EUROPEAN LABORATORY DAY 2026



TOOLKIT

5 November | Celebrate with us!

EFLM
EUROPEAN FEDERATION OF CLINICAL CHEMISTRY AND LABORATORY MEDICINE

A MESSAGE FROM THE EFLM EXECUTIVE BOARD



TOMÁŠ ZIMA
EFLM PRESIDENT

"EFLM is proud to celebrate this special occasion and invites you all to join us on November 5th in highlighting the importance of our profession, which lies at the heart of every clinical decision.

Enjoy this toolkit and let it inspire you to create your own celebration and showcase the vital role of our profession."



MARIO PLEBANI
EFLM PAST PRESIDENT

"The pivotal role of Laboratory Medicine is still not widely recognised by the general public. We all have a role to play in raising awareness and helping people understand its value: we must transform Laboratory Medicine from a reactive model, based on reporting, into a proactive and predictive management of population health, thus implementing value-based Laboratory Medicine. Join EFLM and let this toolkit inspire you to organise an activity in your local community. Together, we can make a difference!"



DAMIEN GRUSON
EFLM PRESIDENT-ELECT

"Celebrating EuLabDay is a must if we want the essential contribution of Laboratory Medicine to healthcare to be recognised. Every diagnosis and therapeutic decision rely on accurate, timely and meaningful laboratory data. Celebrate with EFLM and let's make sure people know it!"



SNEŽANA JOVIČIĆ
EFLM EXECUTIVE BOARD SECRETARY

"Together with clinicians and other healthcare professionals, laboratory specialists provide essential data and expertise that underpin diagnosis, treatment and the care of every patient. Yet, our essential role often remains invisible to patients. Open your laboratory, invite people in and let them discover the people and expertise behind Laboratory Medicine. Celebrate EuLabDay 2026!"



MATTHIAS BAUER
EFLM TREASURER

"Join the European celebration of EuLabDay 2026, organised by EFLM!

Open your laboratory doors, share your passion and spread the word on social media. Together, let's celebrate the people, knowledge and dedication behind Laboratory Medicine!"



ANNE STAVELIN
EFLM EXECUTIVE BOARD MEMBER-AT-LARGE

"European Laboratory Day is a wonderful opportunity to celebrate the people behind Laboratory Medicine whose knowledge, dedication, and care make a difference to patients' lives every day. It is a moment to recognize and thank all professionals and partners who contribute to advancing health and well-being across Europe through their commitment and expertise."



ABDURRAHMAN COSKUN
EFLM EXECUTIVE BOARD MEMBER-AT-LARGE

"Celebrate the EuLabDay 2026 and make our profession visible! Looking for ideas? Explore the EuLabDay 2026 Toolkit and find inspiration to engage your community and showcase the vital role of Laboratory Medicine."

FOREWORDS



TARA ROLIĆ

CHAIR, EFLM DIVISION
COMMUNICATION

Welcome to European Laboratory Day 2026.

This year, under the theme Leaders in the Lab, we celebrate the people whose expertise, dedication and leadership shape Laboratory Medicine every day.

Across Europe, Laboratory Medicine professionals guide clinical decisions, advance research, and help deliver better care. European Laboratory Day is our opportunity to make that contribution visible. It is also a moment to recognise one another: to celebrate the many different skills within our profession and the shared purpose that unites us.

This toolkit provides practical ways for laboratories, national societies, EFLM groups and individual professionals to take part.

Please use the campaign graphics, share your own story, recognise a colleague and invite your networks to join the celebration on 5th November.

However you lead, your contribution matters. One profession. Many talents. Together, we make Laboratory Medicine stronger.



MONICA DUGAESESCU

CHAIR, EFLM COMMITTEE
YOUNG SCIENTISTS

European Laboratory Day is an important opportunity to celebrate the expertise, dedication and diverse contributions of Laboratoy Medicine professionals across Europe.

This year, the EFLM Young Scientists Committee has reached out to the diverse community of Young Scientists in Laboratory Medicine to identify inspiring examples from across the profession. These stories demonstrate the many ways young people are already leading, from advancing research and improving practice to mentoring colleagues, supporting collaboration and helping others understand the value of Laboratory Medicine.

By sharing these examples, we hope to recognise the people behind the profession, inspire others and show that leadership can take many different forms, at every stage of a career.

I hope this toolkit helps you celebrate the leaders in your laboratory and share their contributions with the wider European Laboratory Medicine community.

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INTRODUCTION TO EUROPEAN LABORATORY DAY

On 5th November 2026, the European Federation of Clinical Chemistry and Laboratory Medicine (EFLM) will celebrate European Laboratory Day.

European Laboratory Day recognises the expertise, diversity and contribution of Laboratory Medicine professionals. Across diagnostics, research, education, quality, innovation and public engagement, their work supports clinical decisions and improves patient care.

Each European Laboratory Day builds on the celebrations that came before it, bringing the Laboratory Medicine community together around a shared theme. Last year's theme spotlighted laboratory professionals as the heart of European healthcare and their vital role in the system. In 2026, Leaders in the Lab turns the spotlight towards the many people and talents shaping the profession.

EFLM is also placing a special spotlight on Young Scientists. Their fresh ideas, discoveries and commitments are helping shape the future of Laboratory Medicine, showing that leadership can begin at any stage of a career.

This toolkit provides campaign graphics, social media assets and simple activities to help organisations, teams and individuals celebrate the people behind Laboratory Medicine.



HOW TO USE THIS TOOLKIT

1 DOWNLOAD

Choose the materials you want to use and look for the active download buttons

2 GET INSPIRED AND TAKE PART

Use the ideas and suggested copy as supplied, or adapt them for your laboratory, organisation or local community

3 SHARE AND CONNECT

Post your celebrations using #EULabDay2026, #LeadersInTheLab and #EFLM

Some materials are available in printer-friendly or adaptable formats



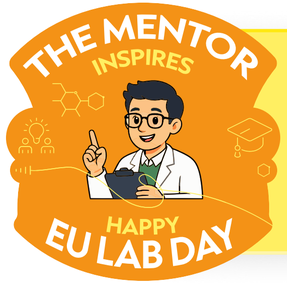
THE 2026 THEME

LEADERS IN THE LAB

Leaders in the Lab celebrates the many ways Laboratory Medicine professionals make a difference. Leadership is not defined by seniority or job title. It can be found in a new discovery, a mentoring moment, a successful collaboration, clear communication or a commitment to protecting quality.

The campaign brings these contributions to life through six complementary Leader characters. They are not fixed categories or job titles, and many people will recognise themselves in more than one.

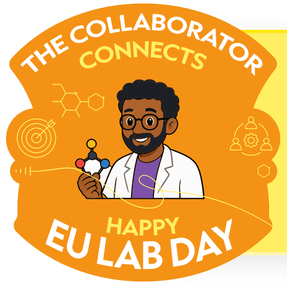
Together, they represent the breadth of talent and collective strength within Laboratory Medicine.



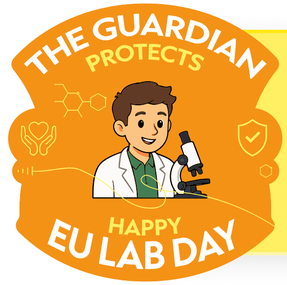
Shares knowledge, creates confidence and helps others to develop



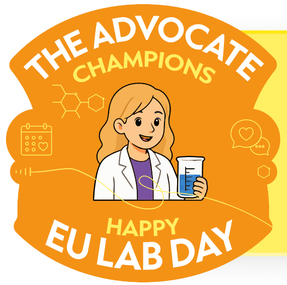
Asks new questions and advances knowledge, evidence and discovery



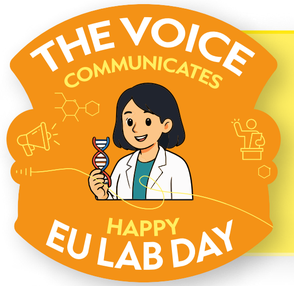
Connects disciplines, organisations and people to achieve more together



Protects quality, safety, standards and trust in Laboratory Medicine



Drives recognition, participation and positive change within EFLM, healthcare systems and wider profession



Makes Laboratory Medicine understandable and visible through education and public engagement

1

DOWNLOAD YOUR CAMPAIGN MATERIALS



SPOTLIGHT ON OUR PROFESSION:

SOCIAL GRAPHICS FOR EUROPEAN LABORATORY DAY

Social media makes it easy for every laboratory professional to participate - whether you work within a large team, a smaller service or independently.

Download the campaign graphics, add your own message and share your celebration on 5th November. Together, these posts will help make the people and contribution of Laboratory Medicine more visible across Europe.

Share the celebration on LinkedIn, Instagram and Facebook

Use LinkedIn, Instagram and Facebook to recognise the people who make a difference across Laboratory Medicine and show your wider professional network how you are celebrating European Laboratory Day.



CAMPAIGN HASHTAGS

#EULABDAY2026
#EFLM
#LEADERSINTHELAB

Use the official campaign hashtags in every European Laboratory Day post. This will help EFLM find and share your content and bring celebrations from across Europe together in one conversation.



Download

WHAT

The European Laboratory Day logo combines a laboratory flask and barcode, reflecting the precision, traceability and reliability at the heart of Laboratory Medicine. Barcodes support the accurate identification and tracking of samples throughout the laboratory process.

HOW

Use the official logo across websites, social media, presentations, posters and event materials. Do not crop, recolour or alter the logo.

EMAIL BANNERS AND POSTERS

READY-TO-USE

Add it to your email signature

Help raise awareness of European Laboratory Day with every email you send.

1. Download the email-signature banner and save it to your computer.
2. Open your email settings and find the Signature section.
3. Insert the banner beneath your existing contact details.
4. Save your changes and send yourself a test email to check that the banner and link display correctly.

Bring European Laboratory Day into your workplace
Download and print the posters, then display them in your laboratory, staff area or noticeboard to help raise awareness and encourage colleagues to join the celebration.

Posters



Download

Editable poster



Download

Email banner



Download

SAVE THE DATE

Social post for LinkedIn, Facebook, or Instagram



Download

Instagram story



Download

COUNTDOWN TO LAUNCH

One month to go 5th October



Download

2 weeks to go 22nd October



Download

7 days to go 29th October



Download

Tomorrow 4th November



Download

Today 5th November



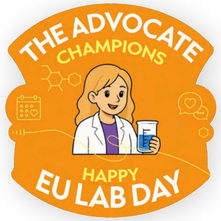
Download

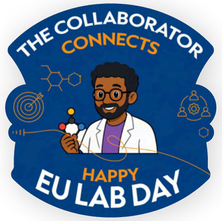
2

GET INSPIRED AND TAKE PART



ONE PROFESSION. MANY TALENTS.







Download your individual stickers







Download your team stickers

DOWNLOAD AND SHARE YOUR WHATSAPP GRAPHICS

1. Choose your favourite Leader in the Lab graphic.
2. Download the image and save it to your phone.
3. Open WhatsApp and select the conversation or group where you would like to share it.
4. Tap the attachment or photo icon and select the downloaded graphic.
5. Add your own message and send it to colleagues and professional networks.

Suggested message:

I'm celebrating the [Mentor/Voice/Researcher/Collaborator/Advocate/Guardian] this European Laboratory Day. Which Leader in the Lab are you? Explore all six and discover more ways to take part: EU Lab Day website

ONE PROFESSION.
MANY TALENTS.

WHAT

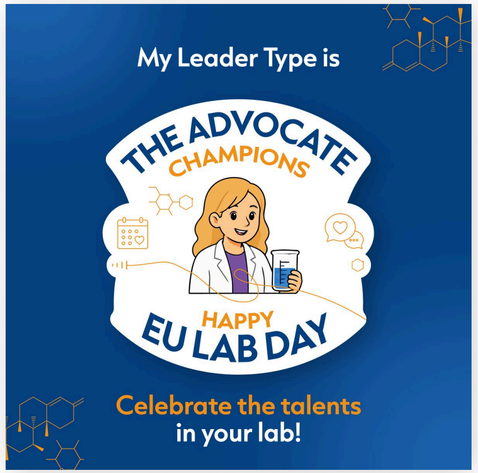
The six Leaders in the Lab characters celebrate some of the many skills that make Laboratory Medicine, and the people within it, so extraordinary. From mentoring and research to collaboration, advocacy, communication and quality, every contribution helps move the profession forward.

HOW

Download and share the graphics or WhatsApp graphics that celebrate the skills you bring, or recognise those you value in a colleague. You do not need to choose just one. Share as many as feel relevant and tag colleagues whose talents deserve celebrating.



Download



Download your leader type

BRING EUROPEAN LABORATORY DAY TO LIFE

Celebrate with your colleagues and community - in the laboratory and beyond.

Share your celebration
Remember to take photos and share them on social media using #EuLabDay2026, #LeadersInTheLab and #EFLM.

SHOW AND INSPIRE

Host a laboratory tour, open day or student visit

- Lab tour
- Open day
- Future lab heroes



LEARN AND ENGAGE

Run a lecture, workshop, quiz or team discussion

- Lunch and learn
- Lab quiz
- Expert talk



SHARE AND CONNECT

Capture your celebration through photographs, videos or team stories

- A day in the life
- Behind the scenes
- Team stories



COLLABORATE AND CELEBRATE

Bring colleagues together through mentoring, recognition or a shared activity

- Mentoring exchange
- Recognise a colleague
- Team activity



3

SHARE AND CONNECT



LOOK OUT FOR EFLM'S INSTAGRAM STORIES

RECOGNISING THE LEADERS IN OUR LABS

On 5th November, EFLM will publish a series of Instagram Stories inviting laboratory professionals to recognise the Leaders in their Lab.

Look out for the "Add Yours" sticker on @eflm_official. Tap the sticker to add your own photograph and continue the story across Europe.

You will be invited to share:

- Yourself, your team or colleagues
- A mentor who has helped you
- Someone who inspired you to pursue Laboratory Medicine

Follow @eflm_official and look out for the prompts on 5th November.



1 WATCH ELFM'S STORIES

Head to @eflm_official on Instagram on 5th November and find the European Laboratory Day prompts.

2 TAP "ADD YOURS"

Select the prompt you would like to answer and tap its "Add Yours" sticker

3 ADD YOUR PHOTOGRAPH

Head to @eflm_official on Instagram on 5th November and find the European Laboratory Day prompts.

4 SHARE YOUR PHOTO

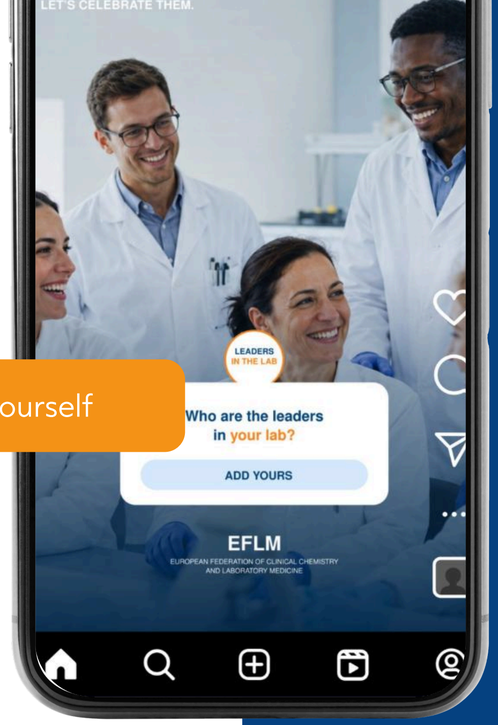
Be sure to tag @eflm_official and share it to your story

JOIN THE EUROPEAN LABORATORY DAY STORY

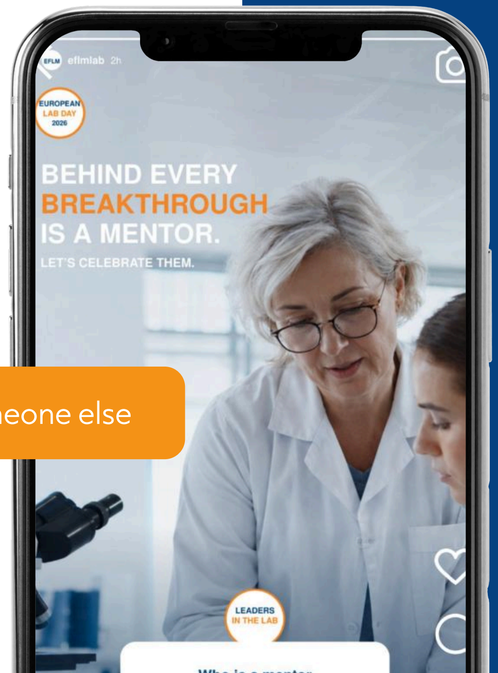
STEPS: OPEN EFLM'S STORY; TAP ADD YOURS; UPLOAD AND TAG EFLM.

Choose which prompt you want to share, click add yours and choose a clear picture to add to your story.

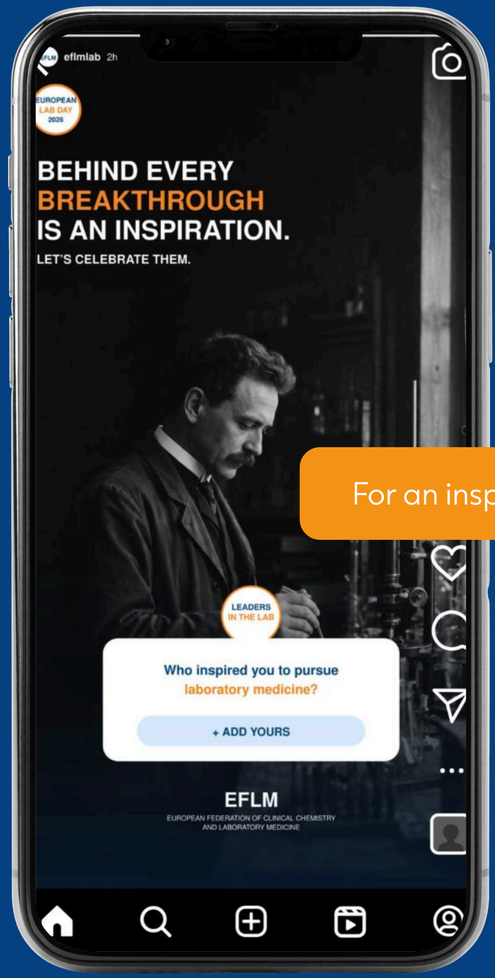
For yourself



For someone else



For an inspiration



ON THE DAY PARTICIPATION

Leadership in Laboratory Medicine takes many forms. On 5th November, EFLM will invite the community to celebrate the qualities and talents that make someone a great leader in the lab.

HOW TO TAKE PART

1. **LOOK OUT FOR THE POST ON EFLM'S OFFICIAL INSTAGRAM, LINKEDIN AND FACEBOOK**
2. **COMPLETE THE SENTENCE IN THE COMMENTS**
3. **TAG A COLLEAGUE WHOSE SKILLS DESERVE RECOGNITION**

Or take part your own way
Write your answers on individual pieces of paper, hold them up and take a photo. Tag EFLM or send your photo to eflm@eflm.eu for the chance to be featured across EFLM's European Laboratory Day communications.



SNAP, SHARE, SHOWCASE

LET THE WORLD SEE YOUR LAB IN ACTION

Whether you're passionate about demonstrating the capabilities of your laboratory, showcasing what you do, or simply just excited to engage with the public - we'd love to hear about your participation.

Share your experiences with photos, videos, and reports, and let the world see what makes your profession so special.

Make sure to send your content via this form by 15th November.

The best entries will be published in the December issue of the EuroLabNews.

LET'S MAKE EUROPEAN LABORATORY DAY BIGGER AND BETTER TOGETHER!



SCAN ME

CONTACT US

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5TH NOVEMBER

