

National Pathology Week update



Dr Suzy Lishman

There's not long to go now until the first National Pathology Week, which is taking place across the country from 3–9 November. As well as events every day at the College, there are over 100 events taking place nationwide.

Event organisers

If you're holding an event yourself, I hope you have registered by now and have already started to advertise the event to your target audience. Every Trust has a communications department and they will help you reach colleagues in your hospital or give advice about engaging the local media. Everyone who has registered will receive an organiser's pack with posters, flyers, pens, pencils and lanyards, which we hope will help you promote your event.

Events near you

If you're not holding an event we hope you'll attend one that's taking place near you. See the website (www.nationalpathologyweek.org) for the programme of events in your region and go along and support your colleagues. It may not be too late to volunteer to help out if you'd like to get involved.

Website resources

We've put as many resources as possible on the National Pathology Week website so have a look there for guidance on how to organise and advertise your event, presentations that you can adapt

for local use and frequently asked questions. If you still have a question, please contact a member of the National Pathology Week team.

Evaluation

While we appreciate all the hard work you've put into organising your events, it doesn't stop there. It is essential that you evaluate the impact of your event so that we can measure the success of the week and focus future events effectively. There are model evaluation forms on the website to use, both before and after your event.

Images

As well as feedback, it is very important that we have images of as many events as possible so that we can demonstrate the success of National Pathology Week. Local and national newspapers and journals are much more likely to publish news about your event if there's an interesting picture to accompany it. Does your Trust have a photographer who'd be prepared to take a few photos to mark the event? At the very least, please take a few high-resolution photographs on a digital camera and send them to us.

Prize

The name of every event organiser who returns evaluation forms and images will be entered into a draw to win a Siemens coffee machine. Feedback from the evaluation forms and the best images will feature in future editions of the *Bulletin*.

Thank you

I'd like to thank you all in anticipation of what should be a wonderful week in which the profile of pathology and the role of pathologists in modern healthcare is highlighted. It's a big step towards greater understanding of what we do, which will help the public make informed lifestyle choices and strengthen our role in the development of clinical services in the future.

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Promotional flyer for National Pathology Week

National Pathology Week
3–9 November 2008

This is your chance to find out what **pathologists** do – how they diagnose, treat and prevent disease every day of the week, every week of the year.

Why not join us?

For more information please visit www.nationalpathologyweek.org

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