

- **Accessibility**

Within each chosen region, the location of the host organisation should preferably provide ease of access for all members based in the region or sub-region. Considerations may include for example:

- Vicinity to major regional airport hub
- Ease of visa application process
- General stability of the country

- **Host organisation's profile**

When assessing a potential host organisation, the following parameters may be considered:

- Motives for hosting a Leadership in Action meeting
- Host organisation's history of support for UICC
- Host organisation's track record in regional collaboration / exchanges
- Experience of hosting previous national/ international meetings
- Support from other local or regional organisations
- Capacity to mobilise local cancer control community, including public and private stakeholders
- Potential of mobilising additional financial support
- Capacity to connect with local and regional press

## Roles and responsibilities

### Role of UICC

As lead organisation of the Leadership in Action meeting, UICC is responsible for all aspects and final decisions related to its organisation. This includes in particular:

- Management of all financial aspects, including budgeting and financial control, setting of sponsor fees, management of income and expenditure, and final financial results
- The selection of the venue and setting dates of the event (in agreement with host)
- Its logistical organisation, including the format of the event
- Programme content management (in collaboration with host), including relevant speakers and moderators
- Branding, communication and promotion of the event
- Invitation list management and potential provision of travel grants
- Development of all printed materials
- International communications and marketing support
- Ancillary events' coordination, if relevant
- Media and press oversight and others

### Role of the host organisation

The host organisation is UICC's principal partner for the Leadership in Action meeting. Its role is to provide relevant local, national and regional support and expertise, including:

- Securing seed funds amounting to USD 50,000 in support of the organisation of the Leadership in Action meeting
- Supporting efforts to secure additional financial or in-kind support for the event (the host organisation cannot make commitments on behalf of the event or UICC for services rendered against these funds raised; the host organisation will collaborate closely with UICC to ensure appropriate recognition and coordination in fundraising activities)
- If relevant, support the visa application process of participants through invite letters
- Support local or regional communications, and press and media opportunities, in collaboration with UICC
- Support in identifying potential new UICC Member organisations and partners across the region
- Participate in the meeting's preparatory calls, discussing logistics and the development of the programme
- Support the UICC team on-site with staff and/or volunteers assisting with the logistics of the meeting and welcoming participants