

Dear ICPC Members,

Please find attached a letter and accompanying note from Ted and Chris Perks (IRPA13 Publicity and Marketing) outlining approaches to publicising IRPA13 - to help make it the successful and inclusive event we all want it to be.

Best wishes

Rachel

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13 - 18 May 2012 ■ SECC ■ Glasgow ■ Scotland

13th International Congress of the
International Radiation Protection Association

www.irpa13glasgow.com

To: ICPC members

4 April 2011

Dear ICPC member

IRPA13 GLASGOW 13 – 18 MAY 2012

We have recently issued the Second Announcement and Call for Papers for the IRPA13 Congress, to be held in Glasgow, 13 – 18 May 2012. It is available as a download from the IRPA13 website. We want the IRPA13 Congress to be as successful as possible and for as many radiation protection professionals to attend as possible. We believe that members of the ICPC can play a pivotal role in promoting the conference to their fellow nationals and particular discipline. In this context we would like advise you of possible ways to promote this Congress.

We would be very grateful if you would:

- Liaise with your national radiation protection, medical physics or other appropriate society in arranging for publicity of IRPA13.
- Distribute publicity material to your colleagues and promote IRPA13 at scientific meetings and events in your country or society. At present we have a large number of flyers promoting the Second Announcement and Call for Papers. We would very much like to ensure these flyers reach as many radiation protection professionals as possible. Please let me know how many flyers you need and where to send them to.

Please do not hesitate to request more flyers at any time.

- Link your national society website to the IRPA13 Congress website. The address is www.irpa13glasgow.com. In return we will be very happy to include a link to your website (please confirm the address to me).
- Include our logo (as shown) in your branding.



Supporter: IRPA13
Glasgow, 13 – 18 May 2012
www.irpa13glasgow.com

- I also attach a one page summary of the highlights of attending the Congress which you are welcome to use in newsletters and journals. Further 'press releases' will be available from the website as and when they become available.

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- We now have an 'IRPA13 Glasgow 13 - 18 May 2012' discussion group in LinkedIn and are developing a facebook site and wall to go live in the very near future. Links will be available on our website. Please promote and join these discussion groups.
- Please do not hesitate to let me know if you have any further opportunities for promoting the congress. Our website will provide powerpoint presentations, updates and further information on the promotion of the Congress.

In short IRPA13 is:

A **must go to event** for all radiation protection professionals.
IRPA13 will include:

- A comprehensive scientific and technical programme covering all aspects of radiation protection
- An excellent opportunity for continuing professional development
- An extensive technical exhibition and technical visits programme
- A superb environment for networking
- An opportunity to visit Scotland and its many delights.

We very much appreciate your support in promoting the IRPA13 Congress and look forward to welcoming as many of your colleagues and fellow society members as possible in Glasgow. Please do not hesitate to let us know if there is anything further we can do to help you promote the Congress.

Yours sincerely

Ted Lazo
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Just one year to go to IRPA13!

It is just one year to go to IRPA13. The Second Announcement and Call for Papers for IRPA13 is now available on the IRPA13 website (www.irpa13glasgow.com). It is not too early to register, start preparing and submitting your abstract or to join us on the IRPA facebook page or wall and our LinkedIn group.

IRPA13

The 13th International Congress of the International Radiation Protection Association will be held in Glasgow, Scotland on 13 - 18 May 2012.

The venue will be the Scottish Exhibition and Conference Centre (SECC), which is Scotland's premier national venue for public events, concerts, and conferences.

It is anticipated that this will be the largest ever gathering of radiation protection professionals with over 1500 professionals from around the world. They will share good practice and identify the current key issues for our profession.

Congress Theme: Living with Radiation – Engaging with Society

As global society becomes more developed and affluent, the number of radiation sources is increasing (for example: increasing medical applications, nuclear power development and mobile phone usage), as is the total population exposure. Public perception and understanding of radiation risks are often at distinct variance from the views of scientific experts.

The value of fully engaging with society and its representatives, and encouraging involvement in decision making processes, is increasingly recognised. Indeed, many experiences have shown that it can be impossible to move forward successfully without a structured and meaningful engagement with stakeholders.

The Congress will be an opportunity to share methods and experiences of effective engagement and, as always, focus on state-of-the-art radiation protection science. It will explore the experiences of both radiation protection professionals and the wider stakeholders such as decision-makers, communities, the media and NGOs, who all have a role to play in making the protection system robust and effective.

Congress Topics

The IRPA13 technical program promises to provide the latest information across the spectrum of radiation protection topical areas (e.g., medical, worker, public, environmental, stakeholder). The technical program will include plenary sessions, where the world's top radiation protection

specialists will provide attendees with complete, state-of-the-art overviews; topical sessions, where submitted oral presentations and posters will address virtually every topic in the world of radiation protection; and key issue discussion sessions, where the profession's views on important issues will be distilled and captured as the congress output.

Social and Partners programme

The social and partners programme will be exceptional. The magic of Scotland will be at your doorstep, as well as the heritage of Glasgow. The stunning scenery of the lochs, castles, hills, and glens offers something for everyone, and Scotland is, of course, the home of golf and whisky!

Glasgow, easy to get to, is one of Europe's most vibrant and cosmopolitan cities, and widely recognised as one of the most exciting cultural capitals. Its extensive art collections are world famous from the Gallery of Modern Art to the Burrell Collection and the Kelvingrove Museum & Art Gallery. The City is also renowned for its Victorian Architecture and the work of its most famous architects Charles Rennie Mackintosh and Alexander "Greek" Thomson.

A wide range of tours before, during, and after the congress will be available for delegates and accompanying persons. These will allow ample opportunity to sample Scotland's finest malt whiskies and, for aficionados, to play on one of Scotland's many championship golf courses.

Facebook and LinkedIn

Join us on the IRPA13 facebook page or wall and our LinkedIn group! The initial objective of these sites is to promote discussion on the expectations for the congress and to gain a good understanding of how the Organising Committee and Scientific Programme Committee can best meet everyone's needs.

Participation

Attendance at the congress will provide delegates the opportunity to present and gain the latest information on the state-of-the-art in radiation protection. There will be a variety of technical visits and a substantial technical exhibition. IRPA13 will utilize the latest in information technology for the conduct of the congress, so delegates will be highly encouraged to bring their smart-phones and computers so as to more fully participate in congress activities.

Registration is now open via our website.

A must go to event for all radiation protection professionals. IRPA13 will include:

- A comprehensive scientific and technical programme covering all aspects of radiation protection
- An excellent opportunity for continuing professional development
- Extensive technical exhibition and technical visits programme
- A superb environment for networking
- An opportunity to visit Scotland and its many delights.

The Second Announcement and Call for Papers, and further information on all aspects of IRPA13 is given on our website:

www.irpa13glasgow.com

Ceud mìle failte

'A Hundred Thousand Welcomes'

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