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Cambridge Precision Breast Cancer Symposium

#CPBC2023

Friday 10 February 2023
Gillespie Centre, Memorial Court, Clare
College Cambridge

Event Report



UNIVERSITY OF
CAMBRIDGE

NHS

Cambridge
University Hospitals
NHS Foundation Trust

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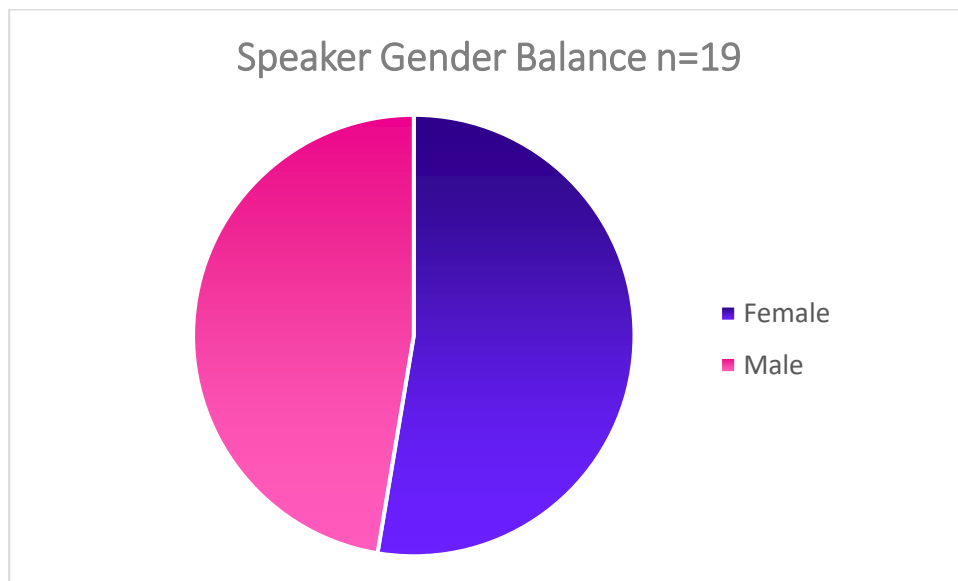
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Symposium Programme

The Symposium programme was varied, and we asked presenters to pitch at a mixed audience with the keeping the following guidelines in mind:

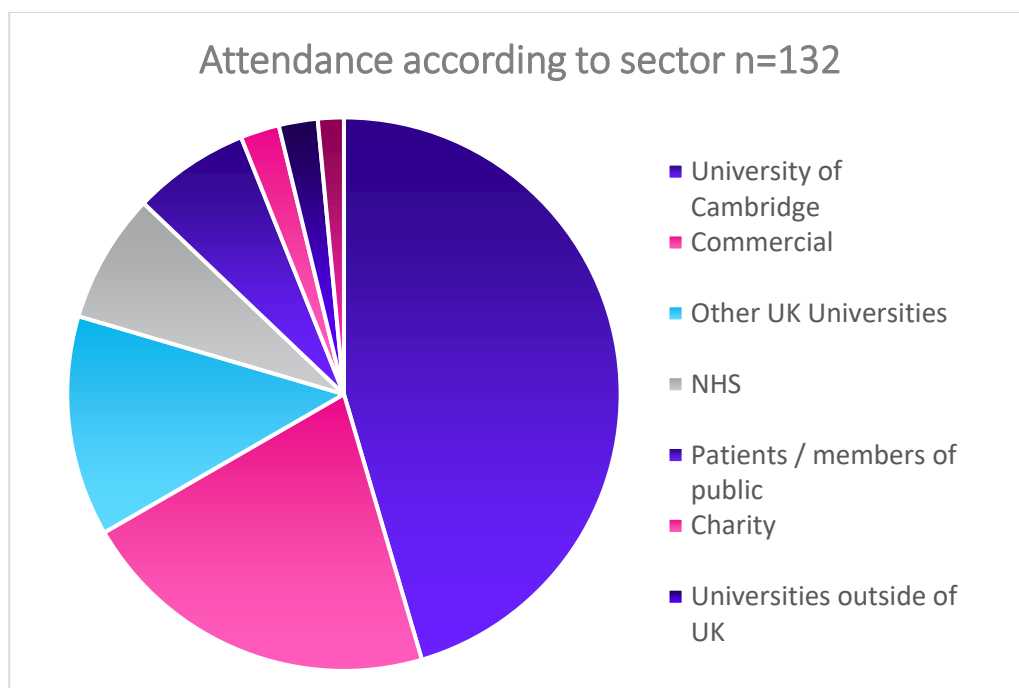
- That the presentation should include a lay explanation of what the research is about, and the current or potential future impact of the research in the clinic or for patients.
- All abbreviations are clearly explained – even ones that used for common clinical or lab techniques
- that you take a moment to explain how a figure or table shows what you are saying. Not everyone is familiar with the various ways research data is displayed.

Of the 19 speakers there was an even gender split.



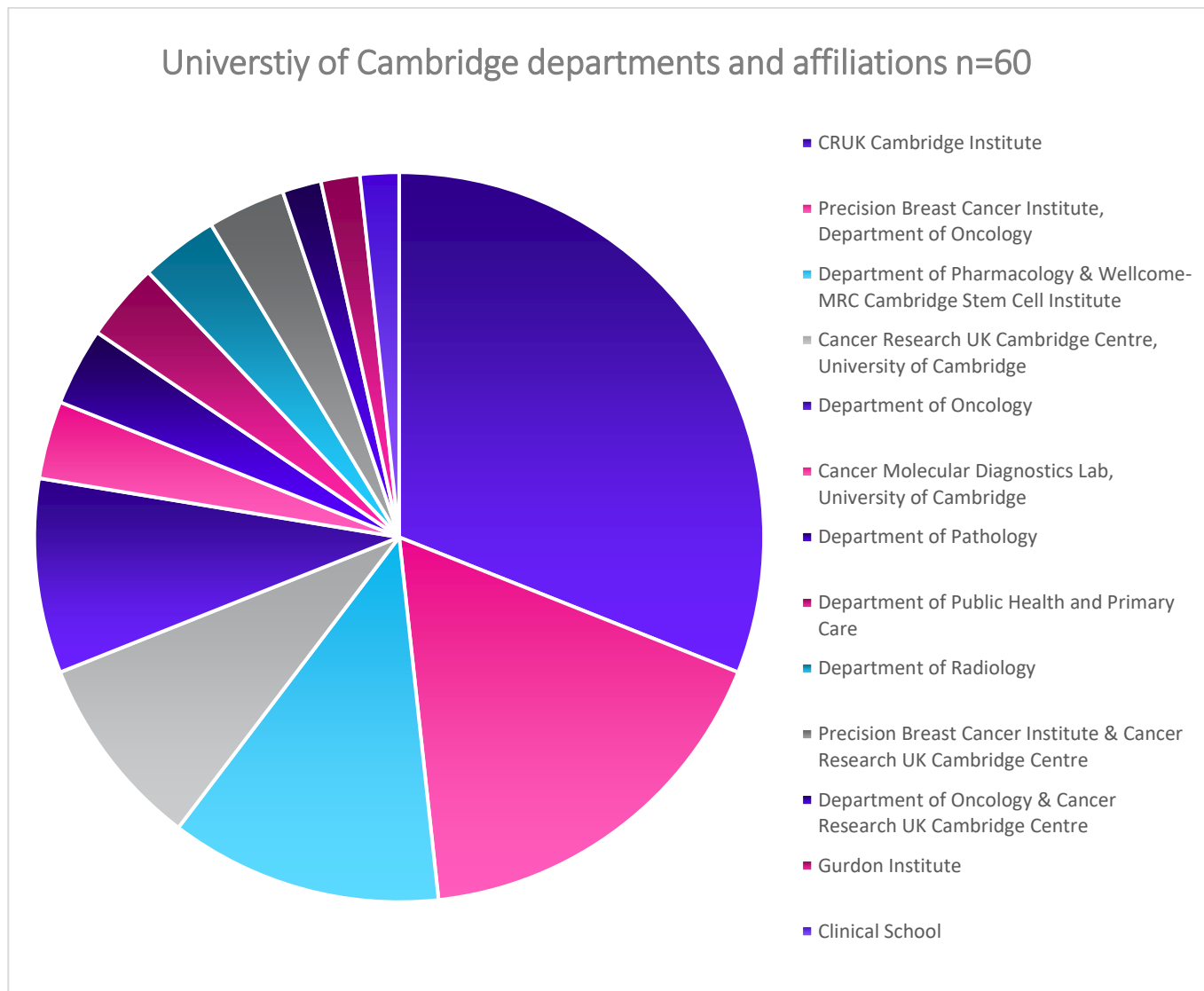
Delegates

The 132 delegates were from a wide range organisations, with just under half from the University of Cambridge. There were nine members or public / patients with breast cancer, of which 5 are known to members of patient advisory groups.



There was a very positive vibe throughout the day, with a good number of delegates staying until the last talks (which ended at 17.30) and the post-symposium drinks and canapes.

The 60 delegates from the University of Cambridge represented a broad range of 10 departments and affiliations in a number of different combinations.



Of the 20 people (just 13% of the total expected) who had registered but did not turn up, 6 were members of the public. Overall, there was a good number of people in attendance

Twitter analytics

A free twitter analytics service was used to assess the use of the #CPBC2023 over a period of 30 days 18th Jan to 17th Feb. The Summary states:

- Mentions: 42,
- Social Media Reach: 180K
- Interactions: 407
- Likes: 350

Post-event feedback

We prepared a Qualtrics questionnaire to collect Symposium feedback. This also allowed delegates to generate an attendance certificate on completion of the event using Google Forms. We received 41 responses which were in the main very positive. The overall quality of the event was rated at 8.83 (out of 10). The feedback will be used to shape next year's event. The report is in Appendix 1.

Appendix 1

Cambridge Precision Breast Cancer Symposium 2023 feedback survey results

The survey link was sent to all attendees at the symposium on Thursday 16th Feb. No email reminders were sent. 41 responses had been received by 01/03/2023.

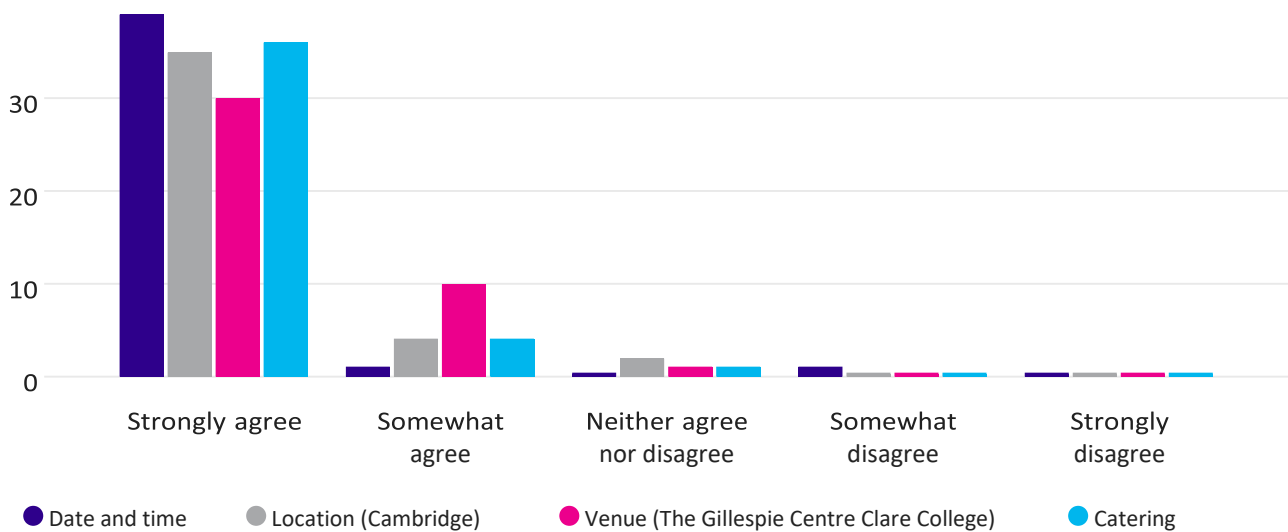
Q1 - How would you describe yourself?

Field	Choice Count
Researcher	14
Clinician	6
Member of a clinical trials team	6
Charity Representative	0
Person who has or has had breast cancer	2
Interested member of the public	2
Student	6
Other - please add:	5
Researcher at a career break	
Sixth form student	
Academic clinician	
member PAG	
Retired, clinical academic	

Q2 Overall, how would you rate the quality of the Symposium (with 1 being the lowest score and 10 the highest)?

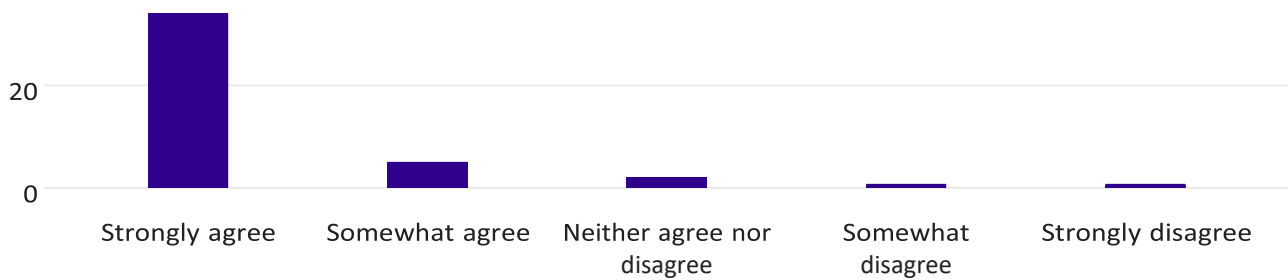
Field	Min	Max	Mean	Standard Deviation	Variance	Responses
Overall, how would you rate the quality of the Symposium (with 1 being the	6.00	10.00	8.83	1.03	1.07	41

Q3 - I was satisfied with the following aspects of the workshop:

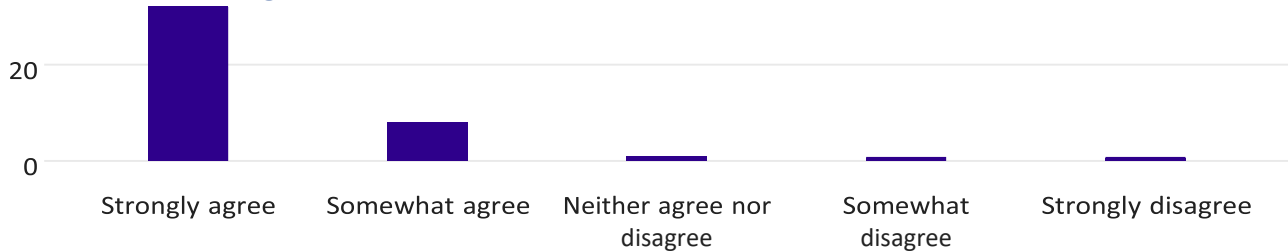


Q4 I found the following sessions to be educational

Keynote one – From hyperpolarised carbon-13 MRI to new endeavours in breast imaging



Session one – Living with Breast Cancer and Breast Cancer Risk



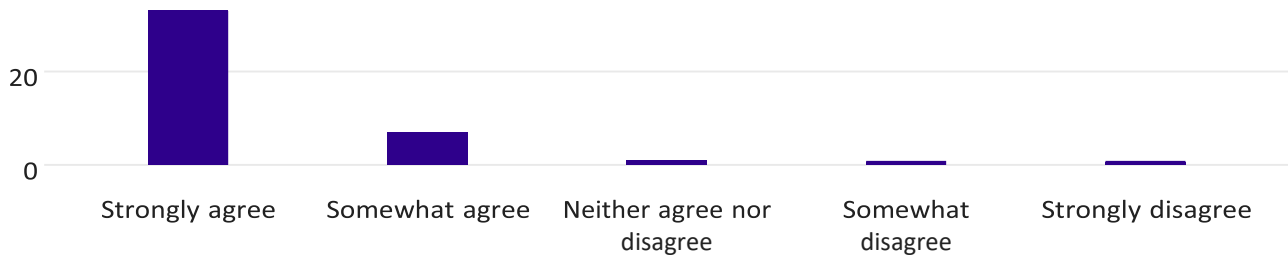
Session two – Research from the CRUK Cambridge Centre



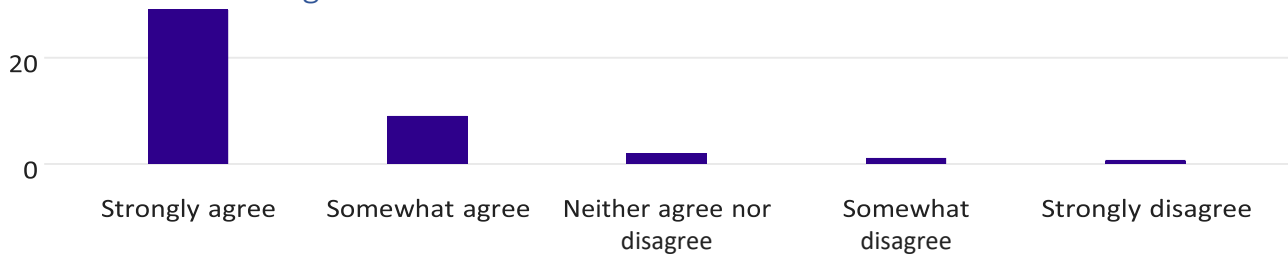
Keynote two - New challenges in germline cancer genetics



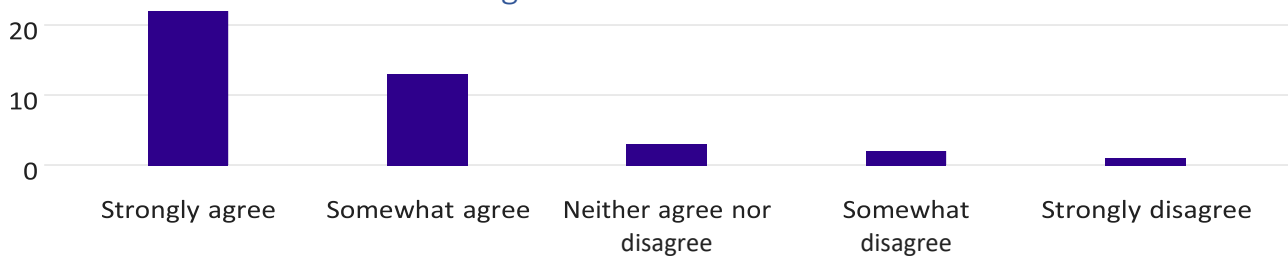
Session three – Research from the CRUK Cancer Centres



Session four - Challenges for the Future

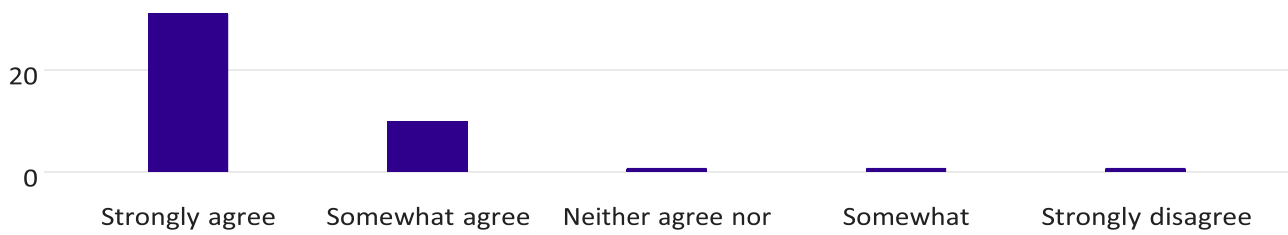


Posters and Stands in Elton Bowring Room

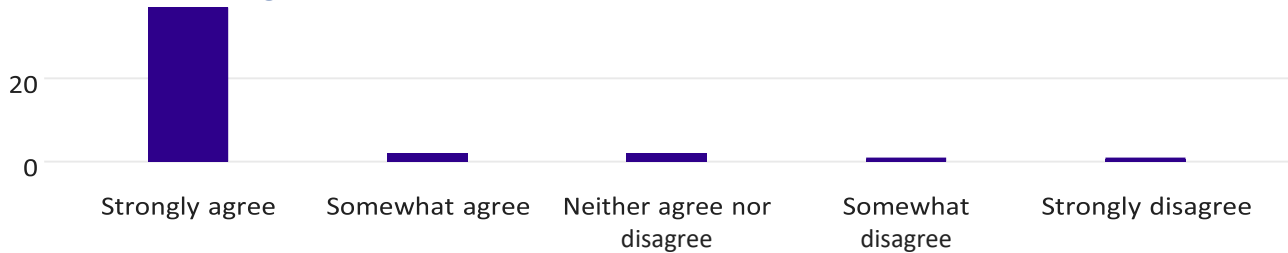


Q5 I thought the following sessions were pitched at the right level

Keynote one – From hyperpolarised carbon-13 MRI to new endeavours in breast imaging



Session one – Living with Breast Cancer and Breast Cancer Risk



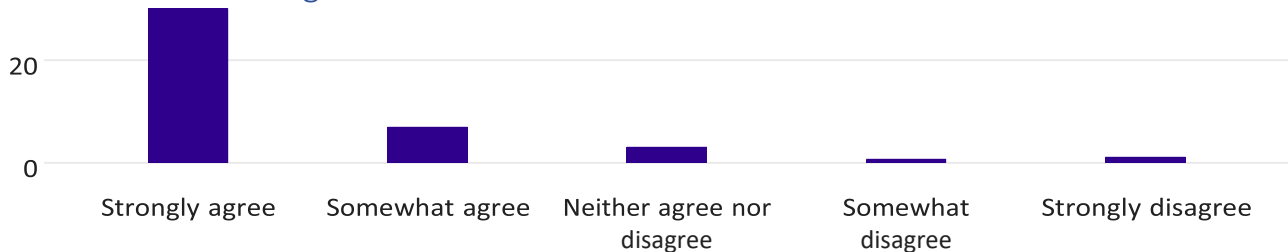
Session two – Research from the CRUK Cambridge Centre



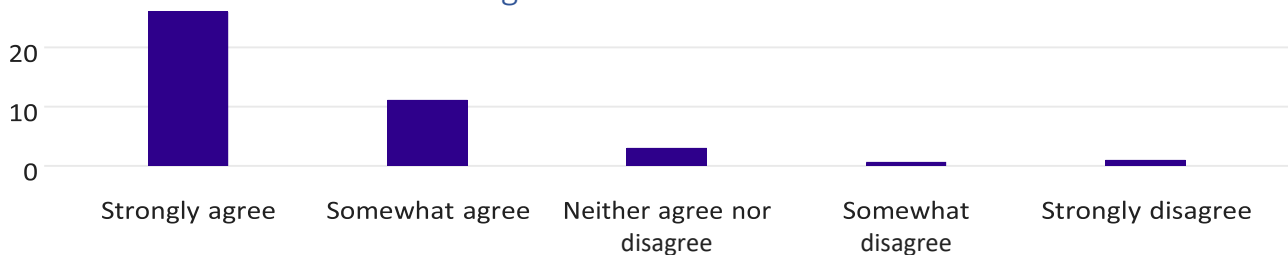
Session three – Research from the CRUK Cancer Centres

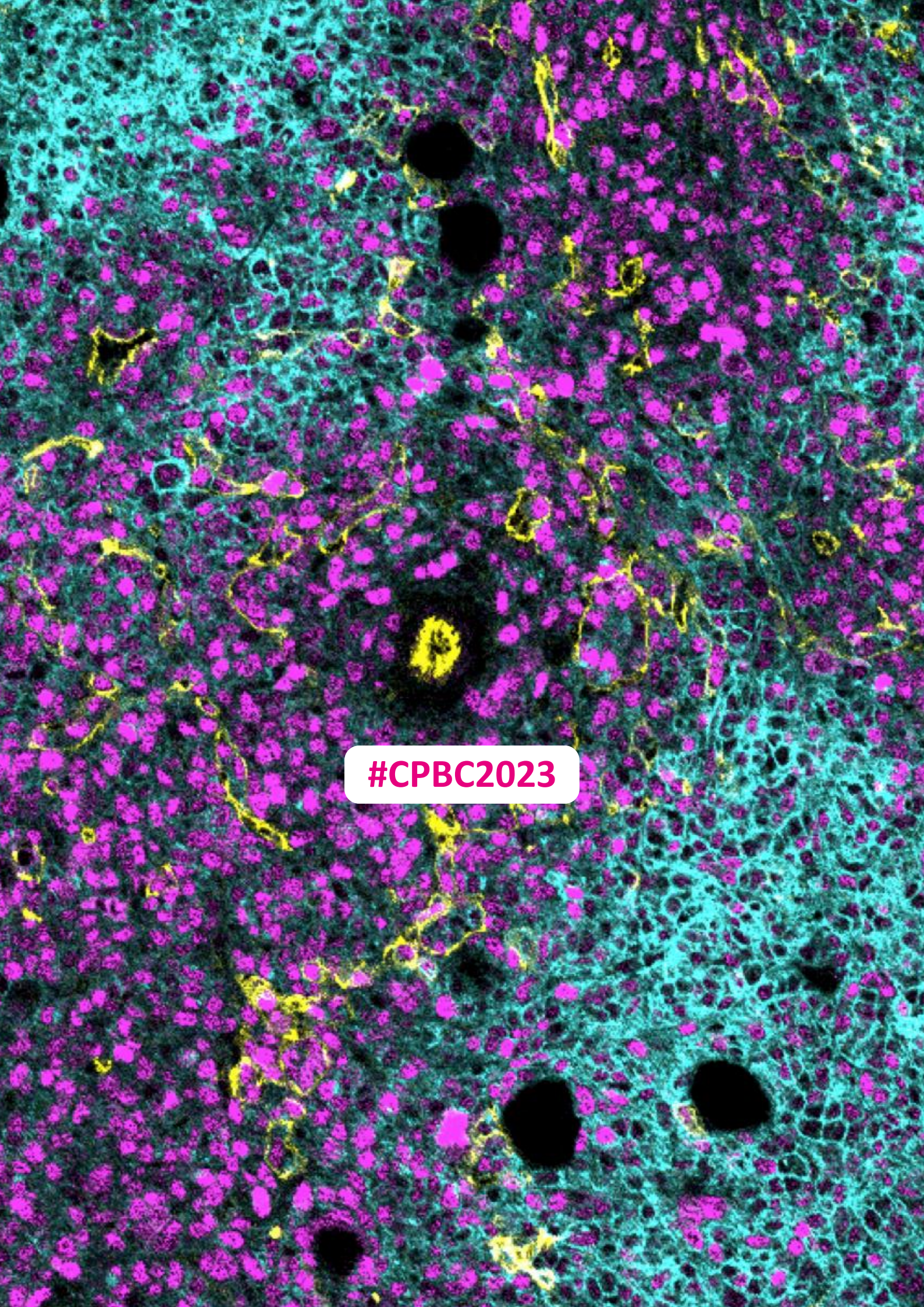


Session four - Challenges for the Future



Posters and Stands in Elton Bowring Room





#CPBC2023