

# Pharma Forum

Fueling the Future of Pharma Meetings

Challenge conventions, change perspectives and conquer compliance hurdles to shape your pharma meetings and events.

March 23-26, 2025

The Westin Copley Place • Boston, MA

## Conference Co-Chairs:



**Natascha Williams**

Customer Success Manager,  
Meetings & Incentives  
Worldwide, Inc.



**Becky Cavanaugh,  
HMCC**

Director of Operations,  
MGME



**Brittany Smiley,  
MBA, CMP**

Managing Director,  
Cornerstone Collaborative



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# ABOUT PHARMA FORUM

Backed by two decades of industry expertise, Pharma Forum convenes hundreds of planners within the life sciences community representing bio/pharma, medical device, generics, associations, third-party and more! Pharma Forum empowers attendees with action-driven dialogue and pivotal insights delivered by the foremost authorities in meeting planning within the industry, delivering real-time perspectives into a dynamic and unpredictable landscape.

## On Average, Our audience is Comprised of..



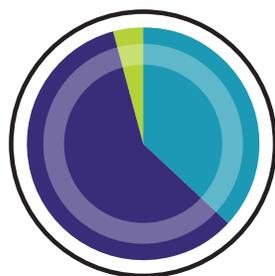
250

Corporate and Third-Party Companies



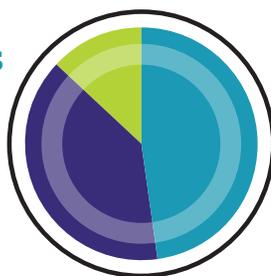
50+

Expert Speakers



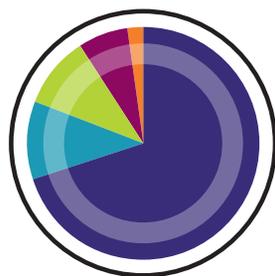
### Types of Meeting Planners

- 59% Third-Party
- 37% Corporate
- 4% Association



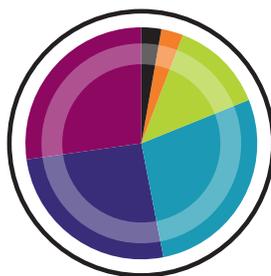
### Job Titles

- 48% Director or Above
- 37% Manager
- 13% Non-Manager



### Supplier Breakdown

- 70% Hoteliers
- 11% CVB/DMO/DMC
- 10% Technology
- 7% Experimental Marketing/Production
- 2% Other



### Size of Meetings

- 3% 10,000+
- 3% 5,001-10,000
- 13% 1,001-5,000
- 28% 201-500
- 26% 501-1,000
- 27% 51-200

## Get Social With Us #PHARMAFORUM



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# WHY ATTEND?

Dear Colleagues,

For over 20 years, Pharma Forum has served as the premier gathering for meeting and event professionals in the life sciences industry. Recognizing your demanding schedule and how much you benefit from educational and networking opportunities onsite, we have fine-tuned the schedule and onsite experience to better accommodate your wants and needs. This year's theme is Challenge. Change. Conquer. There is so much happening in this world — both professionally and personally — and it's moving so quickly. New technology, shifting budgets, staffing challenges, climate change concerns, neurodiverse populations.

With this year's event, we've designed a program with content, activations, and service providers to help you achieve project efficiency and effectiveness, while growing and supporting your career so you can tackle your **challenges**, embrace the **change**, and **conquer** it all! What's in store for 2025:

- Three tracks dedicated to your role level: fundamentals, intermediate, senior level (for those with 10+ years' experience)
- 2025 industry benchmarking report on medical meetings trends
- Interactive roundtables to dive deep into how to use AI tools for event and meeting planning processes
- Panel where you'll hear straight from the source — the procurement source that is!
- Session on how to effectively analyze and report data to your stakeholders
- Case Study on SMMP
- Interactive session #WWPMPD (What Would a Pharma Meeting Planner Do): Real Stories and Expert Solutions
- Ample breaks for mental and physical rejuvenation (or to catch up on work)
- Extended networking hours and dedicated blocked hours for appointment times
- And much more!

Plus, our world-class content includes many of the topics requested annually, such as the HCP Panel, the Hotel Ownership Panel, the Senior Corporate Planner Summit, the Senior Third-Party Planner Strategy Session, the Medical Meeting Planner and Healthcare Meeting Compliance Certificate Programs and much more. See you soon!

Kind Regards,

Danica Schroth, Conference Director, **Informa Connect**

Lily Nagy, Conference Producer, **Informa Connect**



**ADVANCE YOUR CAREER**  
**CMP Credits Available**

## Our sincere gratitude to the 2025 Advisory Board Members who helped shape the content of this year's program

Vanessa Bass, CMP, MMP, HMCC, Founder, Global Events Specialist, **Foresight Management Group**

Jennifer Capurso, Senior Marketing Manager, Tradeshows and Events, **GE Healthcare**

Becky Cavanaugh, HMCC, Director of Operations, **MGME**

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Natascha Williams, Customer Success Manager, **Meetings & Incentives Worldwide, Inc.**

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Luis Cortes, Congress and Events Excellence Consultant, **ZS**

Sylvie di Guisto, International Keynote Speaker

Carine Desroches, Meetings & Events Director, **National Kidney Foundation**

Zilla Dias, Consultant – Meetings, Events & Travel, **DBS Inc**

Liz Dodson, Congress Practice Area Lead, **BCD Meetings & Events**

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Grace Eline, Cancer Survivor & Founder, **WITH Grace Initiative**

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Andrew Hoag, MMP, HMCC, Procurement Category Manager – Commercial Meetings & Events, **Biogen**

Gavin Houston, Head of Global Meetings & Events, **AstraZeneca**

Donna Jeffers, Sr. Manager, Marketing Operations & Commercial Excellence, **Akebia Therapeutics**

Michelle Kaminski, Global Meetings & Events Director, Global Medical and R&D, **AstraZeneca**

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MaryGrace McCaffrey, EVP Commercial, **HM alpha Hotels & Resorts**

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Tori Mercun, Senior Account Manager, **Infinix Global Meetings and Events**

Pierre Metrailler, CEO, **SpotMe**

Darim Mohammed, Senior Global Account & Operations Director, **BCD Meetings & Events**

Karine Moreau, Senior Director, Commercial Excellence, **Akebia Therapeutics**

Todd Moritz, Vice President Event Technology, **Bishop-McCann**

Cheyenne Nelson, HMCC, MMP, Director, Strategic Accounts, **MGME**

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Shantee Proctor, CMP, HMCC, Senior Project Analyst, **Working in Pharma**

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Stephanie Russo, HMCC, Global Account Executive, Global Sales, North America, **Marriott International**

Sarah Sagorsky, MPAS PA-C, PA, Oncology, **Sidney Kimmel Comprehensive Cancer Center**

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Polina Suchanek, Pharma Events Professional, **Independent Consultant**

Alex Taylor, MS, PA-C, Orthopedic Spine Surgery, **OrthoIndy**

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Annelie Wambeek, DEIB Trainer, Speaker & Facilitator, **Annelie Wambeek Consultancy**

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## Educational Advancement Partner



Meeting Professionals International (MPI) is the largest meeting and event industry association worldwide. The organization provides innovative and relevant education, networking opportunities and business exchanges, and acts as a prominent voice for the promotion and growth of the industry. MPI has a global community of 60,000 meeting and event professionals including more than 17,000 engaged members and its Plan Your Meetings audience. It has more than 90 chapters and clubs in 24 countries. [www.mpiweb.org](http://www.mpiweb.org)

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## ARE YOU A MARKET LEADER?

Showcase your solutions to a qualified audience of decision-makers seeking compliant venues, innovative solutions, and customized services for more effective events. Collaborate with us to tailor sponsorship opportunities to align with your business development, lead generation and networking objectives. Pharma Forum hosts the highest concentration of senior decision makers in the industry – don't miss this opportunity to reach your ideal audience.

To begin building your custom sponsorship program today, please contact:



**Sponsorships**  
**Steve Markos**  
 212-600-3439  
[steven.markos@informa.com](mailto:steven.markos@informa.com)



**Exhibitors**  
**Karen Hanover**  
 617-290-6113  
[karen.hanover@informa.com](mailto:karen.hanover@informa.com)

# AGENDA

## PRELUDE ACTIVITIES SUNDAY, MARCH 23, 2025

\*All times EDT

10:30 AM-7:00 PM	<b>Conference Registration Open</b>	
11:00 AM-3:00 PM	<b>View Boston Excursion Hosted by: </b> View Boston is a 360-observation deck offering breathtaking and orienting views from high above the heart of Boston. This excursion includes General admission and lunch. Registration required — seats are limited! For more information visit the <a href="#">Onsite Experience Page</a> on our website.	<b>Private Tour of the Museum of Fine Arts with Cambridge Historical Tours Hosted by: </b> This excursion explores the Art of Europe Tour which highlights the Koch Gallery, Claude Monet, Edouard Manet and Pablo Picasso and includes food and beverage in their outlets. Registration required — seats are limited. For more information visit the <a href="#">Onsite Experience Page</a> on our website.
11:45 AM-3:45 PM	<b>Medical Meeting Planners Certificate (MMP)* Hosted by: </b> As a result of COVID, the great resignation, talent loss, talent shifts, inflation, emotional and physical burnout, customer behavior change and other factors, there are many new planners who need to be professionally trained on the science of planning medical meetings. Experienced planners may also need to upskill their education. The healthcare world can be complex and confusing, and having the Medical Meeting Planning (MMP) Certificate can mitigate risks and consequences. An individual who obtains their MMP certificate is someone with knowledge of relevant planning, terminologies, processes, and compliance regulations for healthcare meetings. Knowledge and expertise in basic medical meeting planning will assist in understanding and practical operations sufficient to assist the meeting professional in understanding and addressing obligations and skills. You'll Be Able to: <ul style="list-style-type: none"><li>• Understand what qualifies as a medical meeting</li><li>• Learn the steps of planning medical meetings</li><li>• Execute areas of planning medical meetings, including sourcing, transportation, food and beverage, speakers, tradeshow and exhibits and production</li><li>• Develop budgets, billing and analytics associated with planning medical meetings</li><li>• Discuss producing virtual and hybrid medical meetings</li><li>• Determine how sustainability, safety procedures and best practices play a role in planning medical meetings</li><li>• Learn the role of compliance and ethics in planning medical meetings</li></ul> Course Preparation: Registrants must purchase "How to Plan Medical Meetings and Events" in order to attend the course. Pre-reading this book prior to the course is recommended. Books must be purchased here. Print book costs \$85 and eBook costs \$80. *Additional fee to participate in this program <i>Michael Mahoney, Strategic Events Leader</i> <i>*Additional fee to participate in this certificate program — Registrants must purchase "How to Plan Medical Meetings and Events" in order to attend the course. Pre-reading this book prior to the course is recommended. Books must be purchased here. Print book costs \$85 and eBook costs \$80.</i>	
2:00 PM-3:30 PM	<b>Healthcare Meeting Compliance Certificate (HMCC) Refresher Course*</b> Your HMCC certificate is valid for two years, requiring a refresher course to maintain. MPI requires all current HMCC holders to attend a refresh course at the two-year anniversary of their class date. The HMCC Refresher course was developed to keep our Healthcare Meeting Compliance Certificate recipients abreast of constantly changing healthcare meeting compliance regulations, cross-border compliance, CMS Open Payments changes and updates, the EFPIA Disclosure Code, and other healthcare trends. Prerequisites for certificate extension are: <ul style="list-style-type: none"><li>• Must attend the required webinar in the notification period sent to you by MPI</li><li>• Must validate current contact information</li><li>• Must register and make payment fees to MPI</li></ul> <i>Megan Higgins, CMP, DES, HMCC, MMP, Senior Congress Manager, Pharma Operations, ITA</i> <i>*Additional fee to participate in this program</i> 	
3:00 PM-4:00 PM	<b>Afternoon Networking Break</b>	

4:00-6:00 PM

### Senior Corporate Planner Summit

This summit is designed for senior corporate meeting management professionals within the life sciences industry. Eligible attendees must have at least 10 years of meeting management experience and at least 8 years within the pharmaceutical/biotechnology and medical device industries. *\*Final eligibility approval is at the discretion of Informa.*

This exclusive pre-conference benchmarking summit is the critical starting point for senior corporate planners at Pharma Forum. Join this collaborative session with fellow senior meeting managers to interact in this agile learning session sharing experiences, brainstorming solutions to common challenges, and benchmarking on the below topics.

- Explore best practices for risk, safety, and security management
- Effectively manage travel expectations and timelines
- Share innovative experiences with various event technologies
- Address supply chain challenges
- Discuss methods to demonstrate ROI and translate metrics into actionable insights
- Identify best practices for managing supplier relationships

*Colleen McQuone, HMCC, Strategic Meeting Solutions Lead, Immunology, UCB, Inc.*

*Jeffrey Cesari, Director, Meeting Services, Strategic Event Services, Genentech*

*Valli Chapjian, Director, Global Meetings and Events, Alexion Rare Disease*

### Senior Third-Party Planner Strategy Session

This summit is designed for senior meeting management professionals employed by a third-party/events management agency or independently employed. Eligible attendees must have at least 10 years of meeting management experience and at least 5 years working with clients from the pharmaceutical/biotechnology and medical device industries. *\*Final eligibility approval is at the discretion of Informa.*

Take part in this knowledge exchange session to connect on key issues facing third-party planners working in the life sciences industry. Key topics of discussion include:

- Communicating budget challenges to leadership teams internally and with clients, including higher costs from external partners and client-side budget cuts
- Marketing strategies to attract new clients and establish initial connections
- Developing effective Service Level Agreements (SLAs)
- Creating a successful partnership model
- Client management strategies: managing challenging client practices, building partnerships, and demonstrating ROI
- Navigating resource management
- Achieving and maintaining preferred provider status
- Discussing changes in funding models and how independent and third-party planners are adapting
- Identify compliance challenges across clients

*Liz Graves, CMP-HC, HMCC, Implementation & Process Manager, Meetings & Incentives Worldwide, Inc.*

*Brittany Smiley, MBA, CMP, Managing Director, Cornerstone Collaborative*

### Hello Huddle & Orientation: Everything you need to know to make the most out of your Pharma Forum experience

Whether it's your 1st time or 5th time, this orientation and networking event is a must-attend. Gain tips on how to make the most out of your Pharma Forum experience through the unique nature of this conference, network and connect with our fun activities and keep your eye on key takeaways to be gained.

- What to expect
- Navigate the agenda — How to choose the best sessions for you
- Understand the appointment set up process
- Exhibit hall and layout guide
- Learn about our CSR activities and Sustainability Efforts Onsite
- Review of the conference app
- The Power of Relationships and Mastering the networking game

*Cheyenne Nelson, HMCC, MMP, Director, Strategic Accounts, MGME*

*Mozelle Goodwin, CMP, HMCC, MMP, Principal/Owner, Global Rendezvous, LLC*

*Stephanie Russo, Global Account Executive, Global Sales, North America, Marriott International*

6:15-7:15 PM

### Opening Welcome Reception Hosted by:

*Open to Corporate, Third-Party and Association Planners*

**IHG**

HOTELS & RESORTS

7:30-8:30 AM

Networking Breakfast and Appointment Time in the Exhibit Hall Hosted by:



8:35-9:15 AM

●●● **OPENING KEYNOTE ADDRESS**  
●●● **The Power of Choice**

*Sylvie di Giusto, International Keynote Speaker, Author*

9:15-9:25 AM

**Welcome to Pharma Forum 2025**

*Danica Schroth, Conference Director, Informa Connect*  
*Lily Nagy, Conference Producer, Informa Connect*

9:25-9:55 AM

**Speaker Meet and Greet & Behind the Scenes Construction Zone Break!**

9:55-10:05 AM

Energizer Hosted By: songdivision®

10:05-10:10 AM

**Day One Co-Chairs' Opening Address**

*Becky Cavanaugh, HMCC, Director of Operations, MGME*  
*Natascha Williams, Customer Success Manager, Meetings & Incentives Worldwide, Inc.*  
*Brittany Smiley, MBA, CMP, Managing Director, Cornerstone Collaborative*

10:10-10:20 AM

**Titanium Sponsor's Welcoming and Opening Remarks**

*Hayley Grimes, Senior Director, Global Sales, Marriott International*

10:20-11:10 AM

**Cultural Awareness and Inclusivity in the Expanding Global Meetings World**

Understanding the cultural awareness of the global internal and external colleagues you work with, the HCPs and delegates you are planning for, and the local community of people for the venue you are hosting the event at are important to a successful meeting. With the changing social and political climate, it's even more crucial to be inclusive, aware and respectful of cultures than ever before. Join this session to learn some tips, strategies and resources on how to apply cultural awareness to your meetings in a seamless way.

*Annelie Wambeek, DEIB Trainer, Speaker and Facilitator*

11:10-12:05 PM

**Luminary State of the Industry Address: What are the Political, Technological, and Economical Impacts on the Healthcare Meetings Industry**

During this discussion, we'll explore potential affects to our industry with the incoming administration, the return of experienced planners to the workforce and provide updates on recruitment trends in the third-party sector. Topics may include economical and/or regulatory impacts on the healthcare and pharmaceutical industries, market shifts in the hotel and travel sectors, emerging technologies - all highlighting how these changes could affect meetings and events.

*Jessie States, CMP, CMM, Vice President, MPI Consulting, Meeting Professionals International*  
*Nik Pereira, Senior Vice President, Sales & Service, Meet Boston*  
*Mike Ruocco, CMM, Chief Executive Office & Founder, innoVia*  
*Afeef Khalil, Regional Vice President, Enterprise Solutions, Cvent*  
*Stephanie Bertrand Grey, CMP, SVP, Sales and Strategy, Unbridled*

12:05-2:05 PM

Networking Breakfast and Appointment Time in the Exhibit Hall Hosted by:



## CUSTOMIZE YOUR LEARNING BASED ON EXPERIENCE LEVEL (Select one session)

2:05-2:50 PM

### TRACK A: Fundamentals

#### A1 Let's Get Neuro-Spicy! Being Open and Inclusive to the Masses

Choose your own adventure with a table host to learn top tips and trends to support the diversity of your delegates and stakeholders at your meetings:

- **Neurodivergence Awareness:** Gain insights into neurodivergence and how to create inclusive meetings that support diverse cognitive profiles
- **Allyship:** Learn some top tips and best practices to support allyship during your meetings and events
- **Diversity & Belonging**

*Michelle Shannon, Director, Meetings Management, Novo Nordisk*

*Becky Basile, Founder and CEO, LogiPlan, Global Meetings and Events*

### TRACK B: Intermediate

#### B1 Benchmark Report 2025: Medical Meetings Industry Trends

It's been 8+ years since we've done a comprehensive benchmarking report on the industry, and as we all know, so much has happened! Engage with industry experts and peers in a lively discussion about the implications of the report's findings, as we offer a detailed analysis of industry standards and performance metrics on things like:

- New white labeled meal caps averages (compared to the last report)
- Top challenges your peers are facing, what role handles TOV
- How often meetings are bringing in patient experience now
- Lingering effects from the virtual meeting boom and much more!

*Liz Graves, CMP-HC, HMCC, Implementation & Process Manager, Meetings & Incentives Worldwide, Inc.*

*Luis Cortes, Decision Analytics Consultant, ZS*

### TRACK C: Senior-Level

This Track is for meeting professionals who have been working in this industry for 10+ years and may also be managers of teams. Content will focus on strategy and team development.

#### C1 INTERACTIVE SESSION Closed Door Discussion: Strategic Team Development and Management

Join us for an insightful session where we tackle the multifaceted challenges of managing a workforce in today's dynamic environment. Key topics include:

- **Resourcing and Staffing:** Explore effective strategies for managing staff globally, including best practices for onboarding, recruiting, and training
- **Showcasing Achievements:** Learn how to effectively showcase your team's accomplishments, from the number of meetings held and cost savings achieved to self-promotion and demonstrating the ROI of your department
- **Communicating with Gen-Z:** Understand the importance of communicating effectively with the upcoming generation, which will comprise 30% of the industry in the next five years
- **Addressing the Pharma Planner Shortage:** Discuss how companies are coping with the shortage of experienced pharma planners, including creative hiring strategies and combating burnout
- **Managing Shrinking Budgets:** Discover strategies for keeping your team motivated and satisfied despite budget constraints

This session will provide you with practical insights and strategies to navigate the complexities of modern workforce management, ensuring your team remains productive, motivated, and resilient.

*Natascha Williams, Customer Success Manager, Meetings & Incentives Worldwide, Inc.*

*Ashley Williams, MBA, LSSBB, Senior Vice President, Global Life Sciences Center of Excellence, BCD Meetings & Events*

*Angela Giovine, Senior Manager, Conferences & Exhibits, Takeda*  
*Amy Perrone, SMMC, CMM, MMP, Principal Program Manager, Strategic Meetings Management Program, Genentech*

*\*This session will be closed door for senior corporate, third-party or association meeting managers of 10+ years only. It will not be recorded, and no vendors will be allowed.*

2:50-3:00 PM

Convenience Break

## A2 CASE STUDY Green Metrics — Navigating the Future of Sustainability Reporting

Navigating the complexities of sustainability reporting can be challenging due to a lack of integration across teams and limited access to essential data for accurate KPI reporting. This session will delve into these issues, offering practical solutions for event planners.

- Tools being used internally and externally to track carbon usage
- Process strategies to obtain and combine all data for accurate reporting for your stakeholders

*Sandon Brady, Principal Owner,  
Don Atlas Hospitality*

*John Hart, Senior Director of Meetings &  
Events, Marriott International*

## B2 Mastering Compliance in Europe — Insights and Anecdotes from France, Italy, Belgium, Ireland, and Beyond!

Join our Compliance experts for a lively chat about the trickiest countries to navigate — yes, we're looking at you, France, Italy, Belgium, and Ireland! We'll also dive into other EU countries, sharing challenges and top tips for working with HCPs, Patients, and Patient Organizations. Expect some entertaining examples of best- and worst-case scenarios, and bring your questions for a fun and interactive Q&A session.

*Polina Suchanek, Pharma Events  
Professional, Independent Consultant*

*Jessica Weller, Vice President, Strategic  
Enterprise Organization, CWT Meetings  
& Events*

*Virginie Raimondi, Country Operations  
USA & Performance Director, Egg Events*

## C2 INTERACTIVE CLOSED-DOOR SESSION Unique Career Path Development — How to Move to the Next Step and Reach Your Pinnacle of Success

This session is for meeting professionals who have been working in this industry for 10+ years, manage a team, manage P&L, and have strategic development expertise. Join your peers for best practices and ideas to help get you to the next level in this distinct life science meetings & travel world with limited openings and availability. Hear from senior Event Executives to learn:

- Firsthand accounts of the paths these executives took to reach their current roles
- Explore how companies of various sizes and scopes are structured, including why Meetings & Events (M&E) might fall under marketing, procurement, or medical affairs
- Learn how to evaluate your current position within your organization and identify opportunities for growth
- Gain practical advice on how to make yourself indispensable to your organization and strategically position yourself for your next career move

**Moderator:** *Amy D. Quigley, MBA, Regional Vice President, Unbridled*

### Panelists:

*Jaqueline Haces, PhD, Head of Global Meetings & Events, Business Operations, Sanofi*

*Michelle Kaminski, Global Meetings & Events Director, Global Functions, AstraZeneca*

*Gavin Houston, Head of Global Meetings & Events, AstraZeneca*

*Polina Suchanek, Pharma Events Professional, Independent Consultant*

*Jessica Weller, Vice President, Strategic Enterprise Organization, CWT Meetings & Events*

*Virginie Raimondi, Country Operations USA & Performance Director, Egg Events*

## Afternoon Appointment Times and Networking Break in the Exhibit Hall Hosted by:



## (3:50 – 4:40pm) Speed Networking Experience

Join this networking session which weaves conversation, creativity and bite-sized learning into a fast-paced group experience that improves connection, belonging and communication. Join **Taylor Buonocore Guthrie**, Founder of **The Connection Spark** as she guides you and your peers through this amazing connecting experience.

## INTERACTIVE ROUNDTABLES (Bring Your Mobile Device or Laptop) Learn to Leverage AI Tools for Event/Meeting Planning

Join our interactive roundtables to explore the practical applications of various AI tools tailored to specific use cases. While many companies restrict access to popular tools like ChatGPT and Claude due to compliance reasons, this session will equip you with the skills to leverage your in-house tools effectively.

- Want to learn how to use AI tools to develop an event SOP — Join table 1
- Want to learn how to use AI tools to source hotels and venues for pharma meetings — Join table 2
- Are you an advanced AI tool user looking to upgrade your skills with other advanced users — Join table 3
- Need to know how to pull your content easily into a PPT presentation using AI tools — Join table 4
- Want to learn how to hone your prompt making skills — Join table 5
- Learn how to use AI to drive better attendee experience and engagement — Join table 6
- Use AI to Build Dashboards to Verify Congress ROI and Prove Impact to Your Leadership at table 7

*Emily Brown, Director, Business Systems & PMO, Infinix Global*

*Todd Moritz, Vice President of Event Technology, Bishop-McCann*

*Carine Desroches, Meetings & Events Director, National Kidney Foundation*

*Rob Wilcox, Director, Global Accounts, Encore*

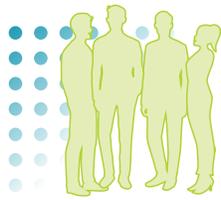
*Brittany Smiley, MBA, CMP, Managing Director, Cornerstone Collaborative*

*Pierre Metrailler, CEO, Onomi by SpotMe*

*Shantee Proctor, CMP, HMCC, Senior Project Analyst, Working in Pharma*

## Networking Cocktail Reception In the Exhibit Hall (Open to All Participants)

7:00 PM



# Evening Reception

(Open to Corporate, Third-Party and Association Planners)

Hosted by:



## DAY TWO TUESDAY, MARCH 25, 2025

\*All times EDT

6:00-6:45 AM

**Morning Yoga**

7:45-8:50 AM

**Networking Breakfast and Appointment Time in the Exhibit Hall Hosted by:**



8:50-9:10 AM

**Boom Time Opening Energizer Hosted by:**



9:10-9:20 AM

**Co-Chairs' Review of Day One**

*Becky Cavanaugh, HMCC, Director of Operations, MGME*  
*Natascha Williams, Customer Success Manager, Meetings & Incentives Worldwide, Inc.*  
*Brittany Smiley, MBA, CMP, Managing Director, Cornerstone Collaborative*

9:20-10:05 AM

### INTERACTIVE PANEL

**Navigating Procurement Challenges — Effective Collaboration in Contracting for Life Sciences Meetings & Events**

- Hear firsthand accounts from procurement, sourcing, and meeting professionals about the struggles and challenges they encounter, and understand their motivations and role in meetings
- Learn how to foster strong partnerships both internally with your meetings team and externally with vendors to create a cohesive Meetings & Events (M&E) function
- Discover effective techniques for negotiating contracts and rates to achieve the best outcomes for your organization
- Delve into the intricacies of organizational structures and the specific challenges they present

**Moderator:** *Sandon Brady, Principal Owner, Don Atlas Hospitality*  
*Andrew Hoag, Procurement Category Manager – Commercial Meetings & Events, Biogen*  
*Valli Chapjian, Director, Global Meetings and Events, Alexion Rare Disease*  
*Jordan Hester, Sr. Project Manager, AP LIVE*

10:05-10:50 AM

### HOTEL OWNERSHIP FIRESIDE CHAT

**Changing Dynamics of the Meetings and Events Industry**

Join this insightful discussion from senior executive perspectives from hotel ownership groups on the macro issues that impact corporate, third-party and association planners. Some topics that may be addressed: relationship of hotels and pharma vs other industries, pharma menus, sustainability, current outlook based on market conditions, building strategic partnerships, overall experience on-site, and much more.

**Moderator:** *Bridie D. Quinn, Senior Director, Marriott Franchise Support, Marriott International*  
*MaryGrace McCaffrey, EVP Commercial, HM alpha Hotels & Resorts*  
*Stephanie McCabe, Director of Sales, Aimbridge*

10:50-11:00 AM

**Chair Yoga located in the General Session Room Hosted by:**



11:00 AM-1:10 PM

**Networking Lunch and Appointment Time in the Exhibit Hall (Lunch served between 12:30 – 1:45 pm)**

## CUSTOMIZE YOUR LEARNING (Select one session per time per track)

1:15-1:55 PM

### D1 HCP FIRESIDE CHAT Planning for our Healthcare Stakeholders Needs and Wants with Shrinking Budgets and Resources

- What are HCP's experiences with all of the new technology being introduced like AR/VR
- How are they making decisions on what to try/what to use at events?
- HCPs who attend various types of meetings, pre-market, investigator, congress from the sales side

**Moderator:** *Cheyenne Nelson, HMCC, MMP, Director, Strategic Accounts, MGME*

**Panelists:** *Sarah Bonerigo (Sagorsky), PA, Oncology, Johns Hopkins Sydney Kimmel Oncology*

*Alex Taylor, MS, PA-C, Orthopedic Spine Surgery, Ortholndy*

*Michelle Kaminski, Global Meetings & Events Director, Global Functions, AstraZeneca*

*Meredith Garcy, HMCC, MMP, Account Manager, Meetings Management, MGME*

### E1 Unlock Insights with Data-Driven Event Planning

Data is the key to making informed decisions for future planning and event strategy. This session will dive into the tools to analyze, interpret, and present data to plan your next meeting. Planners will gain the skills and confidence to drive their events to greater success.

- Learn to effectively analyze data to identify trends, patterns and insights. Example — Reviewing the medical pipeline and developing a meeting design/ideas/strategy for the next 3-5 years
- Learn how to best visualize your data in a clear and captivating manner and how to present it effectively to your stakeholders
- Learn key critical thinking skills to make decisions on the meetings strategy

**Jeffrey Cesari, Director, Meeting Services, Strategic Event Services, Genentech**

**Megan Martin, CMP, DES, MPA, Technology Enablement and Innovation Principal, EMC Meetings & Events**

**Arielle Smith, VP of Growth, Event Cadence**

2:00-2:40 PM

### D2 CASE STUDY Meetings Reimagined — A Look into a Collaborative Partnership of a Refreshed Global Meeting Program at a Large Pharma

Through a unique collaboration between with a life science customer, a full design refresh took place of the existing reporting. Join this case study exploration to learn more about:

- The Collaborative workshops and reporting refresh — We recommended facilitated workshops with the life science customer, AMEX GBT, and the customers meeting services to refresh existing reporting, aiming to simplify the program to better meet current requirements
- How through a Unified Approach with all parties — We established workstreams to implement agreed changes targeting a go-live date of January 1, 2025
- Cost Reduction and Streamlined Reporting: we were tasked with reducing the cost of the meeting program by minimizing third-party suppliers, delivering recommendations that significantly lowered the cost burden on the customer while streamlining reporting processes

**Darim Mohammed, Senior Global Account & Operations Director, BCD Meetings & Events**

### E2 INTERACTIVE PANEL Congress and Other Medical Meeting Compliance Requirements

Congresses and meetings where HCPs are involved are complex as there are specific compliance regulations that must be followed for Pharma companies not to be fined. If a venue or a service provider is going to be 'pharma friendly' staff needs to understand the big picture and the ramifications it can have for the client should things not go as planned. Join this session to hear from a panel of corporate planners on their top tips and best practices for collaborating to develop successful medical meetings.

**Moderator:** *Missy Lawson Thomas, Sr. Manager WW Congress and Content, Bristol Myers Squibb*

**Panelists:** *Marnie Oswald, CMP, CSEP, HMCC, Director Global Meetings, Congresses & Events, CSL Behring*

*Karine Moreau, Senior Director, Commercial Excellence, Akebia Therapeutics*

2:45-3:45 PM

Afternoon Appointment Times and Networking Break in the Exhibit Hall Hosted by:  **ALHI**  
LUXURY GLOBAL SALES

3:50-4:40 PM

### INTERACTIVE Q&A SESSION #WWPMPD (What Would a Pharma Meeting Planner Do): Real Stories and Expert Solutions

Hear real-life stories from our seasoned expert panelists on some of the most exciting and challenging events and join us in an informal and interactive setting where planners can engage directly by asking, "What would you do if?" or "How did you handle this?" This open Q&A session is designed to encourage candid conversations and the sharing of real-life stories, moving away from the traditional panel format. Bring your questions, share your experiences, and gain valuable insights from practical scenarios. Whether you're navigating a challenging situation or seeking best practices, this session offers both informative and engaging discussions – with a little fun mixed in!

**Mozelle Goodwin, CMP, HMCC, MMP, Principal/Owner, Global Rendezvous, LLC**

**Zilla Dias, Consultant, Meetings, Events & Travel, DBSinc**

**Carine Desroches, Meetings & Events Director, National Kidney Foundation**

**Donna Jeffers, Sr. Manager, Marketing Operations & Commercial Excellence, Akebia Therapeutics**

4:40 PM

Close of Day Two

6:30-7:15 AM	<b>Fun Run/Walk with Pharma Forum</b>
8:15-9:00 AM	<b>Networking Breakfast</b>
9:00-9:20 AM	<b>Songdivision Kick-Off and Anthem</b> 
9:20-9:25 AM	<b>Co-Chairs' Review of Day 2</b> <i>Becky Cavanaugh, HMCC, Director of Operations, MGME</i> <i>Natascha Williams, Customer Success Manager, Meetings &amp; Incentives Worldwide, Inc.</i> <i>Brittany Smiley, MBA, CMP, Managing Director, Cornerstone Collaborative</i>
9:25-9:55 AM	   <b>PATIENT KEYNOTE ADDRESS</b> <b>Take the Initiative. Make an Impact. It all started WITH Grace.</b> <i>Grace Eline, Cancer Survivor &amp; Founder, WITH Grace Initiative</i>
9:55-10:55 AM	<b>CSR Activity to Benefit Childhood Cancer Patients and Their Families</b> 
10:55-11:15 AM	<b>ANNUAL PHARMA FORUM AWARDS CEREMONY</b> <b>Presented by:</b> <i>Danica Schroth, Conference Director, Informa Connect</i> <i>Lily Nagy, Conference Producer, Informa Connect</i>
11:15 AM -12:15 PM	<b>CLOSING KEYNOTE</b> <b>Embrace the Shake — A Collaborative Art Experience!</b> <p>Success, especially in today's fast-changing business environment, depends on our ability to make "creativity and innovation" a continuous process. Leaders want to know how their teams can rise above any challenge and succeed no matter what comes their way. Whether it's to embrace change, overcome obstacles, sustain growth, or take your success to the next level, they want to "Embrace the Shake". The term "Embrace the Shake" is coined from Artist Phil Hansen's personal story of transformation. After developing a career-ending tremor in his drawing hand, Phil embraced his "shake" both physically and metaphorically by redefining his limitation as an impetus for creativity. Phil not only restored his artistic abilities, he became a much more creative and innovative artist than ever before. Upon sharing his message on the TED stage and millions subsequently after, "Embrace the Shake" has become a motto for many businesses to approach their limitations in a new way. Phil's powerful message of finding creativity within limitations will inspire you to stop looking on the outside, and start looking inside yourself for resources that can transform your challenges into opportunities for success. And like Phil's art, "Embrace the shake" isn't just a talk, it's an experience! Through jaw-dropping visuals and LIVE interactive art, get ready to break preconceived assumptions, activate your creative capacity, and bring fresh ways of viewing the task at hand that will culminate with success. Are you ready to Embrace your Shake?</p> <i>Phil Hansen, Multimedia Artist, Speaker, Author and Innovator</i>
12:15-12:20 PM	<b>Co-Chairs' Closing Remarks</b> <i>Becky Cavanaugh, HMCC, Director of Operations, MGME</i> <i>Natascha Williams, Customer Success Manager, Meetings &amp; Incentives Worldwide, Inc.</i> <i>Brittany Smiley, MBA, CMP, Managing Director, Cornerstone Collaborative</i>
12:25 PM	<b>Close of Conference</b>
1:00-5:00 PM	<b>POST-CONFERENCE CERTIFICATE PROGRAM*</b> <b>Healthcare Meeting Compliance Certificate Program (HMCC)</b> <i>Michael Varlotta, CCEP, HMCC, MMP, President &amp; CEO, MLVII Associates</i> <i>* Additional fee to participate in this program</i>

Hosted by:





## 3<sup>RD</sup> ANNUAL SUSTAINABILITY LEADER AWARD

Each and every citizen, employee, leader and company play a part as we strive to transition to a net-zero world. This award underscores the contributions made in an environmentally conscious effort towards sustainability and good governance in meeting planning.

Pharma Forum is honoring an individual or team that in their career has gone above and beyond profits and has truly made an impact globally in planning and developing meetings.

Do you, your team, and/or colleagues fit the bill? If you responded YES, then nominate yourself or your team today!

The Winner (or Winning Team) Will Receive:

- 1 (One) complimentary registration to attend Pharma Forum
- 2 (Two) nights hotel (including taxes and fees) at the Westin Copley Place during the Pharma Forum 2025 for the winner (or a team representative for the winning team)
- A complimentary registration to either the Medical Meeting Planner (MMP) or Healthcare Meeting Compliance Certificate (HMCC) Programs for the winner (or a team representative for the winning team)
- Plus the fabulous Sustainability Leader Award!

For more information and to enter visit:

[get.informaconnect.com/pharmaforum\\_sustainability/](https://get.informaconnect.com/pharmaforum_sustainability/)

# REGISTRATION

<b>Meeting/Event Planner Pass Options</b>	<b>Corporate, Third-Party, Association Planners with 8 Appointments</b> Required to book and attend a minimum of 8 pre-scheduled appointments with sponsors and/or exhibitors onsite	<b>FREE</b>
	<b>Corporate, Third-Party, Association Planners without Appointments</b>	<b>\$999</b>
<b>Non-Planner/Supplier/Service Providers</b>	<b>Non-Planner/DMC/DMO Pass</b> You work in business development or at a Destination Management Company (DMC) or Destination Marketing Organization (DMO)	<b>\$1299</b>
	<b>Solution Providers/Suppliers</b> You provide goods or services to meeting/event professionals	<b>\$5999</b>
<b>Certificate Program Add-Ons</b>	<b>Medical Meeting Planner Certificate Program</b>	<b>\$513.99</b>
	<b>Healthcare Meetings Compliance Certificate (HMCC) Program</b>	<b>\$513.99</b>

## VENUE INFORMATION

### The Westin Copley Place

10 Huntington Ave  
Boston, MA

**ACCOMMODATIONS:** For hotel room availability and direct booking links, please visit the conference website and select the **Plan Your Visit Tab**. Rooms are limited and the discounted rate will expire in advance of the meeting, so please book early. All travel arrangements are subject to availability. **PLEASE NOTE:** All hotel reservations for this conference should be booked directly through the link on the "Plan Your Visit" page on the Pharma Forum website ONLY. Informa Connect does not partner with housing bureaus or third-party agencies for this event and none are authorized to call or contact you on our behalf.

*\*Complimentary rates apply to corporate, third-party and association planners only. Qualification screenings may be conducted. All planner registrations require a minimum of 8 pre-scheduled appointments with sponsors and exhibitors. All registrations are subject to review and approval by Informa Connect.*

## 4 WAYS TO REGISTER NOW!



### WEB

pharmameetingplanners.com



### PHONE

646-814-9252



### LIVE CHAT

pharmameetingplanners.com



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