

2-4 November 2026
Dom Pedro Lisboa Hotel
Lisbon, Portugal

Medical Meetings Mastered

Accredited, Educational Sessions

Day 1 - Monday, 2 November 2026

PRE-CONFERENCE CERTIFICATE PROGRAM: Medical Meeting Planners Certificate (MMP)*

Corporate Planner Summit OR Third-Party Strategy Session OR Hello Huddle & Orientation

Opening Remarks

The Patient Experience, Up Close — A Personal Story of Cancer, Care, and Clinical Trials

From Observation to Impact — Understanding the Patient Voice at Meetings

Day 2 - Tuesday, 3 November 2026

Conference Producer and Co-Chair's Opening Remarks

Designing for the Predictably Irrational — Behavioral Insights to Improve Event Engagement

State of the Industry — Navigating Geopolitical, Economic, and Operational Uncertainty

HCP Engagement — Regulations, Trust, and Practical Realities Across EMEA

Congress Playbook OR Leading Successful Partnerships

HCP Intelligence OR Stepping into Strategic Leadership

AI in Meetings & Events — From Exploration to Practical Application

Compliance and Technology — Managing Complexity at Scale

Day 3 - Wednesday, 4 November 2026

Conference Producer and Chair's Remarks

My Event Is Over — Now What? Measuring Impact, ROI, and Value

Procurement, Contracting, and Partnerships — Aligning Value Across Stakeholders

AI and Commercial Models — Rethinking Value, Fees, and Expectations Through the Event Development Cycle

Safety and Security — Planning for Risk in an Uncertain World

Future Proofing the Meeting Function — Skills, Roles, and Talent in a Changing Pharma Landscape

CERTIFICATE PROGRAM: Healthcare Meeting Compliance Certificate Program (HMCC)*

**Additional fee to participate*

Total Available CMPs:

Start Time	End Time	Session Length	Available CMP Credits
10:00 AM	2:00 PM	4:00	4.00
2:00 PM	3:00 PM	1:00	1.00
3:30 PM	3:45 PM	0:15	0.25
3:45 PM	4:15 PM	0:30	0.50
4:15 PM	5:00 PM	0:45	0.75
9:30 AM	9:45 AM	0:15	0.25
9:45 AM	10:30 AM	0:45	0.75
11:00 AM	11:45 AM	0:45	0.75
11:45 AM	12:30 PM	0:45	0.75
1:30 PM	2:15 PM	0:45	0.75
2:15 PM	3:00 PM	0:45	0.75
3:30 PM	4:15 PM	0:45	0.75
4:15 PM	5:00 PM	0:45	0.75
9:30 AM	9:45 AM	0:15	0.25
9:45 AM	10:30 AM	0:45	0.75
11:00 AM	11:40 AM	0:40	0.67
11:40 AM	12:20 PM	0:40	0.67
1:30 PM	2:15 PM	0:45	0.75
2:15 PM	3:00 PM	0:45	0.75
12:45 PM	5:00 PM	4:15	4.25
With MPI Certificate Program Add-Ons			18.58
Without MPI Certificate Program Add-Ons			11.83