



YOUNG

Interview with Miika Palmu, Senior project manager, education

What is your name and where are you from?

My name is Miika Palmu and I'm geographically unstable! I was born in Hong Kong but I've lived in Finland, Hong Kong, Taiwan, Canada, the UK and now Belgium.

What is your job/what are your responsibilities at the European Society for Radiotherapy and Oncology (ESTRO) and how long have you worked at ESTRO?

I'm the Jack of all trades for the education team. I create and manage all the international courses and a whole bunch of the European courses too. I manage all things related to the Fellowship in Anatomical deLineation and CONtouring (Falcon) EduCase. I am also involved in all issues related to virtual courses and workshops. I am responsible for all the education digital technology. I work with the senior education manager and the education committee on the strategy of the ESTRO School. I am also involved in international relations with non-European national societies.

I've worked at ESTRO since 2011, so for about 11 years.

What is your education/background?

My education was in hospitality and tourism management.

Where did you work before ESTRO?

I primarily worked with Starwood Hotels and Resorts before I joined ESTRO. This work took me to cities such as London. In Belgium, I also worked at a bank.

How did you end up working for ESTRO?

Laura La Porta at the ESTRO office recruited me. She was already working for ESTRO at the time they were looking for a project manager. She knew about my hotel background and thought that I would be a good candidate for the Society.

What did you know about radiation oncology before you started at ESTRO?

NOTHING! I didn't even know that it existed as a medical field.

With how many other ESTRO staff do you liaise?

I liaise with everyone. I seem to have gathered information and knowledge about several things within ESTRO as I've been there for such a long time. Also, I've been involved in different projects other than those in education. Because I know a lot of things and because the projects we do are not always done by one department, I work at the crossroads of different kinds of projects. Also, education projects often include people who don't usually work in education but whose expertise is required for that project, e.g. the young committee.

What are the exciting new developments and projects that you are looking forward to at ESTRO?

I'm working on the creation of a virtual, on-demand, educational product line-up. The pandemic has shown that some education products can be held virtually rather than in person. This is especially helpful for people outside Europe who might not have the resources to attend an in-person event. People around the world would be able to attend a virtual ESTRO School event from the comfort of their homes. They get high-grade education while ESTRO's name is spread to all the four corners of the Earth. This line-up should be published in the next 12 months, so readers can look out for that information.



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