

Overview

Introduction

The [Cancer Genomics Consortium \(CGC\)](#) is seeking financial support for its PACE Accredited Cancer Genomics Continuing Education Series.

The CGC was formed in August 2009 by a group of clinical cytogeneticists, molecular geneticists, and molecular pathologists with a mission to increase practitioner education and promote best practices in clinical cancer genomics. The rapid growth of research findings and the evolution of precision medicine affect professionals' ability to achieve optimal outcomes. CGC training across all of its programs is in demand. The organization now has more than 430 members in 20 countries (17% of the members are outside the USA) and reaches thousands of national and international genomics professionals who are engaged in clinical research, testing, reporting, and teaching.

The CGC hosts [an annual meeting](#) with both virtual and in-person attendance exceeding 350 Laboratory Directors and other genomics professionals. The genomics community needs additional training opportunities throughout the year to keep up with the latest research findings and best practices for research laboratories. The CGC wants to expand its virtual webinar series that delves into topics requested by the genomics community and is seeking financial support to cover costs without adding fees for attendees. Discounts for support of multiple webinars is possible.

CGC Webinars

It is critical to disseminate integral genomics information and updates that the clinical community can put into practice quickly. CGC has been offering webinars several times a year that attendees have rated highly effective and worthwhile. Because the webinars were not accredited, attendees could not use them to meet their continuing education requirements, but the CGC has eliminated that barrier and is approved to offer attendee certification using P.A.C.E. accreditation. While accreditation significantly increases value for attendees, it increases the production cost for the CGC.

The goal of the CGC is to provide complimentary webinars with P.A.C.E. credit to attendees and to promote the webinar series to reach a wider audience. The CGC is seeking support to expand to a monthly series and add educational resources to inform professionals' practices in a variety of ways, including introduction of new technology, diagnostic and prognostic biomarkers, and standard protocols for genomic analysis.

Webinar Attendance

Recent CGC webinars have over 250 attendees. The CGC has produced well-attended webinars on topics such as "Recommendations for the Interpretation of Low Penetrance Variants and Risk Alleles" with 265 attendees.

Gap Between Education and Practice	The CGC webinars fill a gap between formal university education and the expansive field of genomics and genetics. Medical genetics is the smallest specialty college in the American Medical Association. The rapid pace of change means that the classroom teachings that do exist may be outdated before trainees enter practice. Even clinical pathology residents do not have adequate exposure to genetics, especially if their institutions do not have in-house experts or specialty laboratories.
Determining Educational Needs	The CGC Education Committee has a subcommittee dedicated to planning and developing webinars. The committee members represent the primary fields of practice including laboratory directors, medical school professors, pathologists, and clinical researchers. These experts draw from multiple sources to select topics: recent articles in genomics and genetics journals, annual meeting evaluation feedback, and by brainstorming topics that they believe will meet professional needs in the genomics community. Many committee members work with trainees who are completing post-doctoral education and thus have the chance to observe the needs for the transition from student to practitioner.
Webinar Attendance	Recent CGC webinars have over 250 attendees. The CGC has demonstrated its ability to produce well-attended webinars on topics such as “Recommendations for the Interpretation of Low Penetrance Variants and Risk Alleles” with 265 attendees.
CGC Marketing Data	• 10,000+ international Genomic Professionals in the CGC database receiving at least weekly emails and information the CGC • 589 followers on Facebook • 4236 followers on LinkedIn • 2073 followers on X (formerly known as twitter) • 930 subscribers to the CGC YouTube Channel • The CGC is open to additional suggestions for promotional avenues. • The CGC can provide statistics about previous CGC webinar attendance but cannot make guarantees for attendance at any future webinar.

Option One: Webinar **Support: \$2500**

Support Detail	• The CGC defines support as noted by the ACCME. The supporting company has no influence over the webinar content or speakers. The supporting company can offer suggestions to the CGC Education Committee for general topics in the series, but support is assigned to a webinar by the Education Committee Chair and the Executive Director. • The webinar will have PACE credit for CGC members at no cost, and at a cost of \$25 for non-members, unless the industry partner would like to upgrade support and cover the cost for nonmembers.
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- The CGC education committee and CGC staff manage the topics, content, and P.A.C.E. accreditation.
- Priority for support approval will be given to CGC Corporate Council members, then to recent annual meeting sponsors.
- Supporters have the option to increase their funding to provide Continuing Medical Education (CME) credits to attendees at \$4500/webinar.

**Marketing
Benefits**

- Opening and closing slides thanking the webinar industry partner for support.
- Option during registration for attendees to provide contact information to the supporters (*providing an opt-out is required by privacy laws*).
- Acknowledgement of the company support on the CGC Website to highlight the collaboration for the webinar (within CEU guidelines).
- Acknowledgement of the company support on webinar promotion through CGC broadcast emails and social media.

Option Two: Webinar Sponsorship: \$6500

**Sponsorship
Detail**

- The CGC defines sponsorship as noted by the ACCME. A sponsoring company has influence over the webinar content and speakers. The webinar cannot carry CEU credit.
- The company can provide the speakers and design the content. The CGC suggests content to be scientific in nature and not overly commercial to ensure a wider audience.
- CGC would only allow this option three times a year (spaced 3-4 months apart) so as not to appear overly commercial with our webinar content.
- The CGC will produce the webinar on the CGC Zoom platform
- Priority for sponsorship approval will be given to CGC Corporate Council members, then to recent annual meeting sponsors.
- The timing of sponsored webinars is decided by the Education Committee in coordination with the Executive Director

**Marketing
Benefits**

- Opening and closing slides thanking the webinar industry partner for support.
- Option during registration for attendees to provide contact information to the sponsors (*providing an opt-out is required by privacy laws*).
- Acknowledgement of the company support on the CGC Website to highlight the collaboration for the webinar (within CEU guidelines).
- Acknowledgement of the company support on webinar promotion through CGC broadcast emails and social media.
- Presentation slides can be branded

Contact

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