



IFCC Guidelines for Podcasts Participation in Global MedLab Week 2025 (GMLW2025)

Organized by: Committee on Public Relations (C-PR)

Collaborated by: Task Force of Young Scientists (TF-YS)

Theme: "Labs Save Lives" | April 21–27, 2025

The IFCC is committed to advancing distance learning and providing free, accessible eLearning opportunities worldwide, with a focus on young scientists, students, trainees, and professionals in developing countries. Podcasts are a key tool in this mission, offering an engaging and convenient platform to share knowledge, highlight expertise, and foster professional development.

In alignment with the GMLW2025 theme, "Labs Save Lives," podcasts will showcase impactful stories, expert insights, and advancements in laboratory medicine. The following guidelines ensure a standardized, high-quality, and cohesive approach to creating and delivering IFCC podcasts.

IFCC will be responsible for technically finalizing the podcasts for publication including formatting the audio files, collating, organizing all elements, and uploading them to the IFCC Spotify channel.

Podcast Content Guidelines

- **Relevance to Theme:** Podcasts must align with the GMLW2025 theme, "Labs Save Lives."
- **Content Formats:** Presentations, interviews, or panel discussions featuring laboratory medicine experts are encouraged.

IFCC GMLW Podcasts Format Guidelines

1. Technical Specifications

- **Duration:** Each podcast should range from **1 to 4 minutes**.
- **Structure:**
 - **Introduction:** The Chair/Speaker must briefly introduce the topic at the start (**maximum 1 minute**).
 - **Closing:** At the end of the podcast, the Chair/Speaker should:



- Thank the **IFCC**.
 - Provide a concise closing.
 - Share an **email address** for audience questions and comments.
 - **Language:** Podcasts are encouraged to be recorded in English but can also be submitted in Spanish, French, Portuguese, or any other local language reflective of the participant's region or country to ensure global representation. For entries in languages other than English, an English translation for captions or subtitles should be provided to facilitate better understanding of the podcast. (Please submit an English word copy of the audio)
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2. Audio Format

- **Submission Format:** Audio files can be submitted in any format. The **IFCC** will:
 - Convert files to Spotify-compatible formats.
 - Perform **audio cleanup**, if necessary.
 - **Exclusion of Music:** Please do not include music in your recordings. The **IFCC** will add appropriate sound elements during production
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3. Traducción

- For podcasts recorded in languages other than English:
 - Provide a **Word document transcription** of the audio for translation into English.
 - Selected podcasts will include audio translations generated using **Artificial Intelligence (AI)**.
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4. Podcast Cover and Metadata

- **Cover Design:** The **IFCC** will provide a unified cover design for each year's podcasts.
- **Required Metadata:**
 - **Title:** Maximum of **200 characters**.
 - **Speaker Information:**
 - Title (e.g., Dr., Prof., etc.).
 - Full name.
 - Affiliation (Institution/Organization).
 - City and Country.
 - **Description:** While there is no strict length limit, aim for **no more than three lines**.
 - **Keywords:** Include relevant keywords in the description, if necessary.



- **Classification:** Podcasts will be categorized by the year of publication in the GMLW database.
 - **Promotion:** Podcasts will be actively promoted on social media platforms by the IFCC and GMLW.
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5. Patient Experience Integration

- Podcasts may include patient experiences to highlight the theme: “**Laboratories Save Lives.**”
- **Authorization Requirement:**
 - Obtain **written consent** from patients to share their experiences (if personal information or data is entertained).
 - Example consent form language:

“I agree to participate in the ‘World Week of Clinical Laboratory Professionals’ through my recording. I also agree that the video and audio may be distributed on social networks and may be modified for the same purpose by IFCC.”

- Ensure the patient’s signature is included.
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Submission:

- Submit audio files via email to *elisa.fossati@ifcc.org* or via WhatsApp through regional C-PR representatives.
 - Special submission platforms may be available for GMLW2025.
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Recognition and Rewards

- **Certificates:**
 - Each presenter will receive a participation certificate from IFCC.
 - Finalists and winners will receive additional certificates.
 - **Prizes:**
 - Top 12 finalists will be selected based on their impactful contributions to the theme.
 - From these finalists, 3 global winners will be awarded prizes.
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Promotion and Outreach

- Podcasts will be actively promoted through the IFCC Spotify Channel and social media platforms.

By adhering to these guidelines, contributors will help ensure the success of GMLW2025, showcasing the vital role of laboratory medicine in saving lives worldwide.

Key Reminders

- **Deadline:** (Date) Ensure timely submission of your podcast to participate.
- **Delaration of Result:** (Date)
- **Support:** For queries or technical assistance, contact your regional IFCC representatives or elisa.fossati@ifcc.org.
- **Stay Aligned:** Focus your content on the profound impact of laboratory medicine in saving lives.

We look forward to your contributions and to showcasing the vital role of laboratory medicine during **Global MedLab Week 2025!**

You can use these logos

