

World Pancreatic Cancer Coalition Annual Meeting

AGENDA

Hotel Colonnade
Coral Gables, Florida | May 8-10, 2018



WORLD PANCREATIC
CANCER COALITION.

**Please remember to tag your meeting posts and photos on social media with #wpcc and #pancreaticcancer*

Tuesday, May 8

6:30 – 9:30 p.m. **Welcome Reception/Meeting Check-In**
Rotunda (Ground Floor)

Wednesday, May 9

7:30 – 8:30 a.m. **Breakfast/Continued Meeting Check-In**
Gables Salon (East Court Lobby–Lobby Level)

8:30 – 8:35 a.m. **Welcome**
Merrick I (East Court Lobby–Lobby Level)

*Cindy Gavin, Founding Executive Director
Let's Win! Pancreatic Cancer Foundation*

8:35 – 8:50 a.m. **World Pancreatic Cancer Coalition – What We Have Achieved**

*Julie Fleshman, Chair WPCC,
President and CEO, Pancreatic Cancer Action Network*

8:50 – 10:20 a.m. **Pancreatic Cancer Scientific Session and Panel Discussion**

Kerri Kaplan, President and CEO, The Lustgarten Foundation

*Brian Wolpin, MD, MPH, Medical Oncologist and Translational Scientist at
Dana-Farber Cancer Institute and Harvard Medical School*

*Allyson J. Ocean, MD, Associate Professor of Clinical Medicine, Weill Cornell
Medical College*

*Gayle Jameson, MSN, ACNP-BC, AOCN Nurse Practitioner and Associate
Clinical Investigator at HonorHealth Research Institute*

10:20 – 10:35 a.m. **Break**

(continued on back)

10:35 – 12:05 p.m.

WPCC Workshops: Learning From Each Other – Sharing Best Practices and Practical Tools

The Power of Social Media

Colonnade B (West Court Lobby–Lobby Level)

Participants will learn the fundamentals of social media as well as how to engage your community and broaden your reach.

Elizabeth Eun, Digital Communications Manager, Pancreatic Cancer Action Network

Lisa Frame, Social Media Manager, Let's Win! Pancreatic Cancer Foundation

Making the Most of Media Interviews

Colonnade A (West Court Lobby–Lobby Level)

A media training session where participants will learn and briefly practice key tips for media interview success.

Larry Krutchik, Managing Director, Hill+Knowlton Strategies

Best Practices in Corporate Fundraising

Merrick II (East Court Lobby–Lobby Level)

An interactive session that focuses on how to acquire, optimize and retain corporate partnerships regardless of your organizational size.

Michelle Capobianco, Executive Director, Pancreatic Cancer Canada Foundation

Dino Verrelli, Founder and CEO, Project Purple

12:05 – 1:05 p.m.

Lunch

Rotunda (Ground Floor)

1:05 – 2:05 p.m.

Strategic Planning: Why, How, Then What?

Merrick I (East Court Lobby–Lobby Level)

Steve Teller, Managing Director, Parallax Life Sciences Consulting, LLC

2:05 – 2:35 p.m.

Celgene 2017 ImpactPANC Awards

Susan Gorky, Director, Global Patient Advocacy, Celgene

Pancreatic Cancer: It's Personal (USA)

James Rolfe, Board President

Lynda Robbins, Executive Director, Rolfe Pancreatic Cancer Foundation

Pancreatic Cancer Awareness (UK)

Ali Stunt, Founder and Chief Executive, Pancreatic Cancer Action

Pancreatic Cancer: With Awareness, There is Hope (Brazil)

Diego Freire, Media Coordinator, Instituto Oncguia



WORLD **PANCREATIC**
CANCER COALITION.

2:35 – 2:50 p.m.	Break
2:50 – 4:40 p.m.	World Pancreatic Cancer Day 2018 <i>Ali Stunt</i> <i>Larry Krutchik</i>
4:40 – 4:50 p.m.	Wrap-up <i>Julie Fleshman</i>
4:50 – 6:15 p.m.	Break
6:15 p.m.	Meet In Lobby to Walk to Dinner
6:30 p.m.	Arrive at Restaurant Son Cubano 2530 Ponce De Leon Blvd
6:30 – 10:00 p.m.	Reception and Dinner

Thursday, May 10

7:30 – 8:30 a.m.	Breakfast Gables Salon (East Court Lobby–Lobby Level)
8:30 – 10:15 a.m.	WPCC Workshops: Learning From Each Other – Sharing Best Practices and Practical Tools The Power of Social Media Colonnade B (West Court Lobby–Lobby Level) Making the Most of Media Interviews Colonnade A (West Court Lobby–Lobby Level) Best Practices in Corporate Fundraising Merrick II (East Court Lobby–Lobby Level)
10:15 – 10:30 a.m.	Break
10:30 – 12:00 p.m.	WPCC Workshops: Learning From Each Other – Sharing Practices and Practical Tools The Power of Social Media Colonnade B (West Court Lobby–Lobby Level) Making the Most of Media Interviews Colonnade A (West Court Lobby–Lobby Level)

(continued on back)

Best Practices in Corporate Fundraising
Merrick II (East Court Lobby–Lobby Level)

12:00 – 12:30 p.m.

WPCC Group Photo
Rotunda (Ground Floor)

12:30 – 1:30 p.m.

Lunch
Rotunda (Ground Floor)

1:30 – 2:20 p.m.

World Pancreatic Cancer Coalition Priority Messages 2019 – 2021
Merrick I (East Court Lobby–Lobby Level)

Jenny Isaacson, Vice President, Strategic Partnerships & Projects, Pancreatic Cancer Action Network

Clara MacKay, Project Lead, WPCC

2:20 – 2:40 p.m.

Reflections on the WPCC

*Stefanie Condon-Oldreive, Founder/Director
Craig's Cause Pancreatic Cancer Society*

*Barbara Kenner, PhD, Founder
Kenner Family Research Fund*

2:40 – 3:00 p.m.

Wrap-Up and Next Steps
Julie Fleshman

Thank you to our leading sponsor:

