

ALL TOGETHER AGAINST CANCER CONGRESS

TODOS
JUNTOS CONTRA
O CÂNCER



www.congresso.tjcc.com.br

The Todos Juntos Contra o Câncer - TJCC (All Together Against Cancer Congress) is one of the main Oncology events in Brazil, organized by the TJCC Movement, the country's great health coalition. The event aims to bring together the main players in health and oncology to discuss the cancer scenario and the improvement of oncological care in Brazil.



**It brings together + 3,000 Health leaders,
300 institutions, all regions of Brazil, providing diversity in discussions.**

General public profile: Health professionals, managers, patient association representatives, patients, oncology specialists from different areas, such as researchers and jurists, pharmaceutical industry, service providers, public and private managers.



59%

Doctors and
health
professionals



12%

NGOs and
Associations



6%

Patient
association
representative
and/or
philanthropic
institutions



6%

Patients



3%

Pharmaceutical
Industry
Employees



2%

Journalist /
Public Relations
/ Press Office



2%

Lawyers



2%

Hospital
manager



1%

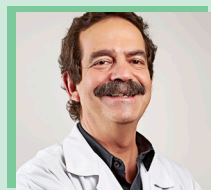
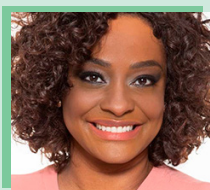
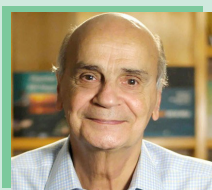
Other
participants
linked to health
industry

*Average of congresses 2020, 2021 and 2022

DYNAMICS OF THE EVENT

• **4 lectures** at the same time

• **About 150 speakers** from different areas: Ministry of Health, ANS, ANVISA, CONITEC, hospitals and oncology clinics, research institutions, class entities, press, patient support organizations, among others



Programming co-created by renowned Oncology organizations: Hospital Israelita Albert Einstein, A.C. Camargo Cancer Center, Brazilian Institute for Cancer Control IBCC, São Camilo Hospital, Paulista Institute of Cancerology, Brazilian Society of Clinical Oncology, Avon Institute, and Global Colon Cancer Association

• **Innovations:**

1. Open Space format "silent lecture", with simultaneous rooms, face-to-face and online event.
2. Autonomy in the congressman's experience following the trend of the biggest events in Brazil and the world.
3. Headphones with independent channels in high audio quality
4. Panels with national and international experts
5. Greater audience reach in the hybrid format.
6. Interactive Actions for public engagement

- Relevant **media presence** in coverage of debates
- **Real-time transmission** via Specialized Platform
- Coverage on **Social Media**
- Production of **Podcasts** during the event with specialists in the field of oncology



"Cancer care needs to be a public and social agenda. It is a problem and a responsibility of all of us". **Catherine Moura, CEO of Abrale (Brazilian Lymphoma and Leukemia Association)**
9th TJCC Congress.



BE PART OF IT!



Support this cause and link your brand to a social project:

be a Diamond, Gold, Silver or Bronze sponsor

Have your voice in Congress: hold a panel to present and discuss your proposal

Exhibitor: promote your cause, your work and your organization

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