

**Intercultural Cancer Council – 11th Biennial Symposium  
on Minorities, the Medically Underserved & Cancer  
Omni Shoreham Hotel, Washington, DC**

**FACT SHEET - Marketplace of Ideas**

The Marketplace of Ideas - I & II offers a unique approach to introduce Community-Based Organizations (CBOs) and other attendees with Resource Providers (local and national, private and public agencies and organizations). Special networking event designed to help raise awareness of information and potential resources available.

Participants must commit to Part I and Part II – Day 1 and Day 3. Pre-symposium conference calls will be scheduled to discuss purpose, principles, and processes for Marketplace I and II.

**Marketplace of Ideas - Part I: Making Connections**

**Thursday, April 3 5-8pm**

**Regency and Ambassador Ballrooms**

Purpose: COLLABORATION that enables action - ACTION that promotes change - CHANGE that empowers communities. Meet all the people who can help you out back home. CBOs make connections with Resource Specialists.

Outcomes:

- Learning what programs Resource Providers have to offer attendees
- Networking to initiate a partnership
- For students: Career opportunities, summer internship programs

Organization:

- Marketplace setting, no traditional booths
- Food and beverages will be available to facilitate networking
- Open and informal setting to facilitate connection between attendees and Resource Providers
- Pre-symposium survey of Resource Providers and CBOs; results communicated to allow for appropriate staffing at event

**Marketplace of Ideas - Part II: Action Planning**

**Saturday, April 5 9:30-11:30am**

**Blue Room and Blue Pre-function Room**

Session designed to allow CBOs to voice their needs to Resource Providers and to chart a new course together. Partners and CBOs will identify specific ways to work together to eliminate health disparities at the local level.

Purpose: COLLABORATION that enables action - ACTION that promotes change - CHANGE that empowers communities. CBOs trade places with Resource Providers to voice their needs, etc.

Outcomes:

- Encouraging interaction between and among CBOs, students, board members, survivors, national organizations
- Resource Providers become more aware of diverse issues in communities
- CBOs voice their concerns/issues freely. Educate Resource Providers with an open and honest dialogue
- CBOs join ICC Network to maintain connections with Resource Providers and other CBOs

Organization:

- Pre-symposium calls with CBOs will be schedule to identified topics or convening issues
- Begins with a Plenary Session giving CBOs the opportunity to present convening issues, followed by small group conversations on specific topics.

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## Marketplace of Ideas Frequently Asked Questions

### **Who may participate?**

Community-based organizations; Resource Providers (e.g. national, regional, and local health organizations focusing on cancer; private, public, not-for-profit; graduate education organizations; national professional organizations with a focus on cancer; survivors; students, both graduate and undergraduate. Participants include all individuals and organizations/agencies looking for resources (educational materials and granting opportunities) to further their mission on health disparities.

### **Will information be provided in advance of the Symposium regarding what attendees are looking for?**

Results of needs assessment surveys from CBOs and Resource Providers will be shared prior to the April meeting. This will assist the participants in identifying appropriate representatives to attend the Symposium. Partners will select resource topics for the Marketplace.

### **What space is available for our organization?**

Space is limited; please reserve your space by Friday, February 15.

### **How much does it cost?**

If you are a Resource Provider, there are no fees or charges to participate in the Marketplaces. Each Resource Provider is responsible for their travel and lodging, etc.

### **What should I bring?**

Business cards, content and program experts, literature and educational materials that you want to share.

### **What can I expect?**

Marketplace I & II will provide exciting opportunities to interact with potential colleagues. The sessions on Thursday and Saturday will be structured to facilitate one-on-one discussions about needs and resources available. The goal is to facilitate the exchange of information to allow for a continuing collaboration upon returning home. The contacts made at this event will be the initiation of new partnerships.