IEO education
European Institute of Oncology

Milan Breast Cancer Conference
Webcast and residential

Milano, March 2015

Dear Sirs,

The **Milan Breast Cancer Conference** has been one of the most important events for those who are involved in the *prevention and cure of Breast Cancer* for the last 16 years.

The multidisciplinary aspect of treating Breast Cancer is vast, the surgical demolition options and the reconstruction are now handled by a team that works together. For this reason the Milan Breast Cancer Conference organizers have decided to unite the two events, dedicating the first two days to surgical procedure with all day live interactive surgery, and then the following two days to interactive panels, spotlights and discussions.

The technology today allows us to be able to connect the world together using internet. We have decided that the Milan Breast Cancer Conference will have a **base in the European Institute of Oncology**, but with the ***webcast of all the sessions*** – gather an enormous number of "virtual" participants all over the globe.

The idea is to allow industry and Institutions to organize events and meetings around this year's Milan Breast Cancer Conference, using the content to be the core of discussions and other presentations. The contents will be available in real time, but also on demand for those who have a time difference or for those who would like to visualize a presentation again with a colleague.
Satellite meetings with the addition of symposium or special lectures can be organized by industries or other hospitals in various cities, to involve as many physicians possible. The opportunities to expand the invitations, with a minimum cost, is endless. The fact that no hotels or airline tickets would need to be refunded when Milan Breast Cancer Conference can be brought to your computer or your lecture hall, would bring down the investment for each participant greatly.

The interaction (only during the real time attendance) will be guaranteed, by using the technology to be able to send questions to a moderator of each individual panels.

However, we are at disposal for giving you and your professional partners any information regarding the attendance of our conference in Milano and we can assist you in providing a visa invitation letter.

We are very grateful for the large participation to our conference in the past years and we are certain that this exciting new formula will be even more appreciated.

Our Organising Secretariat will be glad to assist you for any information you may need. Please contact mbcc@ieo.it.

Best regards.

Umberto Veronesi | Aron Goldhirsch | Mario Rietjens

JUNE 23-26
2015

CHAIR: U. Veronesi, A Goldhirsch, M. Rietjens
CO-ORDINATORS: S. Cinieri, M. Colleoni, G. Curigliano, F. De Lorenzi, V. Galimberti, M. Intra

ORGANISING SECRETARIAT : MZ Congressi srl
Via C. Farini 81 - 20159 Milano Tel. +39-02-66802323
Fax . +39-02-6686699 e-mail: mbcc@ieo.it