

Industry Satellite symposia

Listed by symposium “slot” order

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Friday, 8 October 2010

09.00–11.00 **Pink Hall**

Industry Satellite symposium

Eisai

**Beyond taxanes: Rediscovering tubulin
in MBC with a targeted chemotherapy**

Chair: Luca Gianni, Milan, Italy

- 09.00 Being There: Goals and Evidence in Current
MBC Treatment
Luca Gianni, Milan, Italy
- 09.10 Microtubules in Anticancer Therapies:
Mechanisms, Dynamics and Effects
Leslie Wilson, Santa Barbara, USA
- 09.30 Results and Tolerability With a Novel Non-taxane
Microtubule Dynamics Inhibitor
Linda Vahdat, New York, USA
- 09.50 EMBRACE: Option for Improved Survival with Monotherapy
in Late-stage MBC
Christopher Twelves, Leeds, UK
- 10.10 Real World Experience with Monotherapy for MBC
Véronique Diéras, Paris, France
- 10.25 Looking to the Future of Late-stage Therapy of MBC:
Innovation and Hope
Luca Gianni, Milan, Italy
- 10.45 Faculty Discussion



09.00–09.55 **Red Hall**

Industry Satellite symposium

AstraZeneca

Part 1. Identifying and targeting EGFR

mutations in NSCLC: personalised treatment and gefitinib

Chair: Lucio Crinò, Perugia, Italy

09.00 Chairman's welcome and introduction

Lucio Crinò, Perugia, Italy

09.05 Everyday challenges in treating patients with EGFR
mutation-positive tumours

Michael Cullen, Birmingham, UK

09.20 How did EGFR mutation testing become routine in Japan?

Tetsuya Mitsudomi, Nagoya, Japan

09.40 Panel discussion

Lucio Crinò, Michael Cullen and Tetsuya Mitsudomi

09.50 Closing remarks

Lucio Crinò, Perugia, Italy

09.55 Close of Part 1 and audience exchange

10.05–11.00 **Red Hall**

Industry Satellite symposium

AstraZeneca

Part 2. Optimising endocrine treatment of breast cancer: Applying new data to clinical practice.

Chair: John Forbes, Newcastle, New South Wales, Australia

- 10.05 Chairman's welcome and introduction
John Forbes, Newcastle, New South Wales, Australia
- 10.08 ATAC – 10 years on...
John Forbes, Newcastle, New South Wales, Australia
- 10.23 Treatment options in advanced breast
cancer – optimising efficacy with fulvestrant 500mg
Guy Jerusalem, Liege, Belgium
- 10.38 CONFIRM: Translating the data into clinical practice
Christian Jackisch, Offenbach, Germany
- 10.53 Audience questions
All faculty
- 10.59 Closing remarks
John Forbes, Newcastle, New South Wales, Australia

09.00–11.00 **Blue Hall**

Industry Satellite symposium

Novartis

Patient management throughout the disease continuum in genitourinary malignancies

Chair: Peter Mulders, Nijmegen, The Netherlands

- 09.00 Welcome and Opening Remarks
Peter Mulders, Nijmegen, The Netherlands
- 09.05 Case Study 1: Renal Cell Carcinoma – Strategies for Patient Management Across the Disease Continuum: TKIs and Beyond
Giampaolo Tortora, Naples, Italy and
Kurt Miller, Berlin, Germany
- 09.50 Q&A
Peter Mulders, Giampaolo Tortora, Andrea Tubaro and
Bertrand Tombal
- 10.00 Case Study 2: Prostate Cancer – Caring for the Patient From Initial Diagnosis Through End-stage Disease
Andrea Tubaro, Rome, Italy and
Bertrand Tombal, Brussels, Belgium
- 10.30 Future Directions With Bone-Targeted Therapies in GU Malignancies
Peter Mulders, Nijmegen, The Netherlands
- 10.45 Q&A
Peter Mulders, Giampaolo Tortora, Andrea Tubaro and
Bertrand Tombal
- 10.55 Concluding Remarks
Peter Mulders, Nijmegen, The Netherlands

09.00–10.30 **Orange Halls 1+2+3**

Industry Satellite symposium

Boehringer Ingelheim

Spotlight on novel targets and rational combinations

Chair: Giorgio Scagliotti, Orbassano, Italy

- 09.00 Chair's introduction and welcome
Giorgio Scagliotti, Orbassano, Italy
- 09.10 Plk1 inhibition: pioneering novel targets
Patrick Schöffski, Leuven, Belgium
- 09.30 Novel anti-angiogenic agents in NSCLC:
a multi-target approach
Giorgio Scagliotti, Orbassano, Italy
- 09.50 Exploring the role of anti-angiogenic agents
in ovarian cancer
Robert Coleman, Houston, USA
- 10.10 Q&A



**Boehringer
Ingelheim**

11.00–13.00 **Orange Halls 1+2+3**

Industry Satellite symposium

Boehringer Ingelheim

New light, new hope in targeted therapy

Chair: Frederico Cappuzzo, Livorno, Italy

- 11.00 Chair's introduction and welcome
Frederico Cappuzzo, Livorno, Italy
- 11.10 Are EGFR inhibitors living up to their promise in NSCLC?
Eckart Laack, Hamburg, Germany
- 11.30 Biomarkers in NSCLC: Are we there yet?
Ken O'Byrne, Dublin, Ireland
- 11.50 Refreshing our perspective: inhibiting HER signalling in
breast cancer
Charles Swanton, London, UK
- 12.10 Renewed hope in head and neck cancer: targeting EGFR
Ezra Cohen, Chicago, USA
- 12.30 Q&A



**Boehringer
Ingelheim**

11.00–13.00 **Silver Hall**

Industry Satellite symposium

Pfizer Oncology

Endocrine treatment in breast cancer – going beyond the obvious

Chair: Robert Coleman, Sheffield, UK

11.00 Introduction

Robert Coleman, Sheffield, UK

11.05 Metastatic breast cancer: Balancing quality of life and prolongation of survival

Nadia Harbeck, Cologne, Germany

11.20 Panel discussion/Questions & Answers

All faculty

11.40 How to assess post-menopausal status in breast cancer patients to optimize treatment?

Alison Jones, London, UK

11.55 Panel discussion/Questions & Answers

All faculty

12.15 Elderly women with breast cancer: Can they handle more than they get?

Matti S. Aapro, Genolier, Switzerland

12.30 Panel discussion/Questions & Answers

All faculty

12.50 Summary and conclusions

Robert Coleman, Sheffield, UK



11.00–13.00 **Green Halls 1+2**

Industry Satellite symposium

MSD Oncology

Targeted therapeutics & patient selectivity:

Improving outcomes in oncology clinical research

Chair: Paul Baas, Amsterdam, The Netherlands

11.00 Welcome and introduction

Paul Baas, Amsterdam, The Netherlands

11.05 The Rationale for Histone Deacetylase Inhibitors in Solid Tumors

Paul Baas, Amsterdam, The Netherlands

11.30 Patient Selection for Adjuvant Therapy in High-Risk Malignant Melanoma

Axel Hauschild, Kiel, Germany

12.00 mTOR Inhibitors Single Agent & Unique Combinations

Jean-Yves Blay, Lyon, France

12.25 Evidence-Based Management of CINV: Where are we today?

Richard Gralla, New York, USA

12.50 Panel Discussion

Paul Baas, Amsterdam, The Netherlands



MSD ONCOLOGY

11.00–13.00 **Yellow Hall 3**

Industry Satellite symposium

Sigma-Tau

Cancer: the bioenergetic challenge

Chair: Gianfranco Peluso, Naples, Italy

- 11.00 Welcome and introduction
Gianfranco Peluso, Naples, Italy
- 11.15 Bioenergetics of metabolism in cancer
Vittorio Calabrese, Catania, Italy
- 11.40 Targeting metabolic transformation for cancer therapy
Eyal Gottlieb, Glasgow, UK
- 12.05 Metabolic approach to the enhancement of antitumor
effect of chemotherapy: a key role for carnitine system
Maurizio D'Incalci, Milan, Italy
- 12.30 Discussion and Q&A

13.00–15.00 **Pink Hall**

Industry Satellite symposium

Eli Lilly

Debating the full monty in advanced non-small cell lung cancer

Chair: Andrea Ardizzoni, Parma, Italy

- 13.00 Welcome and introduction
Andrea Ardizzoni, Parma, Italy
- 13.05 Selecting patients for treatment in advanced NSCLC:
Microscopic vs Molecular
Moderator: Peter Harper, London, UK
Microscopic
Giorgio Scagliotti, Orbassano, Italy
Molecular
Thierry Le Chevalier, Villejuif, France
- 14.00 Prioritising treatment strategies in advanced NSCLC:
First-line vs Maintenance
Moderator: Peter Harper, London, UK
First-line
Nick Thatcher, Manchester, UK
Maintenance therapy
Frances A Shepherd, Toronto, Canada
- 14.55 Closing remarks
Andrea Ardizzoni, Parma, Italy

Oncology Making science personal.

Lilly

13.00–14.30 **Red Hall**

Industry Satellite symposium

Novartis Oncology

Navigating Advanced Net: A Journey Through Clinical Management

Symposium Faculty: Guido Rindi, Rome Italy;
Kjell Öberg, Uppsala, Sweden; Marianne Pavel, Berlin, Germany
and James Yao, Houston, USA

- 13.00 Welcome and introduction
Guido Rindi, Rome Italy
- 13.05 State-of-the-Art Review of NET in 2010
Kjell Öberg, Uppsala, Sweden
- 13.25 State-of-the-Art Review of NET in 2010 Q/A Session
Panel discussion
- 13.35 Current Challenges in the Management
of Advanced NET: The Experts' Opinion
Marianne Pavel, Berlin, Germany
- 13.50 Current Challenges in the Management of Advanced NET:
The Experts' Opinion Q/A Session
Panel discussion
- 14.00 Practice Changing Clinical Trials in NET
James Yao, Houston, USA
- 14.15 Practice Changing Clinical Trials in NET Q/A Session
Panel Discussion
- 14.25 Closing Remarks
Guido Rindi, Rome Italy

13.00–15.00 **Blue Hall**

Industry Satellite symposium

Pfizer Oncology

Achieving optimal outcomes with targeted agents for RCC: Now and in the future

Chair: Martin Gore, London, UK

- 13.00 Welcome and introduction
Martin Gore, London, UK
- 13.10 How guidelines influence the approach in Europe to the treatment of advanced RCC
Joaquim Bellmunt, Barcelona, Spain
- 13.30 Making treatment decisions in clinical practice
Manuela Schmidinger, Vienna, Austria
- 13.50 Q&A
Martin Gore, Joaquim Bellmunt, Manuela Schmidinger, Alain Ravaud and Nicholas Vogelzang
- 14.00 Achieving a continuum of care: Overcoming resistance through sequential treatment
Alain Ravaud, Bordeaux, France
- 14.20 An evolving landscape: Current worldwide trials
Nicholas Vogelzang, Las Vegas, USA
- 14.40 Q&A
Martin Gore, Joaquim Bellmunt, Manuela Schmidinger, Alain Ravaud and Nicholas Vogelzang
- 14.50 Summary and close
Martin Gore, London, UK



15.00–17.00 **Violet Hall**

Industry Satellite symposium

Roche

Part 1. Transforming the treatment landscape: angiogenesis inhibition in cancer

Chair: Martin Gore, London, UK

- 15.00 Controlling tumour growth through angiogenesis inhibition
Martin Gore, London, UK
- 15.10 Patient-driven treatment strategies in CRC
Cornelis Punt, Nijmegen, Netherlands
- 15.30 Optimising patient outcomes in mBC with anti-angiogenic therapy
Rebecca Dent, Toronto, Canada
- 15.50 Anti-VEGF therapy: innovating NSCLC treatment
Roman Perez-Soler, New York, USA
- 16.10 Role of angiogenesis in GBM
Jeffrey Raizer, Chicago, USA
- 16.30 Clinical data update: anti-angiogenesis in front-line ovarian cancer
Robert Burger, Philadelphia, USA
- 16.50 Meeting close
Martin Gore, London, UK



15.00–16.30 **Silver Hall**

Industry Satellite symposium

Merck Serono

Personalized treatment – A new standard for prolonging overall survival in mCRC

Chairs: Alberto Sobrero, Genoa, Italy and
Eric Van Cutsem, Leuven, Belgium

- 15.00 Welcome and introduction
Alberto Sobrero, Genoa, Italy
- 15.10 Prolonging survival through a personalized approach in mCRC
Carsten Bokemeyer, Hamburg, Germany
- 15.35 Tumor shrinkage impacts long-term outcomes in mCRC
Sabine Tejpar, Leuven, Belgium
- 15.55 Perspectives on resection in mCRC
Wolf Bechstein, Frankfurt/ Main, Germany
- 16.15 Summary and close
Eric Van Cutsem, Leuven, Belgium

15.00–16.30 **Red Hall**

Industry Satellite symposium

Novartis

Emerging Treatment Options Across the Breast Cancer Continuum

Chair: Peter Dubsky, Vienna, Austria

- 15.00 Welcome and Opening Remarks
Peter Dubsky, Vienna, Austria
- 15.05 Endocrine therapy approaches for postmenopausal hormone-responsive breast cancer: Maximizing the benefit
Joseph Gligorov, Paris, France
- 15.25 Potential anticancer properties of bisphosphonates: Rationale
Francesco Bertoldo, Verona, Italy
- 15.45 Treatment considerations in breast cancer: Beyond endocrine therapy
Peter Dubsky, Vienna, Austria
- 16.00 Promising agents in ER⁺ and HER2⁺ breast cancer: mTOR and beyond
Fabrice André, Villejuif, France
- 16.20 Panel discussion: Managing breast cancer – treating the patient, not the disease
Peter Dubsky, Joseph Gligorov, Francesco Bertoldo and Fabrice André

15.00–16.30 **Green Halls 1+2**

Industry Satellite symposium

prIME Oncology, Part I

Triple-Negative Breast Cancer:

On the Pathway to Better Outcomes

Chair: Ian Smith, London, United Kingdom

- 15.00 Welcome, introduction, and demographics
Ian Smith, London, UK
- 15.05 Clinical opinion poll question
- 15.10 Understanding the biology of triple-negative
breast cancer (TNBC)
Giuseppe Viale, Milan, Italy
- 15.25 Panel commentary
- 15.30 Clinical opinion poll question
- 15.35 Triple-negative breast cancer:
What we know and what we don't know
Nadia Harbeck, Cologne, Germany
- 15.50 Panel commentary
- 15.55 Clinical opinion poll question
- 16.00 PARP inhibition: Why it works in TNBC
John Pippen, Dallas, USA
- 16.20 Panel commentary
- 16.25 Take home messages and future directions
Ian Smith, London, UK



16.30–18.30 **Pink Hall**

Industry Satellite symposium

Janssen Pharmaceutical Companies of Johnson & Johnson

**New treatment options for patients with relapse
ovarian cancer or advanced prostate cancer**

Chair: Mario Dicato, Luxembourg

- 16.30 Welcome and Introduction – Unmet medical needs and requirement for new treatment options for patients with relapsed ovarian and advanced prostate cancer
Mario Dicato, Luxembourg
- 16.40 Are new treatment possibilities changing the standard of care in relapsed ovarian cancer?
Eric Pujade-Lauraine, Paris, France
- 17.00 Panel discussion – State of the art in relapsed ovarian cancer
Mario Dicato, Eric Pujade-Lauraine and Andres du Bois
- 17.15 A new paradigm in advanced prostate cancer: from hormone-refractory to castrate-resistant prostate cancer
Bertrand Tombal, Brussels, Belgium
- 17.35 Non-endocrine targets and new drugs for castrate-resistant prostate cancer
Karim Fizazi, Villejuif, France
- 17.55 Overcoming resistance to hormonal treatment with novel androgen biosynthesis inhibitors
Johann de Bono, Sutton, UK
- 18.15 Panel discussion – Current status and future possibilities for patients with advanced prostate cancer
Mario Dicato, Johann de Bono, Karim Fizazi and Bertrand Tombal, Brussels, Belgium
- 18.30 Concluding remarks
Mario Dicato, Luxembourg

16.30–18.30 **Blue Hall**

Industry Satellite symposium

sanofi aventis

Beyond docetaxel – New treatment options in mHRPC

Chair: Luigi Dogliotti, Orbassano, Italy

- 16.30 Meeting opening – Welcome and introduction
Luigi Dogliotti, Orbassano, Italy
- 16.40 Overcoming taxane resistance – New solution for an old problem
Stéphane Oudard, Paris, France
- 17.00 Management of mHRPC patients previously treated with docetaxel – Evidence of survival benefits
Oliver Sartor, New Orleans, USA
- 17.40 New treatment options for mHRPC patients: When and whom to consider – A case study
Jean-Pascal Machiels, Brussels, Belgium
- 18.20 Summary of key findings
Luigi Dogliotti, Orbassano, Italy

sanofi aventis

Because health matters

16.30–18.30 **Orange Halls 2+3**

Industry Satellite symposium

Cephalon

Maximizing the cornerstone of cancer therapy in the era of targeted therapies

Chairs: Frans Erdkamp, Sittard-Geleen, The Netherlands and
Luca Gianni, Milan, Italy

16.30 Introduction

Luca Gianni, Milan, Italy

16.45 Anthracyclines: an open field for research in 2010

Christopher Twelves, Leeds, UK

17.05 Novel approach in the treatment of HER2-positive breast
cancer patients

Antonio Llombart-Cussac, Lleida, Spain

17.25 “Mysight”: breast cancer treatment in clinical practice

Frans Erdkamp, Sittard-Geleen, The Netherlands

17.45 Optimizing anthracycline use in oncology

Massimo Federico, Modena, Italy

18.05 Interactive session and discussion

Luca Gianni, Milan, Italy

16.30–18.30 **Yellow Hall 1**

Industry Satellite symposium

Pfizer Oncology

**Opioid Use in Cancer Patients:
Focus on Side Effect Management**

- 16.30 Opioid Availability and Use in
Cancer Patients within Europe
Augusto Caraceni, Milan, Italy
- 17.00 Managing the Side Effects of Opioids
Stein Kaasa, Trondheim, Norway
- 17.30 Methylnaltrexone: A Targeted Treatment for Opioid-
Induced Constipation in the Palliative Care Setting
Gail Austin Cooney, West Palm Beach, USA
- 18.00 Questions and Answers



16.45–18.30 **Green Halls 1+2**

Industry Satellite symposium

prIME Oncology, Part II

Challenging Cases in Contemporary Breast Oncology

Chair: Ian Smith, London, UK

- 16.45 Welcome and Introduction
Ian Smith, London, UK
- 16.50 Case #1 – Targeted therapy for HER2-overexpressing
metastatic breast cancer
Sunil Verma, Toronto, Canada
- 17.15 Faculty panel discussion
- 17.20 Case #2 – Strategies for improving outcomes in HER2-
negative breast cancer
José Baselga, Boston, USA
- 17.45 Faculty panel discussion
- 17.50 Case #3 – Risk assessment and treatment planning in
early breast cancer: How can we determine optimal
therapeutic strategies?
Fabrice André, Villejuif, France
- 18.15 Faculty panel discussion
- 18.20 Concluding remarks and summary of key take-home messages
Ian Smith, London, UK



17.00–18.30 **Silver Hall**

Industry Satellite symposium

Merck Serono

New standards in the treatment of SCCHN

Chairs: Lisa Licitra, Milan, Italy and

Marco C. Merlano, Cuneo, Italy

17.00 Welcome and introduction

Lisa Licitra, Milan, Italy

17.10 Optimizing the treatment in locally advanced SCCHN

Jacques Bernier, Genolier, Switzerland

17.30 Integrating ERBITUX into routine clinical practice in LA
SCCHN – a real world case study

Jean Bourhis, Villejuif, France

17.45 EXTREME – a new treatment standard for 1st-line
recurrent and/or metastatic SCCHN

Ulrich Keilholz, Berlin, Germany

18.05 Integrating ERBITUX into routine clinical practice in
1st-line recurrent and/or metastatic SCCHN – a real
world case study

Sandrine Faivre, Paris, France

18.20 Closing remarks

Marco Merlano, Cuneo, Italy



17.20–18.30 **Violet Hall**

Industry Satellite symposium

Roche

Part 2. Current and future challenges in the treatment of advanced lung cancer

Chair: Lucio Crinò, Perugia, Italy

17.20 Welcome and introduction:

Lucio Crinò, Perugia, Italy

17.25 Current and future biomarkers in NSCLC: making innovation a reality

Kenneth O'Byrne, Dublin, Ireland

17.45 Understanding the benefits of anti-VEGF therapy: why, when and who?

Lucio Crinò, Perugia, Italy

18.05 Optimising treatment success with maintenance therapy in NSCLC

Federico Cappuzzo, Livorno, Italy

18.25 Summary and close

Lucio Crinò, Perugia, Italy



Sunday, 10 October 2010

17.30–19.30 **Silver Hall**

Industry Satellite symposium

Amgen

RANK Ligand inhibition for bone health in cancer patients – Targeted toward a new standard of care

Chair: Robert Coleman, Sheffield, UK

- 17.30 The central role of the RANK Ligand pathway in cancer treatment induced bone loss
Bertrand Tombal, Brussels, Belgium
RANK Ligand inhibition – improving care in men with advanced prostate cancer
Karim Fizazi, Villejuif, France
Challenging the current standard for prevention of bone complications in the advanced cancer setting
Allan Lipton, Hershey, USA
Working towards prevention of bone metastases with innovative adjuvant therapies
Robert Coleman, Sheffield, UK

SUNDAY

AMGEN[®]

Oncology

17.30–19.30 **Blue Hall**

Industry Satellite symposium

Bayer

**From discovery to personalized medicine:
evolving paradigms in cancer treatment**

Co-chairmen: Bernard Escudier, Villejuif, France;
Josep M. Llovet, Barcelona, Spain and New York, USA

- 17.30 Welcome
Bernard Escudier, Villejuif, France
- 17.35 Evolution of a targeted therapy in cancer:
the past, present, and future
Bernard Escudier, Villejuif, France
- 17.45 Current and future treatment options in renal cell carcinoma
Timothy Eisen, Cambridge, UK
- 18.05 Broadening horizons in the treatment of hepatocellular
carcinoma
Josep M. Llovet, Barcelona, Spain and New York, USA
- 18.20 Integrating the standard of care in HCC in the clinical practice
Jean-Luc Raoul, Rennes, France
- 18.35 Emerging treatment options in differentiated thyroid cancer
Marcia S. Brose, Philadelphia, USA
- 18.50 The role of targeted therapies in HER2 negative
metastatic breast cancer
Angelo Di Leo, Prato, Italy
- 19.05 The shifting paradigm in the treatment of NSCLC:
from combination therapy to personalized medicine
George R. Blumenschein, Houston, USA
- 19.20 Panel discussion
- 19.25 Concluding remarks
Josep M. Llovet, Barcelona, Spain and New York, USA

SUNDAY



Bayer HealthCare
Bayer Schering Pharma

17.30–19.30 **Green Halls 1+2**

Industry Satellite symposium

Vifor Pharma

The evolving role of I.V. iron in cancer patients – expert recommendations and discussion

Chair: Matti S. Aapro, Genolier, Switzerland

17.30 Welcome and introduction

Matti S. Aapro, Genolier, Switzerland

17.35 Iron deficiency and anaemia – frequent comorbidities in cancer patients

18.00 Iron – availability counts, not just storage

18.25 I.V. iron – from supplementary treatment to monotherapy

18.50 Any limits to the use of I.V. iron in clinical routine?

19.15 Expanding the role of iron in oncology

19.25 Outcomes and conclusions

Matti S. Aapro, Genolier, Switzerland

Experts in the fields of anaemia management and iron deficiency give key evidence-based presentations, followed by focused panel debate and interactive discussions.

The faculty: Matti S. Aapro (Moderator); Heinz Ludwig, Vienna, Austria; Yves Beguin, Liège, Belgium and Pere Gascón, Barcelona, Spain

17.45–19.45 **Yellow Halls 1+2+3**

Industry Satellite symposium

GlaxoSmithKline

The new TKI: How do you integrate pazopanib into the treatment paradigm of mRCC?

Chair: Cora N. Sternberg, Rome, Italy

- 17.45 Welcome and introduction
Cora N. Sternberg, Rome, Italy
- 17.50 Development of pazopanib for mRCC
Cora N. Sternberg, Rome, Italy
- 18.05 Clinical evidence for pazopanib in mRCC
Cora N. Sternberg, Rome, Italy
Data in the spotlight: Interactive debate
Challenges: Stéphane Oudard
Defence: Cora N. Sternberg, Rome, Italy
- 18.35 Selectivity of TKIs—does it matter?
Challenges and debates on the issues around selecting the appropriate TKI for patients
John Wagstaff, Swansea, UK
Which TKI? Interactive debate
Challenges: Joaquim Bellmunt
Defence: John Wagstaff, Swansea, UK
- 18.55 Progress in overcoming drug resistance in treatment of mRCC
Joaquim Bellmunt, Barcelona, Spain
- 19.10 Integrating pazopanib into the treatment paradigm of mRCC
Discussion moderated by Cora N. Sternberg, Rome, Italy
Case 1: Managing a patient with mRCC – new treatment options?
Stéphane Oudard, Paris, France
Case 2: Pazopanib in real-life clinical practice
John Wagstaff, Swansea, UK
- 19.35 Closing remarks and questions
Cora N. Sternberg, Rome, Italy

SUNDAY



GlaxoSmithKline
Oncology

Monday, 12 October 2010

17.45–19.45 **Violet Hall**

Industry Satellite symposium

Amgen (EUROPE) GmbH

Novel biologics for key pathways

Chairs: David Cunningham, Sutton, UK and
Jan Vermorken, Edegem, Belgium

- 17.45 Opening remarks
David Cunningham, Sutton, UK
- 17.50 Changing paradigms in SCCHN* treatment demand
effective management of toxicities (*SCCHN,
squamous cell carcinoma of the head and neck)
Jean Bourhis, Villejuif, France
- 18.15 Panitumumab with cisplatin and 5-FU as 1st-line
treatment of recurrent or metastatic SCCHN*: the phase
III SPECTRUM study (*SCCHN, squamous cell carcinoma
of the head and neck)
Jan Vermorken, Edegem, Belgium
- 18.40 Panitumumab in the management of colorectal cancer
Gunnar Folprecht, Dresden, Germany
- 19.05 Future perspectives: Amgen's investigational compounds
in gastrointestinal cancer
Ramon Salazar, Barcelona, Spain
- 19.30 Panel discussion
- 19.40 Closing remarks
David Cunningham, Sutton, UK

17.45–19.45 **Green Halls 1+2**

Industry Satellite symposium

Bristol-Myers Squibb

Recent advances in immunotherapy for advanced melanoma

Chairs: Alexander M. M. Eggermont, Rotterdam, The Netherlands
and Giorgio Parmiani, Milan, Italy

17.45 Welcome and Introduction

Giorgio Parmiani, Milan, Italy

18.00 Cancer and the immune system

Ignacio Melero, Pamplona, Spain

18.30 Challenges of immunotherapy in advanced melanoma

Reinhard Dummer, Zurich, Switzerland

19.00 Is immunotherapy going to change the treatment
paradigm in advanced melanoma?

Alexander M. M. Eggermont, Rotterdam, The Netherlands

19.30 Panel Discussion

Alexander M. M. Eggermont, Rotterdam, The Netherlands
and Giorgio Parmiani, Milan, Italy

MONDAY



Bristol-Myers Squibb

17.45–19.45 **Orange Halls 2+3**

Industry Satellite symposium

Hospira

New options for the treatment and support of patients with mesothelioma: emerging data on thymidylate synthase inhibitors

Chair: Kosta Syrigos, Athens, Greece

17.45 Pre-symposium refreshments

18.15 Welcome and introduction

Kosta Syrigos, Athens, Greece

18.20 Rare, difficult and controversial: epidemiology and clinical practice in mesothelioma

Mary O'Brien, Sutton, UK

18.45 Mesothelioma and new research on thymidylate synthase inhibitors and platinum compounds

Jan van Meerbeeck, Ghent, Belgium

19.10 Sticking to the blueprint: growth factor support in chemotherapy

Cornelius Waller, Freiburg, Germany

19.35 Conclusions and discussion

Kosta Syrigos, Athens, Greece

MONDAY



17.45–19.15 **Yellow Halls 2+3**

Industry Satellite symposium

Novartis

Adjuvant therapy duration and evolving data in GIST management

Chair: George D. Demetri, Boston, USA

17.45 Welcome & Introduction

George D. Demetri, Boston, USA

17.50 Case 1: A patient with an intermediate risk GIST

George D. Demetri, Boston, USA

**18.05 Point – counter point discussion: Should all intermediate
risk patients be treated with adjuvant therapy?**

Yoon-Koo Kang, Seoul, Republic of Korea and

Peter Reichardt, Bad Saarow, Germany

**18.15 Case 2: A patient with a primary GIST with an exon 9
mutation**

Peter Reichardt, Bad Saarow, Germany

**18.30 Point – counter point discussion: What is the relevance of
imatinib dose in the adjuvant setting?**

George D. Demetri, Boston, USA and

Yoon-Koo Kang, Seoul, Republic of Korea

18.40 Case 3: A patient with a high risk GIST on adjuvant therapy

Yoon-Koo Kang, Seoul, Republic of Korea

**18.55 Point – counter point discussion: What duration of
adjuvant therapy?**

George D. Demetri, Boston, USA and

Peter Reichardt, Bad Saarow, Germany

19.05 Closing remarks

George D. Demetri, Boston, USA

MONDAY