



## **2019 NCRI Cancer Conference: Media policy**

The National Cancer Research Institute (NCRI) welcomes the interest of the press in cancer research developments and is happy to provide assistance to journalists attending the Conference or using the Conference website as a resource in their coverage.

If you have any questions please contact NCRI media consultants, Kerry Noble and Emma Mason, email: [press@ncri.org.uk](mailto:press@ncri.org.uk), tel: +44 (0)7446 869 433.

### **Registration**

The Conference is open to bona fide representatives of print, online and broadcast media. Registration is free of charge to journalists who are in possession of a valid, recognised press card. Freelance journalists must present a commissioning letter on headed paper from a recognised news organisation or publication. The NCRI will consider bloggers for press registration on a case by case basis.

Representatives of public relations companies, advertising agencies, marketing companies, pharmaceutical companies, financial analysts and their publications are not permitted to register as journalists or to work in the press room, but they are welcome to register as regular participants at the Conference.

Public information officers and communications professionals from educational institutions, government agencies and nonprofit cancer research organisations are welcome to request a press pass (strictly one pass per organisation). Press passes are limited and will only be offered to those capable of reaching large or influential audiences and with a track record of coverage in areas related to cancer research.

To register please contact [press@ncri.org.uk](mailto:press@ncri.org.uk) supplying a copy of your press card, commissioning letter or other supporting material.

Media registration in advance is strongly recommended. This enables us to deal with any queries or problems in advance. Online registration will close on 20 October 2019. After this date, only onsite registration will be possible.

### **Embargoes**

Please respect embargo times and dates on NCRI press releases.

The majority of the Conference abstracts will be available on the Conference App once it is released to registered attendees and they will be accessible from the Conference web page on 11 am on Sunday 3<sup>rd</sup> November 2019. Abstracts can be reported from that time onwards. Any abstracts that are part of the official media programme will not be published until the day they are to be presented to the Conference and will be embargoed to that day.

Embargo dates and times are given on the press releases. When asking for outside comment on releases before the embargo has lifted, journalists are requested to ensure that those consulted understand and accept the embargo conditions.

Official media materials will be made available to registered journalists only.

### **Filming and recording**

Filming and recording of Conference sessions is permitted so long as permission has been sought and obtained from the NCRI media consultants. Recording of sessions for journalists' personal use is permitted.

Flash photography (including pictures taken on mobile phones) is prohibited in the scientific sessions. Non-flash photography and filming may be permitted in scientific sessions unless individual presenters state their objections at the beginning of their presentations.

Filming in the exhibition area is strictly forbidden unless it is taking place in an exhibitor's booth, with the exhibitor's permission, and no shots of the rest of the exhibition are in view. Please inform the media consultants if you plan to film in an exhibitor's booth.

Anyone who does not abide by these regulations will be asked to leave the Conference.

### **Press office**

The press office will be open to bona fide media representatives who have registered in advance or on site with provision of press credentials. It is not open to representatives of commercial sponsors, e.g. PR or marketing personnel.

The press office provides:

- Internet access
- One private interview room, bookable via the press officer on a first come first served basis
- Beverages will be available during the day

Press office opening times:

Sun 3 November 09:00 – 19.00 hrs (GMT)

Mon 4 November 08:00 – 18.30 hrs

Tue 5 November 08:00 – 16.30 hrs

### **Access and facilities**

The media badge entitles the holder to the following:

- Access to the press office
- Access to all sessions in the official programme
- Access to opening session
- Access to the Exhibition Hall

### **Third party media policy**

This policy applies to all activities organised for the news media during or in connection with the NCRI Cancer Conference by third parties, e.g. industry, industry PR companies and NCRI Partner organisations. It aims to ensure that information distributed to journalists concerning the meeting and research presented at it is accurate and is issued at the correct times, complying with any embargoes that may be in place.

All third parties are requested to adhere to this policy.

Companies or other organisations wishing to organise a news conference or any other event for the media during the Conference should send a request in writing to the Conference media consultants, Kerry Noble and Emma Mason. Any media event must pertain to presentations being made to the Conference in oral or poster sessions. Reference to the Conference can only be made in connection with scientific presentations planned in the official programme of the meeting. This policy applies to any media event, regardless of whether it is held on or off site. The programme and invitations for any third party media event should be submitted to and agreed by the Conference media consultants before any invitations are sent out.

Third party press releases related to scientific presentations at the Conference must be labelled clearly with the abstract number, time and date of presentation to the Conference, and submitted to, and agreed by the Conference media consultants before they are issued to the media. Third party press releases relating to any abstracts that are being held back for publication online on the day of presentation to the Conference (i.e. those that form part of the official media programme) must be embargoed to match the embargo on the Conference's official press releases. Please check with the Conference media consultants for information about the exact times of embargoes on these abstracts.

A table or stand in the official press room will be made available for companies to display a limited amount of third party press materials. No posters or banners from companies are permitted on or around the table or stand.

Third party media materials must not contain the NCRI logo and must not be presented in any way that could be construed as suggesting endorsement by the Conference or the NCRI.

Information regarding media registrations belongs to NCRI. Past and current media lists are not available to be given, rented, or sold.