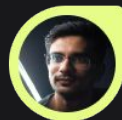
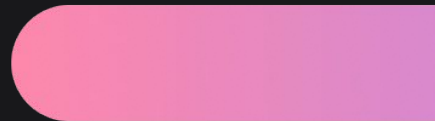
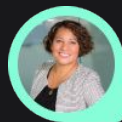


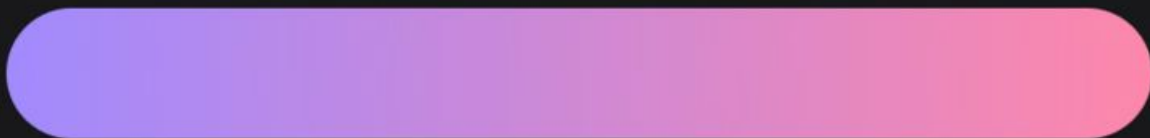
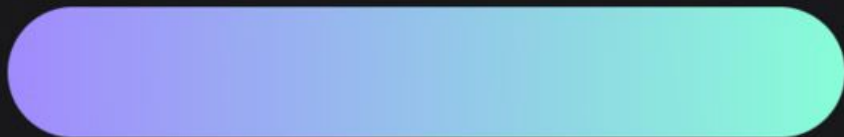


Zapnito x The Union for International Cancer Control

UICC Built a Global Digital Hub to Unite the Cancer Community and Drive Collaboration



UICC



The Union for International Cancer Control (UICC) successfully validated their vision of a connected, engaged, and empowered community – one where members can collaborate, learn, and amplify their impact in the global fight against cancer.

Key highlights

- Centralized hub of high-value content and discussion topics
- Intuitive and engaging member interaction and experience
- Collaboration across international partner organisations
- Increased community growth

The Community Challenge

The Union for International Cancer Control (UICC) is dedicated to uniting organizations in the fight against cancer, bringing together over 1,100 members in 170 countries and territories. As their global network continued to expand, UICC recognized the need for a dynamic, accessible online hub where members could connect year-round across time zones.

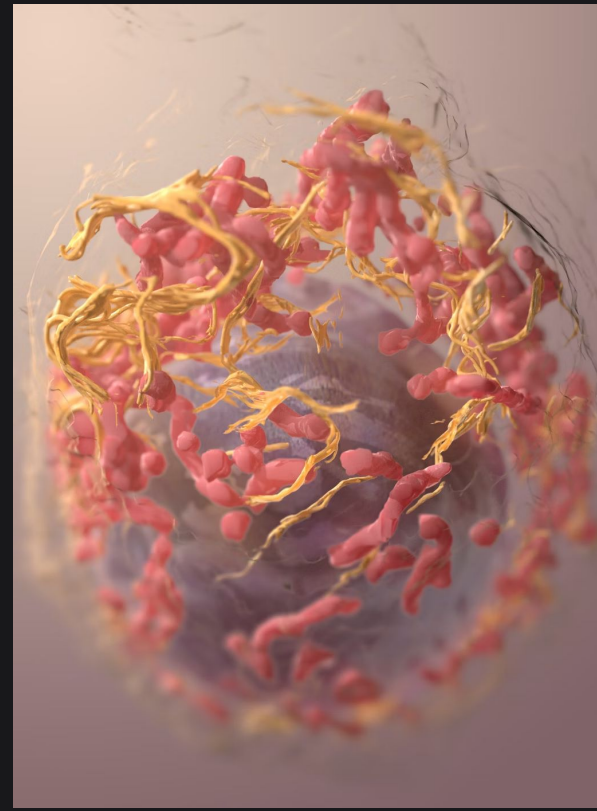
Their vision was clear: build a thriving community that enhances member value through networking, shared expertise, and ongoing engagement.

Meaningful engagement

Enhance member value by strengthening collaboration and facilitating knowledge exchange

Seamless networking

Provide tailored support and networking among a diverse group of small organizations



The Zapnito Solution

To bring this vision to life, UICC partnered with Zapnito to develop UICC Connect - a vibrant, interactive platform designed to empower its members with seamless access to discussions, resources, and collaboration opportunities.

Topic-specific discussions

Enables members to exchange insights on critical issues in cancer research and care.

Engaging experience

Ensures both large and small organizations benefit from easy navigation and meaningful interactions.

Strengthen global connections

Allows individuals across partner organizations to collaborate, share knowledge, and drive collective impact.

Centralized hub of valuable content

Provides members instant access to industry updates, best practices, and expert insights.

Results

+50%

YoY increase in
platform traffic and
sign-ins



700+

Community membership
growth from 60 to over
700 members since
launch



800+

Pieces of expert content
published, providing
members with vital
information on cancer
research and policy

Why Zapnito?

UICC chose Zapnito for its interactive platform designed to empower its members with seamless access to discussions, resources, and collaboration opportunities.

Through Zapnito, UICC Connect has experienced remarkable growth and engagement. UICC have realized their vision of a connected, engaged, and empowered community - one where members can collaborate, learn, and amplify their impact in the global fight against cancer.



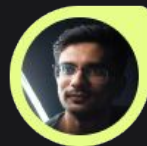


We sought a community platform that offered ease-of-use, flexibility, and a variety of features for seamless onboarding and collaboration. Zapnito provided us with such a platform and supported us throughout the journey, sharing their expertise in community building and insights from other clients. Building impactful online communities is long-term work, requiring attention to the changing needs of a growing community and constantly bringing value to members. Setting key indicators for early success is crucial to maintain momentum and build internal support. The Zapnito team helped us identify the results that mattered and ensured we were on the right track.



Charles Revkin

Senior Digital Strategy Manager, The Union for International Cancer Control



Thank you

Find out more at <https://zapnito.com>