

Two-Day Cancer Symposium

A Virtual Event with Real-World Impact

In spring 2025, *The Scientist* hosted its two-day Cancer Symposium, bringing together leading voices in oncology to explore the latest breakthroughs in cancer diagnostics and therapeutics. Designed to mirror the value of an in-person conference while offering the accessibility and scalability of a virtual event, the symposium was a strategic success for both attendees and sponsors.

THE GOAL: DRIVE ENGAGEMENT, INNOVATION, AND SPONSOR VALUE

The primary goal was to unite a global audience of scientists to share cutting-edge advancements across basic, preclinical, and clinical cancer research. The event also served as a premium platform for sponsors to connect with highly qualified life science professionals — offering an effective, measurable alternative to traditional in-person meetings, with a target of attracting 1,000+ registrants worldwide.

CONTENT & EXPERIENCE: TWO DAYS OF SCIENCE-DRIVEN DIALOGUE

This immersive virtual event featured a dynamic mix of content, with:

- **8 scientific talks** from a panel of renowned oncology researchers
- **3 technical presentations** from our Platinum and Gold sponsors — Biomodal, Bio-Rad, and EpiCypher
- **Live Q&As**, fostering real-time interaction between attendees and speakers
- A fully tracked **resource centre**, where attendees accessed application notes, eBooks, case studies, and posters

Everything — from speaker recruitment to session development and event moderation — was handled in-house by *The Scientist*'s Creative Services Team, ensuring a seamless and polished experience.



PROMOTION STRATEGY: REACHING A GLOBAL AUDIENCE

To exceed our registration goal of 1,000+ participants, we implemented a multi-channel promotional campaign that included:

- Custom eblasts to targeted scientific lists
- Newsletter and homepage features
- Organic and paid social media outreach
- Providing sponsors with promotional materials to share within their own networks, amplifying event reach

This comprehensive strategy ensured not only strong attendance but the right kind of attendance — global, relevant, and highly engaged.

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RESULTS: A CLEAR SUCCESS FOR REGISTRANTS AND SPONSORS ALIKE



THE RESULTS SPEAK FOR THEMSELVES:

- **Total registrants:** 1,531 (up from 570 in 2024 — a **168% increase**)
- **Live attendance:** 547 (**35% of registrants**)
- **Global reach:**
 - North America – 511
 - Europe – 411
 - International (Other) – 609
- **Avg. time spent:** 82 minutes
- **Literature downloads:** 230+
- **Live questions asked:** 20
- **On-demand viewers:** 203 (and climbing)



This marked a major milestone for *The Scientist*, with a remarkable jump in attendance year over year and robust interaction during and after the live event.

VALUE TO SPONSORS: VISIBILITY, LEADS, AND LEADERSHIP

Sponsors benefited from:

- **Lead generation** through tracked downloads and attendee data
- **Thought leadership** via expert-led technical talks
- **Brand visibility** across all promotions and during the event

By aligning with *The Scientist*'s trusted editorial voice and targeted outreach, sponsors were able to connect meaningfully with key decision-makers in the cancer research space.

CONCLUSION: VIRTUAL EVENTS THAT DRIVE REAL RESULTS

The Cancer Symposium showcased how a well-executed virtual event can deliver deep engagement, global participation, and measurable ROI — all while advancing scientific discovery. With strong performance across all key metrics, this event set a new standard for what virtual scientific symposia can achieve.