

# 第28届分子医学国际学术会议

28 International Symposium on Molecular Medicine



2023年11月13日

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# — PART ONE ▶▶▶

## 策 划 思 路

PLANNING IDEAS

# 大会目的

## ● 第28届分子医学国际学术会议

28th International Symposium on  
Molecular Medicine

HOST: SPANDIDOS PUBLICATIONS

CONTRACTOR: Guangzhou Yujia  
Biotechnology Co., Ltd.

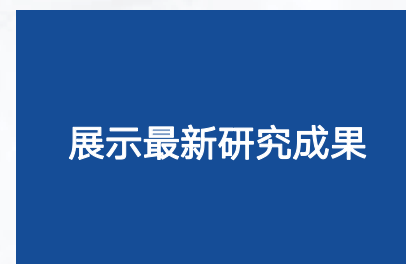
广州誉嘉生物科技有限公司

Contractor: Guangzhou Yujia Biotechnology Co., Ltd.

旨在打造国际化交流平台，加强学术交流，

展示行业最新研究成果，出版行业优秀论文。

The symposium aims to construct an international communication platform, strengthen academic exchanges, present the latest research outcomes, and publish outstanding industry papers





# 大会概况

Overview of the symposium

**举办时间：2024年11月8日-11月10日**

Symposium date: From November 8 to November 10, 2024

**举办地点：中国广州.琶洲**

Symposium venue: Pazhou, Guangzhou, China



**500**余篇

行业论文  
More than 500  
papers

**100**余个

成果展位  
More than 100 outcome  
exhibition booths



**1000**余

行业参会者  
More than 1000  
participants

现场展示医学基础与临床、药学、生物学等领域的最新研究成果、优秀论文等

On-site presentation of the latest research outcomes and excellent papers in the fields of basic medicine and clinical medicine, pharmacy, biology, etc.

参会者为国际领域高等院校、科学研究所、企事业单位的专家、教授、学者等

Participants include experts, professors and scholars from domestic and foreign universities, scientific research institutes, and business enterprises





## 会议主题（暂拟）

Symposium themes (Tentative)



1. BIOCHEMISTRY
2. CARCINOGENESIS  
METASTASIS
3. CHEMOTHERAPY
4. COVID
5. EPIDEMIOLOGY
6. FUNCTIONAL NUTRITION
7. GENETICS
8. HUMAN GENOMICS
9. IMMUNOLOGY
10. MICROBIOLOGY
11. MOLECULAR CARDIOLOGY

12. MOLECULAR PATHOGENESIS
13. MOLECULAR PSYCHOLOGY
14. MOLECULAR SURGERY
15. NEUROLOGY, PSYCHIATRY
16. NUTRITION AND CANCER
17. PATHOLOGY
18. POLYAMINES
19. TRADITIONAL CHINESE MEDICINE
20. TRANSGLUTAMINASES
21. VIRAL ONCOLOGY

行业论文

成果展位

1000余  
行业参会者

# 活动日程

Activity information

## ACTIVITY INFORMATION

### DAY 1

#### 开幕式

Opening ceremony

#### 主论坛—主题演讲、圆桌论坛

Main Forum—Topic-specific speech & roundtable discussion

### DAY 2

#### 分论坛—论文汇报、圆桌论坛

Subforum—Paper presentation & roundtable discussion

### DAY 3

#### 闭幕式、颁奖仪式

#### 学术参访

Closing ceremony & award ceremony & academic visit



# 会议日程 ( 暂拟 )

Activity information (Tentative)



2024年11月8日

November 8, 2024

09: 00-10: 00 开幕式 Opening ceremony

10: 00-11: 00 主题演讲一 Topic-specific speech I

11: 00-11: 30 茶歇 Coffee/tea breaks

11: 30-13: 00 自助午餐 Buffet lunch

13: 30-14: 30 主题演讲二 Topic-specific speech II

14: 30-15: 30 主题演讲三 Topic-specific speech III

15: 30-16: 00 茶歇 Coffee/tea breaks

16: 00-17: 00 圆桌论坛 Roundtable discussion

19: 00 欢迎晚宴 Welcome dinner

2024年11月9日

09: 00-10: 00 论文汇报一 Paper presentation I

10: 00-11: 00 论文汇报二 Paper Presentation II

11: 00-11: 30 茶歇 Coffee/tea breaks

11: 30-13: 00 自助午餐 Buffet lunch

13: 30-14: 30 论文汇报三 Paper Presentation III

14: 30-15: 30 论文汇报四 Paper Presentation IV

15: 30-16: 00 茶歇 Coffee/tea breaks

16: 00-17: 00 圆桌论坛 Coffee/tea breaks

19: 00 晚宴 Dinner

November 9, 2024

2024年11月10日

09: 00-11: 00 闭幕式、颁奖仪式

Closing ceremony & award ceremony

11: 00-11: 30 茶歇 Coffee/tea breaks

11: 30-13: 00 自助午餐 Buffet lunch

14: 00-19: 00 学术参访 Academic visit

19: 00 晚宴 Dinner

November 10, 2024



## 中国首届大会于广州举办大有可为

The symposium first holding in Guangzhou, China is reasonable and promising

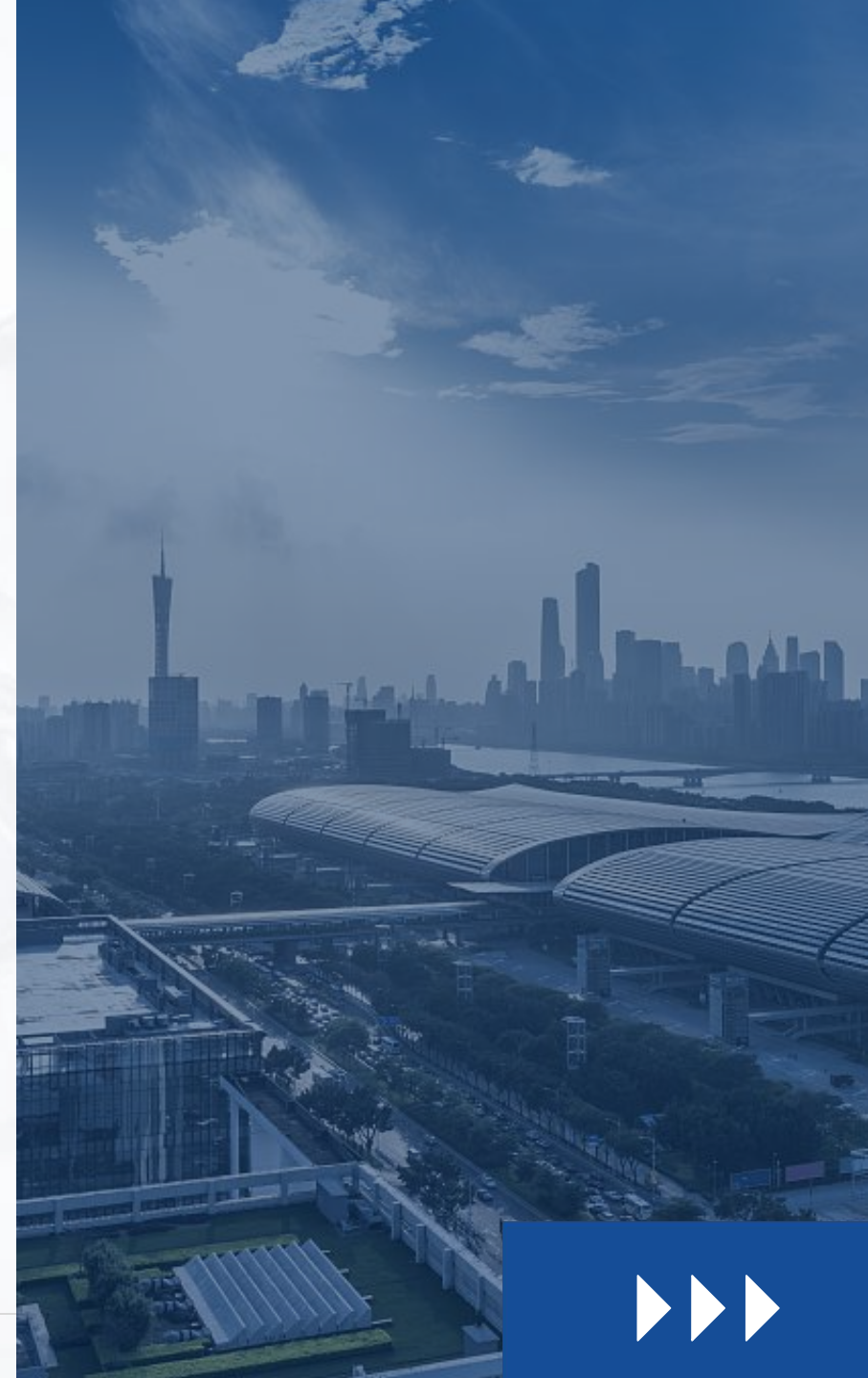
- 广州是全国最先进的医疗中心之一，拥有着全国最好的医疗技术和设备，  
为医学领域的研究和创新提供了良好的条件；

Guangzhou, as one of the most advanced medical centers in China, equips with the best medical technologies and facilities nationwide and can offer favorable conditions for research and innovation in the field of medicine.

- 广州有着良好的科学研究氛围，非常重视科研人才的交流和合作；  
政府为丰富学术活动提供众多良好的推动政策。

Guangzhou fosters a conducive atmosphere for scientific research and places significant emphasis on the exchange and collaboration of research talents.

The government provides a variety of supportive policies to enrich academic activities.



亮点二

Bright spot II

BRIGHT SPOT

## 大咖汇聚 打造国际化权威大会

The gathering of influential figures creates an international and authoritative symposium

国际行业大咖的**前沿视角**，洞见前沿技术趋势和发展方向，**专家站台背书**，打造具有权威性的行业交流平台。

The cutting-edge perspectives of industry experts from home and abroad, insights into emerging technological trends and development directions, expert endorsements on the platform, together create an authoritative industry exchange platform.



# 亮点三

Bright spot III

# BRIGHT SPOT

## 1+3+N

## 搭建高端学术交流平台

Establishing a high-quality academic exchange platform with 1+3+N

1个主论坛+3个分论坛+N个优秀成果展示

1 main forum + 3 subforums + N outstanding achievement presentations

打造**面对面交流**新思想以及展示研究成果的学术交流平台，共同探讨本领域发展所面临的关键性挑战问题和研究方向。

Creating a face-to-face platform for exchanging new ideas, showcasing research achievements, and collectively exploring key challenges and research directions in the industry development.



大会主题建议-建议一  
Symposium theme proposal I

# 向世界 创未来

Facing the world, creating the future

第28届分子医学国际学术会议

28 International Symposium on Molecular Medicine

凸显本次学术会议的国际化 and 行业权威性，  
彰显本次交流汇聚全球精英学者，共同推动分子医学领域的发展未来。

Highlighting the internationalization and industry authority of this academic conference,  
showcasing the gathering of global elite scholars and the collective promotion to the  
future development of the field of molecular medicine.

大会主题建议-建议二  
Symposium theme proposal II

# 智汇赋能 医创未来

Gathering wisdom, empowering the future of medicine

第28届分子医学国际学术会议

28 International Symposium on Molecular Medicine

凸显本次学术会议全球优秀学者汇聚广州，面对面的思想交流，  
为医学领域的发展未来赋予新能量、新智慧。

Highlighting global outstanding scholars gathering in Guangzhou for communicating face to face in this academic conference and infusing new energy and wisdom into the future development of the medical field.

# — PART TWO▶▶▶

## 视觉呈现

Visual representation

PLANNING IDEAS



## 主视觉参考-建议一

—Main visual reference I

以**抽象化的汇聚光线**寓意全球各地的医学最新学术成果汇聚于大会，**凝聚思想精华**孕育医学行业未来。

The **abstract converging light** symbolizes the gathering of the latest medical achievements from around the world at the conference **crystallizing the essence of thoughts** and nurturing the future of the medical industry.





## 主视觉参考-建议二

Main visual reference II

以具象化的分子细胞元素，凸显本次会议的**专业性及权威性**，推动医学发展迈向**新阶段、新未来**。

The **concrete molecular and cellular** elements are employed to emphasize the **professionalism and authority** of this conference and propel the development of medicine into a **new stage and a new future**.



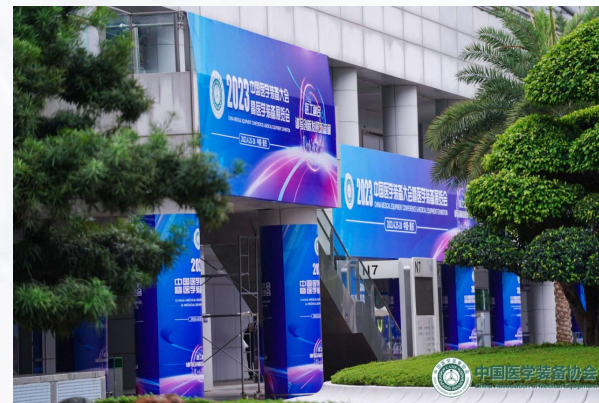
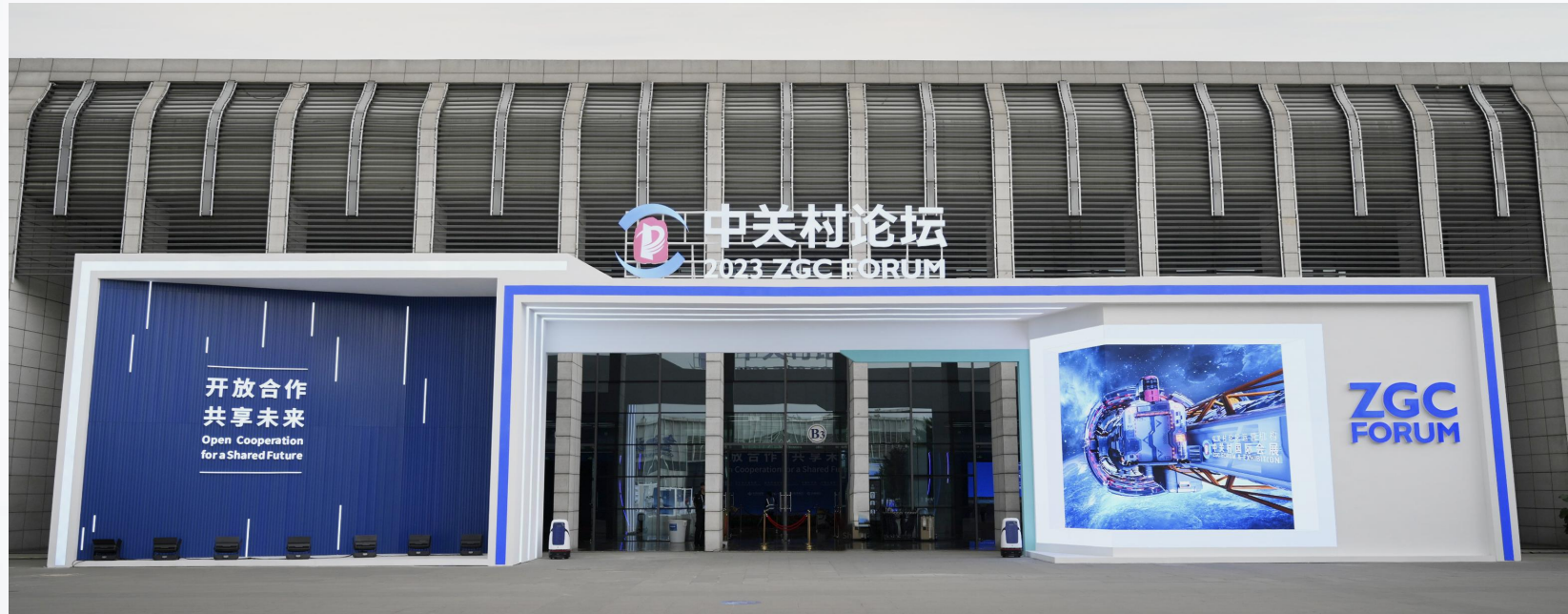




## 外场布置 External arrangement

外场以**主视觉延展**氛围物料，  
彰显本次大会的主题，  
给予所有参会来宾进入会场前，  
磅礴的科技感及专业感。

The atmosphere materials applied in the external arrangement extends the main vision, highlights the theme of this symposium, and provides all attending guests with a grand sense of technology and professionalism before entering the venue





# 内场布置

Interior decoration



以科技学术调性设计展示区，展示大会品牌展示、最新研究成果、演讲嘉宾介绍等，让参会者充分了解，感受本次大会的权威性。

The exhibition area is designed with scientific and technological academic tonality, displays the brands of this conference, the latest research achievements and the introduction of speakers, and allows participants to fully understand and feel the authority of this symposium.



签到区  
Check-in



嘉宾形象展示区  
Introduction of guests



最新成果展示区  
Exhibition of the latest achievements



采访区  
Interview area



## 舞台布置

Stage decoration

以**抽象化的分子圆形**融合舞台进行设计，贴合本次分子医学大会的主题调性，  
**大气的屏幕**让视觉更聚焦，满足大会领导致辞、学术演讲、交流论坛等会务需求。

The stage is designed based on **abstract molecular circles**, fitting the theme of this molecular medicine conference. The **atmospheric screen** makes the vision more focused, meeting the needs of conference leaders' addresses, academic speeches, forum exchanges and so on.



# —PART THREE ▶▶▶

主 要 活 动

Main Activities

PLANNING IDEAS

# 开幕式

Opening ceremony

## 启动仪式 拉开大会序幕 增加启幕仪式感

Launching ceremony: starting with an opening ceremony, provoking excitement and a sense of community

邀请主办方上台进行**开幕致辞**，并邀请**国际专家**为开幕式站台，作为启动嘉宾参与大会启动仪式，正式拉开本次大会的序幕，彰显本次大会的权威性，增强大会的国际影响力。

The organizers are invited to make **opening speeches** on the stage. Additionally, **experts at home and abroad** are invited and open the prelude to the symposium as honored guests. The authority of the symposium is therefore demonstrated and the international influence of the symposium is enhanced.





## 丰富论坛活动

Abundant activities

# 权威大咖 共话行业趋势 提升大会影响力

邀请行业知名专家、学者嘉宾为现场带来具有前瞻性、话题性、专业性的权威演讲，聚焦分子医学学术研究，提升大会的权威性和影响力。Famous experts and scholars in the industry are invited to give authoritative speeches with foresight, topicality, and professionalism, focusing on academic research in molecular medicine.

深度的学术研究解读，面对面的思维碰撞，共同探讨分子医学的学术研究及行业发展趋势。In-depth academic research interpretation, face-to-face collision of ideas, and jointly discussion of academic researches and industry trends of molecular medicine.



### 专题演讲

Topic-specific Speech



### 圆桌论坛

Roundtable Discussion



### 论文汇报

Paper Presentation



## 颁奖仪式表彰优秀作者 提升参会者参与度

Closing ceremony: ending with an award ceremony to recognize outstanding authors, enhancing a sense of participation

为本次大会的会议论文设立**优秀论文奖**，并且优秀论文由Spandidos下属SCI期刊出版；以此**表彰优秀作者**，肯定他们在学界做出的努力与贡献，鼓励他们继续奋斗，再创佳绩。

Best Paper Award is given to the authors who have published outstanding articles in SCI journals affiliated with Spandidos. This award is to recognize the outstanding authors, praise their efforts and contributions to the academic community, and encourage them to continue to strive for excellence.



# — PART FOUR ▶▶▶

配 套 服 务

Supporting Services

PLANNING IDEAS



翻 译  
Interpretation

# 会务同声传译服务 突显专业国际性

Providing simultaneous interpretation  
Highlighting professional services and internationalization

- 聘请专业同传译员，保障外籍员工理解无压力
- Professional simultaneous interpreters are employed to ensure that foreign participants can understand without pressure.
- 增设同传翻译设备（现场隔音同传翻译间、同传耳机），保障现场声音质量
- Simultaneous interpretation equipment (soundproof simultaneous interpretation booth, simultaneous headset) is prepared to ensure on-site sound quality.

接 待  
R e c e p t i o n

# 口语流利的礼仪&工作人员 体现优质的接待服务

Ceremonial personnel & other meeting staff with fluent English speaking  
High-quality reception services

- 拥有CET 6级以上大学生，形象气质佳
- College students with CET 6 or above, and good image and temperament are hired
- 拥有国际化会展服务经验
- Experienced in international exhibition services

餐 饮  
F o o d

# 广州特色美食供应 体现贴心周到的配套

Providing specialty cuisine in Guangzhou  
Embodying thoughtful and considerate support

- 现场提供具有广州特色的餐饮&茶歇服务
- On-site catering & tea-break with Guangzhou specialties
- 让参会来宾品尝广府美味
- Allow participants to savor the delicious flavors of Guangzhou

# — PART FIVE ▶▶▶

## 传 播 规 划

Communications Strategy

PLANNING IDEAS



# 前期预热

Early-stage warming up

## 广州塔广告预热 预告大会盛大举行

Advertising on Canton Tower Previewing the grand symposium

### 1. 中国第一高塔

将品牌立于600米高空  
为品牌占领传播新高度

1. Highest TV tower in China  
The brand glows at 600 meters  
Brand communication reaches  
a new high

### 2. 高品牌价值

提升知名度、提及度、记忆度

2. High brand value  
Enhancing brand popularity,  
mention, and memory

### 3. 高曝光率

持续不断的为新闻媒体所报道和提及

3. High exposure rate  
Continuous news report



\*预热广告于19:00-22:00时段插播

\*Warming-up ads run in 19:00-22:00





## 前期预热

Early-stage warming up

# 联动行业协会&高校组织宣传 触达圈层人群

Coupling with industry associations & university organizations Reaching the target circle

牵动医学行业协会、高校医学组织、医院团体等进行预热宣传，扩宽医学人脉资源，垂直触达目标圈层人群，扩大领域行业的参会人邀约。

Warming-up publicity is combined with medical industry associations, university medical organizations, and hospital groups.

Expanding medical contacts and resources, vertically reaching the target circle, increasing the invitation of participants in the medical field.



广州市医学会  
GUANGZHOU MEDICAL ASSOCIATION



中国医科大学  
CHINA MEDICAL UNIVERSITY



郑州大学 医学院  
ZHENGZHOU UNIVERSITY



广州医药行业协会  
Guangzhou Pharmaceutical Profession Association



广州医科大学  
GUANGZHOU MEDICAL UNIVERSITY



中国医院协会  
CHINESE HOSPITAL ASSOCIATION



北京医学教育协会  
BEIJING ASSOCIATION FOR MEDICAL EDUCATION



南京大学 医学院  
MEDICAL SCHOOL OF NANJING UNIVERSITY



中华医学会  
CHINESE MEDICAL ASSOCIATION



# 中期引爆

Mid-stage ignition

## 实时报道引爆 扩散现场盛况

Real-time reporting Rapid spreading

在活动过程中，专访专家权威所输出的干货内容、金句，现场照片形式发布，彰显大会的权威性及专业性。  
In the process of the events, substance and golden sentences output by experts are released in the form of on-site photos, highlighting the authority and professionalism of the symposium.



现场金句海报  
Posters of golden sentences



现场活动长图  
Long figures of on-sit activities



# 后期持续

Late-stage sustainability

## 权威媒体&社文化媒体 持续裂变式传播

Authoritative media & social media Continuous and fissionable dissemination

通过权威媒体、社会化媒体、城市自媒体传媒矩阵，  
发布活动回顾公共稿件及回顾视频，提高本次大会的影响力。

Press releases and review videos are published through the media matrix including authoritative media, social media and city media, thus increasing the influence of the symposium.







# THANK YOU

期待合作！

Looking forward to cooperation