

Latest Generation Microscopes in HTS/HCS/HCA for live cell imaging in Cells and Tissue Based Assay

8th annual congress on Advances in Cell Based Assays returns to London in just 3 weeks time

LONDON, ENGLAND, UNITED KINGDOM, October 16, 2015 /EINPresswire.com/ -- From pioneering cell based models in drug discovery and multidimensional fluorescence imaging for HCA; through to formulations in assay development and future innovations; SMi's 8th annual [conference](#) on Advances in Cell Based Assays will gather an array of senior scientists from around the world to share their knowledge on the latest developments in 3D functional assays and phenotypic screening in just 3 weeks time.

Taking place on 10th and 11th November in Central London, attendees will have the opportunity to learn from industry specialists representing big pharma,

academia and biotech, through case studies and interactive debate.

Agenda Highlights:



There are tremendous improvements that are likely to occur in computational power to analyse the myriad of gene and protein interactions and how these relate to physiology of organisms...

Kings College London

1. AN ACADEMIC FOCUS:

This year's event will have an academic focus from those at the centre of pioneering research and will include; a keynote presentation from the Head of Stem Cells and Prostate Cancer from Kings College London; futuristic outlooks on fluorescence imaging from Imperial College London and Goethe University; case studies from the Head of Biology and Drug Discovery Unit at Dundee University and from the Principle Investigator of Drug Discovery at Edinburgh University; plus key considerations into population profiling and variable assessment through HTS methods from the University of Oxford.



SMi present the 8th annual conference...

Advances in Cell Based Assays

10 - 11 NOV
2015
LONDON, UK

www.cellbasedassay.co.uk

The poster features a central image of a glowing blue sphere with a red interior, resembling a cell or a microscopic view, set against a dark blue background with faint light trails.

2. AN EMPHASIS ON PRECISION MEDICINE:

In the era of precision medicine, Astra Zeneca's Director, Martin Main, will address delegates on cellular assays and reagents to propel oncology drug discovery projects and improve translation to patient. Industry insights on phenotypic screening will also be shared by Acetelion Pharma, UCB, Pfizer, Johnson & Johnson and GSK.

3. TROPICAL DISEASES!

New topics for 2015 include a featured presentation on phenotypic platforms for neglected tropical diseases in a presentation that will underpin novel drug targets and imaging analysis.

4. STRATEGIC GUIDANCE:

Novartis will provide strategic guidance for attendees looking to develop in vitro assays for target organ toxicity by examining biomarker validation and by evaluating drug induced mechanisms of toxicity.

5. FUTURE INNOVATIONS

The conference will end with a spotlight on future innovations in areas such as cellular pathways, 3D culture and gene editing.

This is just a snap shot of what will be covered in a few weeks. A full programme is available online at www.cellbasedassay.co.uk

Advances in Cell Based Assays
10-11 November 2015

The interactive [workshop](#) takes place on 12th November
Holiday Inn Kensington Forum, London UK
<http://www.cellbasedassay.co.uk>

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About SMi Group:

Established since 1993, the SMi Group is a global event-production company that specializes in Business-to-Business Conferences, Workshops, Masterclasses and online Communities. We create and deliver events in the Defence, Security, Energy, Utilities, Finance and Pharmaceutical industries. We pride ourselves on having access to the world's most forward thinking opinion leaders and visionaries, allowing us to bring our communities together to Learn, Engage, Share and Network. More information can be found at <http://www.smi-online.co.uk>

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