**3rd Generation CCC Clinic**

**Objective**

To cross sell various Eppendorf products that are related to cell culture applications via a combination of informative and helpful seminars and product demos.

**Target Group**

This clinic is targeted at cell culture scientists from any universities, institutes, related industries or organizations.

**Clinic Content**

There are two seminars in this clinic but depending on the time availability and the interest of the customers, either one of the seminar topics can be presented. Priority is given the to the cell based assay seminar.

1. **Preventing and Dealing with Contamination in Cell Culture: A Never-ending Challenge**

**Synopsis**

Not since the first tissue culture was successfully cultured in vitro in the 1910s have we been able to prevent contamination from happening in a lab even in this day and age. On a worldwide scale, there are still many cell culture related papers being retracted regularly due to either problems of cell to cell contamination or contamination of mycoplasma that resulted in invalidated findings. Unfortunately the problem is often caused by human error and carelessness. This is due to either the lack of proper aseptic techniques or certain habits that are long established and passed down from a senior to a junior. Cell culture work is not an art form but a strict regimen of rules and techniques that need to be observed carefully and mindfully. In this seminar the focus will be on types of microorganism contamination that often plagued cell culture experiments, cell to cell contamination and handling mycoplasma contamination.

1. **Meeting the Challenges of Cells-Based Assays**

**Synopsis**

Cell-based assay is a powerful tool in experimental biology. There are various cell based assay methodologies used today which are versatile enough to suit different research needs. When managed with vigilance, these assays are able to generate very good reproducible data in order to obtain accurate information. However, discrepancies can easily occur which give rise to head scratching results. These can be easily avoided by firstly understanding which methodology is best for you and secondly by utilising good techniques and appropriate tools. In this seminar, we will discuss the use of different methodologies in cell based assays and the most practical consideration and tips for a successful implementation of your assay.

The first seminar is flexible enough to be between 30 minutes to 70 minutes depending on the time frame allocated. The second one which is the focus for this clinic is about an hour.

Another component of the clinic content is the showcase of various Eppendorf products. Depending on the products, each one has their rightful place in a cell culture workflow that helps the users in one or more ways:

1. Prevent or minimize chances of contamination through product design of our liquid handling tools, consumables, mixers and CO2 incubators
2. Improved handling and convenience through product design of our liquid handling tools and consumables
3. Minimize sample loss with LoBind technology
4. No identifiable leachables to interfere subsequent downstream applications of cell culture
5. Improve security, reproducibility and consistency of the plate assays with our liquid handling tools, centrifuges and mixers.