

VIRTUAL EVENT

# Pharma Forum

March 22-24, 2021



**ADAPT**

**INNOVATE**

**ADVANCE**

THE WORLD'S LEADING CONFERENCE CONVENING  
**750+ MEETING PROFESSIONALS**

## Conference Chairs



**SONAL HUMANE**  
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Merck & Co.



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TITANIUM SPONSOR

**Marriott**  
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Silver Sponsor:



Educational  
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# WHY ATTEND?

## The Largest and Most Influential Life Sciences Conference Delivering Strategic and Operational Meeting Excellence

### ADAPT

safety and health  
security measures

### INNOVATE

next-gen meeting  
experiences

### ADVANCE

excellence in digital  
transformation

After an unprecedented year of the whirlwind shift to virtual, Informa Connect's highly anticipated **Pharma Forum**, to be held virtually March 22-24, 2021, convenes over 750 industry leaders to evaluate where we have been, discuss key learnings and chart the course for safe re-entry to face-to-face meetings. This highly robust virtual program is part one of critical industry content. The conversation continues face-to-face at part two of Pharma Forum to be held September 22-24, 2021.

### Impactful Discussions on Top Issues:

- Assess the meetings industry's response to the pandemic and its impact on tools, processes and organizational culture
- Examine hotelier and planner collaboration efforts to safely navigate re-entry to live and hybrid events
- Review contracting trends and strategies during the pandemic and beyond
- Explore HCP perspectives on the value and impact of virtual on the future of medical meetings
- Discuss digital trends in virtual meetings and how to determine which platforms can work best for your specific audience
- Demystify the complexity of executing hybrid events
- Understand the art of contract negotiations to create win-win experiences and business partnerships for the long run
- Navigate compliance implications for virtual engagement and ensure privacy safeguards

### Session Standouts



#### Fireside Chat

HCPs discuss the value of virtual versus live, face-to-face



#### Marriott International

Unveils key components of producing a well-being hybrid event in challenging times



#### Compliance Update

Examine watch-outs for virtual, hybrid and F2F meetings



#### Outside Industry Perspective

Escape room pioneer relays the journey from live to virtual and back to live



#### Interactive Panel

Defining and executing hybrid events



#### Fireside Chat

Achieving accessible meetings

# WHY ATTEND?

**NEW!**

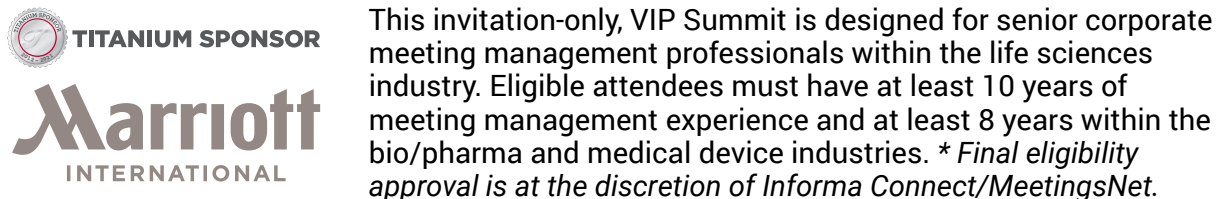


## Professional Development Learning Streams – Tactical and Strategic

Each day of the conference features one-hour multiple interactive sessions addressing the professional development needs of the new and seasoned meeting planner. Be sure to sign up for your session each day!

### VIP Planners Summit – By invitation only\*

Sponsored by:



This invitation-only, VIP 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 bio/pharma and medical device industries. *\*Final eligibility approval is at the discretion of Informa Connect/MeetingsNet.*

This exclusive, VIP Summit is a critical benchmarking opportunity for senior corporate planners. During this interactive session, join fellow senior meeting managers to share experiences and brainstorm solutions to common challenges together. Participants are surveyed prior to the meeting to provide key topics for discussion. In addition, participants will have an opportunity to assemble personalized Hospital Hero relief packages. The completed gift packages, called Cheeriodicals will be shipped and delivered to frontline medical workers at Franciscan's Children's Hospital in Boston .

### Digital Capabilities and Features:



Access to virtual conference portal throughout the conference and for 30 days post-event



Live Q&A Chat with conference faculty



Live slide sharing and polling



On-demand access to content assets and topic resources



AI-powered networking – Sophisticated scheduling tools to establish meetings with attendees and faculty

## Extend Your Peer Networking Reach at Pharma Forum 2021

- Make a Difference While Networking – Supporting Hospital Heroes with Cheeriodicals
- Test Your Powers of Observation, Communication, Logical Thinking in the Virtual Escape Room Activity
- Haven't had time to read Chip Conley's acclaimed book: *Wisdom@Work?* Join your colleagues in an interactive Book Review and Discussion
- And Even More Coming! Have questions about any of our extras? Contact Michelle Slowe, Marketing Manager, at [michelle.slowe@informa.com](mailto:michelle.slowe@informa.com)



# DISTINGUISHED SPEAKING FACULTY



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Madelyn Archibald, Compliance Specialist, **Bioventus Global**



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Arjun V. Gururaj, MD, FACC, Cardiac Electrophysiology, **Nevada Heart and Vascular Center**; Director, EP Lab, **Desert Springs Hospital**



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Emily Hornak, Director, Children's Miracle Network Hospitals and Cause Marketing/Corporate Partnerships, **Children's of Alabama**



Sonal Humane, Conference Co-Chairperson, Director, Meeting Management, **Merck & Co.**



Staci Hutchinson, Director, Global Client Services, **IQVIA**



Rahul Khara, Pharm.D., Vice President, Legal and Chief Compliance Officer, **Acceleron Pharma Inc.**



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Shannon Lindgren, CMP, HMCC, Senior Virtual Events Manager, **Blue Sky eLearn**



Meredith Luzietti, NA Account Manager, Travel, **Meetings & Card**; Sourcing & Operations, **Merck**



Michael Mahoney, Senior Director, Strategic Event Services, **Genentech**



Nate Martin, CEO, **Puzzle Break**



Gus Martinez, Founder, **GSM Consulting LLC**



Brian P. McArdle, Former Strategic Meetings Management, Global Travel & Meetings, Global Sourcing and Procurement, **Bristol Myers Squibb**



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Gordon O'Hare, Executive Director, **Global Meeting Management Partners**



Gary Parisher, President and CEO, **Cheeriodicals**



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Kelly Pitt, Senior Counsel, **Sobi**



Shantee Proctor, CMP, Conference Manager, **Sodexo**



Amy Quigley, Senior Director, Strategic Meeting Planning, **Sodexo**



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Ariana Reed, Senior Manager, Business Strategy, **American Express Meetings & Events**



Russell Reich, Chief Creative Officer, **ADM Productions**



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Stephanie Russo, HMCC, Global Account Executive, **Marriott International**



Elizabeth Grace Saunders, Time Management Coach, **Real Life E®**



Lillian Schaff, HMCC, LSSOB, Global Congress Lead, **EMD Serono**



Pat Schaumann, Manager/Consultant, Life Sciences Development, **McVeigh Global Meetings & Events**



Gary Schuman, Head of Safety, Security & Resilience Americas, **Informa**



Pawnta Shadab, CTA, CIS, CITP, Vice President & Event Strategist, **Elite Productions International (EPI)**



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Jennifer Smith, Global Congresses, **Executive Meetings & Incentives, Inc**



Bonnie Weiss, Global Account Director— HSF Americas, **Hyatt Hotels**



James Vachon, CMM, Principal/Managing Partner, **Michael Gerard and Associates**



Eric Vasta, Executive Chef, **JW Marriott Marco Island Beach Resort**



Anastasia Walsh, Senior Manager, Global Congresses, **CSL Behring**



Nate Witt, Chief, Voluntary Service, **Bay Pines VA Healthcare System**



Stacy Wright, CMP, HMCC, Senior Manager, U.S. Congress & Events, **GALDERMA LABORATORIES, L.P.**

# 2021 ADVISORY COMMITTEE

A sincere thank you to the 2021 Advisory Committee Members for their support in guiding the development of this year's robust agenda.



Danielle Baruch, Key Account Director, Global Sales Americas, **IHG**



Isabelle Gordon, HMCC Head, U.S. Meeting & Convention Management, **Bayer**



Stephanie Russo, HMCC, Global Account Executive, **Marriott International**



Monica Dickenson, CMP, SMMC, Senior Director, SMM Center of Excellence, **CWT Meetings & Events**



Sonal Humane, Director, Meeting Management, **Merck & Co.**



James Vachon, CMM, Principal/Managing Partner, **Michael Gerard and Associates**



Marlize Eckert, HMCC, HCCP, Business Unit Lead, Compliance, **GCO Global**



Eric Kreins, Assistant Managing Director, Sales, **Hilton Worldwide Sales**



Bonnie Weiss, HMCC, Global Pharmaceutical Sales Director, **Hyatt Hotels Corporation**



Mozelle Goodwin, CMP, HMCC, Global Account Professional, d/b/a **Goodwin Consulting**



Michael Mahoney, Director, Strategic Event Services, **Genentech**



Valli Chapjian, Regional Director, Global Meetings & Events, Americas, **AstraZeneca**

## 2020 VIRTUAL EVENT ATTENDEE PROFILE

Meeting Planners Comprise **84%** of the Total Audience



**1800+**  
Attendees



**615+**  
Unique  
Companies



Representing **48**  
Countries Worldwide and  
**43** States Across the U.S.





# SPONSORS & EXHIBITORS



## TITANIUM SPONSOR



**Marriott International, Inc** encompasses a portfolio of more than 7,500 properties under 30 leading brands spanning 132 countries and territories. Our Marriott Bonvoy Events program — Connect With Confidence — is based on 6 pillars of guiding principles for well-being meetings: Commitment to Clean, Contact Lite Experience, Hybrid Meetings, Physical Distancing, Redesigned F&B, and Flexible Terms. For more information on how Marriott International is leading the way on meeting new expectations for meetings and events, please visit [marriottbonvoyevents.com](http://marriottbonvoyevents.com). In addition, connect with us on Facebook and @MarriottIntl on Twitter and Instagram.

## Silver Sponsor



**Hilton** is a leading global hospitality company with a portfolio of 18 world-class brands comprising more than 6,300 properties with more than 998,000 rooms, in 118 countries and territories. In 2020, Hilton CleanStay and Hilton EventReady with CleanStay were introduced, bringing an industry-defining standard of cleanliness and disinfection to hotels and events worldwide. Dedicated to fulfilling its mission to be the world's most hospitable company, Hilton welcomed more than 3 billion guests in its 100-year history, earned a top spot on the 2019 World's Best Workplaces list, and was named the 2019 Global Industry Leader on the Dow Jones Sustainability Indices.

## 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)

## Official CSR Provider & Team Builder



Since 2009, **Cheeriodicals** has provided a one of a kind corporate team building experience focused on corporate social responsibility (CSR). Our Team Building that Matters concept is a turnkey, meaningful celebration on a local and national level. We flawlessly execute impactful user-friendly events to unite your team while ultimately making a difference for those who could use a dose of cheer.

Having both in-person and virtual capabilities, Cheeriodicals has delivered well over 100,000 gifts to those in Children's Hospitals, VA Hospitals and Hospital Heroes (those on the frontline of the pandemic). We believe that coming together virtually or in person with the purpose of bringing cheer to those that desperately need it, is the best way to make an impact in our world today.

## Official Engagement Delivery Partner



Create memorable experiences for virtual attendees through Hoppier virtual cards. Virtual lunches, breakfasts, happy-hour drinks, gifts, and so much more made easy. For more information on Hoppier, check out their website: <https://www.hoppier.com>

## Additional Sponsors



## A GREAT PLACE TO MEET YOUR MARKET!

Maximize your access to decision-makers and align your brand with the life sciences industry's premier thought-leaders and industry innovators. Informa Connect's custom sponsorship programs are designed to support your organization's overall business development and marketing initiatives through meaningful prospect and customer interactions, brand assertion campaigns and content-rich thought-leadership opportunities. Capitalize on the life sciences community's premier platform for peer-to-peer exchange, solution driven content and first-in-class networking opportunities. For more information on how to position your company as a sponsor or exhibitor, contact **Steve Markos** at 212-600-3439 or email [steven.markos@informa.com](mailto:steven.markos@informa.com).

# AGENDA

## DAY ONE: MONDAY, MARCH 22, 2021

*\*Please note all times are listed in EST*

7:00-7:45 AM

**LIVE** **Wellness and Community Building Peloton Class**

9:00-10:00 AM

**LIVE** **Impromptu Topic Table Discussions**

Invite attendees, speakers and/or sponsors to join you in an impromptu small group discussion (up to four people) on critical topics.

*\*These topic tables are available throughout the conference.*

10:00-10:15 AM

**LIVE** **Informa Connect, MeetingsNet, Marriott International and Co-Chairperson's Welcoming Remarks**

Kathy Mouw, Vice President, Global Sales, U.S. & Canada, **Marriott International**

Sonal Humane, Conference Co-Chairperson, Director, Meeting Management, **Merck & Co.**

Tracey Kimball, Senior Conference Producer, **Informa Connect**

## PAST, PRESENT AND FUTURE — EVOLUTION OF MEETINGS IN A COVID ERA

10:15-11:15 AM

**LIVE** **Assess the Meetings Industry's Response to the Global Pandemic**

Discuss lessons learned during the global pandemic

- Assess what responses were “band-aids” versus long term solutions and why they worked or didn't work
- Examine shifts that can be more permanent solutions moving forward and why you made those shifts when you did
- Consider how to develop a culture that can respond to crises with multiple contingency plans

### MODERATOR:

James Vachon, CMM, Principal/Managing Partner, **Michael Gerard and Associates**

### PANELISTS:

Sonal Humane, Director, Meeting Management, **Merck & Co.**

Michael Mahoney, Senior Director, Strategic Event Services, **Genentech**

Jane Belli, Director, Meetings & Conventions, **Alcon**

11:45 AM-12:45 PM

**LIVE** **Hotel/Planner Collaboration — Moving Forward Together to Redefine the New Meeting Experiences**

- Examine collaborative approaches to innovate the meeting experience for hybrid meetings
- Infuse creative and non-traditional ideas into virtual and hybrid meetings
- Discuss how spacing requirements and other COVID protocols can impact costs and the attendee meeting experience

**MODERATOR:** Sonal Humane, Director, Meeting Management, **Merck & Co.**

### PANELISTS:

Valli Chapjian, Regional Director, Global Meetings & Events, Americas, **AstraZeneca**

Stephanie Russo, HMCC, Global Account Executive, **Marriott International**

Bonnie Weiss, Global Account Director — HSF Americas, **Hyatt Hotels**

Eric Kreins, Assistant Managing Director, Sales, **Hilton Worldwide Sales**

Irena Dabrowski, Associate Director, GCTO Meeting Management, **Merck**

Danielle Baruch, Key Account Director, Global Sales Americas, **IHG**

“Great job  
with content  
and speakers!”

12:45-1:45 PM



## PARTNERING AND NETWORKING OPPORTUNITIES

1:45-2:45 PM

### Meeting Planner Professional Development



ATTENDEES SELECT ONE 60-MINUTE INTERACTIVE BREAKOUT SESSION

#### TACTICAL STREAM FOCUS

##### A. Meeting Planner 101 – Practical Tips to for Success

- Review practical tips and best practices for managing F&B, T&E, compliance and contract negotiation
- Examine the impact of virtual meetings on the meeting planner role and skillsets
- Understand the power of networking and learn how to forge relationships with peers and colleagues to extend your professional network

*Aleka Garcia, CMM, CMP-HC, Manager, Conventions & Events, US Surgical Marketing, Johnson & Johnson Vision*

*Amy Quigley, Senior Director, Strategic Meeting Planning, Sodexo*

*Kiralee Dugan, Associate Director, Meetings Management, Sanofi*

##### INFORMA CASE STUDY

##### B. Journey Back to Face-to-Face – The Importance of Agility and Virtual Back-up Capabilities

This session is a deep-dive case study examining the critical steps taken by Informa in Australia to construct a hybrid model to safely re-engage in F2F meetings in February 2021.

- Discuss key components of defining and executing a hybrid model
- Explore how to best inform the market of safety protocols
- Understand the value of clear communication around how attendees will engage in the new face-to-face model
- Review the types of contingency plans developed to address the potential for COVID positive cases
- Assess the impact of hybrid models on cost structures and budgets
- Examine processes for garnering attendee feedback and deploying continuous improvements to the hybrid model

*Jamie Birch, Conference Director, Informa*

#### STRATEGIC STREAM FOCUS

##### C. Navigate Meeting Management in a Time of Constant Change

- Discuss effective approaches to implement rapid change during a crisis
- Identify key internal and external resources that can help bring about success

*Mozelle Goodwin, CMP, HMCC, Global Account Professional, d/b/a Goodwin Consulting*

*Michelle Shannon, CMP, HMCC, Associate Director, Meeting Management, Strategic Meeting and Event Management, Novo Nordisk*

*James Vachon, CMM, Principal/Managing Partner, Michael Gerard and Associates*

##### D. Ensuring Success of the New Remote Employee

- Discuss best practices in supporting the redefined remote employee
- Examine best practices to maintain team engagement

*Valli Chapjian, Regional Director, Global Meetings & Events, Americas, AstraZeneca*

*Stacy Wright, CMP, HMCC, Senior Manager, U.S. Congress & Events, GALDERMA LABORATORIES, L.P.*

*Irena Dabrowski, Associate Director, GCTO Meeting Management, Merck*

2:45-3:30 PM



## PARTNERING AND NETWORKING OPPORTUNITIES



3:30-4:00 PM

**LIVE** **Puzzle Break — Taking the Journey from Physical to Virtual and Back to Physical at Warp Speed**

Prior to the pandemic, Puzzle Break's business model was built entirely around physical escape rooms and team building activities for large, in-person conferences. Yet, in March of 2020, the need to flip rapidly to virtual offerings was self-evident for survival. With no prior business plan to offer virtual experiences, Puzzle Break shifted overnight to 100% virtual escape rooms and team-building activities to great success. This transition required a swift response time, additional technology, and an ability to scale up quickly because the demand for creative virtual activities was rapidly growing.

- Understand Puzzle Break's success in the industry prior to COVID-19 and their initial business model
- Review the key steps involved in shifting from live to virtual at warp speed
- Discuss steps in resuming physical events and determining the right mix of live and virtual events and the resources required to execute
- Consider key lessons learned

*Nate Martin, CEO, Puzzle Break*

4:00-5:30 PM

**LIVE** **Virtual Networking Event — Escape Room Activity**

Limited to 300 Participants



## DAY TWO: TUESDAY, MARCH 23, 2021

*\*Please note all times are listed in EST*

7:00-7:15 AM

**LIVE** **Mindful Meditation**

9:15-9:45 AM

**LIVE** **COFFEE & CONVERSATION**

**Time Management in the Remote Work Landscape**

Hear the latest thinking on how to manage the dynamics of working remotely, actively parenting, staying connected as a team and family member and striving for work life balance. Elizabeth Grace Saunders, time management coach, author and remote work expert provides some practical tips on how to concretely address the challenges of the new remote work landscape. Bring your questions and to learn more about Elizabeth's approach to time and remote work management, view this recent HBR article: <https://hbr.org/2021/01/how-to-stay-motivated-when-youre-still-stuck-at-home>

*Elizabeth Grace Saunders, Time Management Coach, Real Life E®*

*Tracey Kimball, Senior Conference Producer, Informa Connect*

10:00-10:15 AM

**LIVE** **Co-Chair's Review and Highlights**

*Isabelle Gordon, Head, U.S. Meeting & Convention Management, Bayer*

## NAVIGATING THE LOOK AND FEEL OF MEDICAL MEETINGS 2021 AND BEYOND

10:15-10:45 AM

**LIVE** **It is Possible — Producing a Well-Being Hybrid Event in Challenging Times**

Get an inside look and understanding how to implement well-being strategies and protocols in the design and implementation of a hybrid event — from pre-event, on-site and post-event. Understand how to vet all ideas and plans through a well-being lens for the purpose of creating environments that will enable attendees to focus on learning and engagement.

*Michael Clarke, Director, B2B Marketing & Events, U.S. & Canada Global Sales Organization, Marriott International*

11:00-11:30 AM

**LIVE** **FIRESIDE CHAT**

### HCP Perspectives on Meeting Preferences Moving Forward

- Perspectives on the value of virtual vs. F2F vs. hybrid events
- Understand how the pandemic era impacts HCPs' day-to-day activities and how they want to receive information

Shawn Tsuda, MD, FACS, Surgeon, **VIP SURG PLLC**

Joseph A. Leonetti, DMD, Board Certified Oral and Maxillofacial Surgeon, **Main Line Center for Oral and Facial Surgery**

Interviewer: Isabelle Gordon, Head, U.S. Meeting & Convention Management, **Bayer**

11:45 AM-12:30 PM

**LIVE** **Defining and Executing Hybrid Events**

- Identify critical factors necessary to develop, implement and execute on a hybrid meeting
- Determine what resources are necessary and how hybrid events impact the production timeline
- Understand the true costs of adding in the virtual event component costs – Pre-event logistics, technology platforms, editing, pre-recording
- Review key factors to balance the agenda for virtual and live attendee needs
- Manage duty-of-care responsibilities for virtual and live attendees

Lillian Schaff, HMCC, LSSOB, Global Congress Lead, **EMD Serono**

Sonal Humane, Director, Meeting Management, **Merck & Co.**

Sarah Haines, Vice President, Event Management, **ITA Group**

Russell Reich, Chief Creative Officer, **ADM Productions**

12:30-1:30 PM

**LIVE** **VIP Planners Summit – By Invitation Only\***

Sponsored by:



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In addition, participants will have an opportunity to assemble special care packages, Cheeriodicals, for children receiving care at Franciscan's Children's Hospital in Boston. The completed gift packages will be shipped directly to the children at Franciscan's Children's Hospital.

Official CSR Provider & Team Builder: **CHEERIODICALS™**  
TEAM BUILDING THAT MATTERS

Official Engagement Delivery Partner: **hoppier**

12:30-1:30 PM

**BOOK REVIEW**

### Wisdom@Work – An Interactive Discussion

Listen in as we collectively share our experiences in a lively discussion of key lessons gleaned from Chip Conley's book Wisdom at Work. After achieving success in the boutique hotel industry, Chip's late-in-life career pivot landed him at a small, disruptive startup: Airbnb. Using four key concepts: evolve, learn, collaborate and counsel we will chat about how to effectively communicate across five generations in the workforce. Together we will explore ways to harness your experience to invigorate your career.

Jennifer Smith, Global Congresses, **Executive Meetings & Incentives, Inc**

Anastasia Walsh, Senior Manager, Global Congresses, **CSL Behring**

## TACTICAL STREAM FOCUS

**E. Understand the Mechanics of Planning & Executing Virtual Meetings**

- Examine critical steps to consider when developing a virtual meeting
- Discuss digital trends in virtual meetings and how to determine which platforms can work best for your specific audience
- Review best practices in driving audience engagement

Linda Hamilton, HMCC,  
Senior Meeting Planner,  
Shionogi, Inc.

Shannon Lindgren, CMP, HMCC,  
Senior Virtual Events Manager,  
Blue Sky eLearn

Melissa Eggert,  
Director, Global Experiences,  
Miller Tanner Associates

**F. Overcome Key Challenges in Specific Meeting Types**

You thought virtual meetings would be easy? Your job just got a lot more complicated. Join our panelists to learn about identifying the key challenges by specific meeting types and determining a solutions-based approach to overcoming setbacks in a virtual setting.

- Re-educate stakeholders: the importance of stakeholder education on virtual meetings
- Identify proper technology to best support your meeting format and agenda
- Still worth the investment? Virtual reality means changing how you measure your investment
- Capitalize on being "virtual" — The challenges of mimicking a live meeting in a virtual setting

Pat Schaumann, Manager/Consultant,  
Life Sciences Development,  
McVeigh Global Meetings & Events

Lauren McCarthy, Manager, Global  
Marketing Operations & Meetings  
Management, Alnylam Pharmaceuticals

Jody Brandes, CMP, CMM, Group  
Manager, Strategic Event Services,  
Genentech

Diane DeVoe, CMP, Senior Manager,  
Meeting & Convention Planning,  
Myovant Sciences, Inc.

Staci Hutchinson, Director, Global Client  
Services, IQVIA

**G. Staying Abreast of Compliance Implications for Virtual and Hybrid Meetings**

- Examine key steps to ensure compliant virtual engagement
- Review privacy safeguards for virtual interactions
- Discuss approaches to ensure adequate communication, understanding and adoption of compliance virtual interactions across functions

Madelyn Archibald,  
Compliance Specialist,  
Bioventus Global

Jennifer DiVincenzo, Director  
of Compliance, North America,  
Sobi

Kelly Pitt, Senior Counsel, Sobi

## STRATEGIC STREAM FOCUS

**FIRESIDE CHAT****I. Achieving Accessible Meetings**

This session examines how to ensure that individuals with hearing, sight and mobility impairments are able to attend your meetings and garner meeting deliverables

Deb Dagit, President,  
Deb Dagit Diversity LLC

Interviewer:  
Isabelle Gordon, Head, U.S. Meeting  
& Convention Management,  
Bayer

**H. Explore the Pandemic's Role in Driving the Event Revolution**

- Review the impact of virtual events on audience reach and value creation
- Discuss revolutionary approaches to virtual and hybrid events
- Assess how the accelerated adoption of new technologies drives engagement and program effectiveness
- Consider the expertise of a meeting planner to elevate your hybrid experience

Meredith Shottes, CMP,  
Chief Experience Officer,  
Miller Tanner Associates

**J. Leading Teams Through Times of Crisis**

When managing teams through a crisis, addressing the short-term issues can easily direct your focus away from strategic goals. This session discusses some practical approaches to lead and manage effectively through uncertain times.

- Discuss how to determine what actions need immediate decisions and resources
- Anticipate what the next three or four hurdles might be and prepare contingency plans to respond
- Examine how to keep the leader's attention view on the long view and effectively delegate to manage the short terms fires
- Ensure order so that team members know what is expected of them and what they can expect from leadership
- Understand the current reality for team members and assisting them in seeing beyond the crisis

Amy Quigley, Senior Director,  
Strategic Meeting Planning,  
Sodexo

Danielle Restaino Walters, CMP,  
Meeting Manager, Strategic  
Event Services, Genentech

Shantee Proctor, CMP,  
Conference Manager, Sodexo





3:30-4:15 PM

**LIVE** **Evolving Diversity, Equity and Inclusion**

- Examine the potential impact that a diverse and inclusive staffing focus can have on broadening the diversity of your audiences
- Discuss key action steps to evolve diversity within your team
- Explore the correlation between achieving a diverse and inclusive workforce on organizational productivity and financial stability

**MODERATOR:**

Mozelle Goodwin, CMP, HMCC, Global Account Professional, **d/b/a Goodwin Consulting**

**PANELISTS:**

Pawntra Shadab, CTA, CIS, CITP, Vice President & Event Strategist, **Elite Productions International (EPI)**

Heidi Duss, Founder, Diversity, Equity and Inclusion Consultant, **Culturescape Consulting**

Gus Martinez, Founder, **GSM Consulting LLC**

4:15-4:45 PM

**LIVE** **Cheeriodicals: Team Building That Makes CSR Impact Even During a Pandemic**

Organizations often invest considerable resources on activities that foster team building and engagement. But what if these activities could make a measurable difference in the lives of hospitalized children, hospitalized veterans, or even frontline hospital workers? This panel is going to discuss a novel approach to team building that does just that and more.

- Define Corporate Social Responsibility (CSR) and why it is important to pharma companies
- Discuss the evolution of how Cheeriodicals developed its approach to “team building that matters”
- Understand the impact and value of Cheeriodicals for patients, patient families, healthcare workers and employees that participate in team building projects
- Explore the benefits and flexibility of being able to offer live, virtual or for hybrid meetings

Gary Parish, President and CEO, **Cheeriodicals**

Amy Fixx, Director, Strategic Meeting Management, **Thermo Fisher Scientific**

John P. Sjovald Jr., Executive Director, Commercial Learning & Development, **SK Life Science**

Nate Witt, Chief, Voluntary Service, **Bay Pines VA Healthcare System**

Emily Hornak, Director, Children’s Miracle Network Hospitals and Cause Marketing/Corporate Partnerships, **Children’s of Alabama**

4:15-5:15 PM

**LIVE** **INFORMAL SESSION**

**Chef’s Take on Favorite Summer Dishes – from Marco Island, Florida at the JW Marriott Marco Island Beach Resort**

As we all try to engage in healthy, simple and sustainable meals, how do you take favorite summer stand-by recipes and infuse a new twist? Join the culinary experts on the paradise shores of the white pristine beaches of Marco Island who will prepare recipes for summer cocktails, starters, main dishes and desserts. Renowned Chef Eric Vasta and his teams will breathe new life into beloved go-to dish summer meals. Chef Vasta will also be available for live Q&A to answer your questions.

Chef Eric Vasta, Executive Chef, **JW Marriott Marco Island Beach Resort**

**DAY THREE: WEDNESDAY, MARCH 25, 2021**

*\*Please note all times are listed in EST*

7:00-7:45 AM

**LIVE** **Wellness and Community Building Yoga Class**

9:00-10:00 AM

**LIVE** **Impromptu Topic Table Discussions**

Invite attendees, speakers and/or sponsors to join you in an impromptu small group discussion (up to four people) on critical topics.

*\*These topic tables are available throughout the conference.*

10:00-10:15 AM

**LIVE** **Conference Co-Chairperson’s Review and Highlights**

Jeffrey A. Cesari, CMP, HMCC, Associate Director, **Bristol Myers Squibb**

# CONTRACTING STRATEGIES FOR THE PANDEMIC ERA

10:15-11:00 AM

## **LIVE** Examine Current Contracting Trends During the Pandemic

- Discuss key considerations when contracting for events in 2021 and beyond
- Understand the importance of incorporating flexibility into the contract
- Review different approaches to address force-majeure possibilities

**MODERATOR:** Brian P. McArdle, Former Strategic Meetings Management, Global Travel & Meetings, Global Sourcing and Procurement, **Bristol Myers Squibb**

### **PANELISTS:**

Sonya Easley, CMP, CMM, HMCC, Senior Manager, Meeting Planning & Field Coordination, Commercial, **Mitsubishi Tanabe Pharma America, Inc.**

Melissa Culp, CMP-HC, HMCC, Manager, Meetings & Events, **Edwards Lifesciences**

Shannon Lindgren, CMP, HMCC, Senior Virtual Events Manager, **Blue Sky eLearn**

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

11:15 AM-12:15 PM

## Meeting Planner Professional Development

### **LIVE** ATTENDEES SELECT ONE 60-MINUTE INTERACTIVE BREAKOUT SESSION

#### TACTICAL STREAM FOCUS

#### **K. Best Practices for Working Successfully with Third-Party Vendors**

- Review key components of successful contract negotiations — How to create a win-win experience and establish long term business partnerships
- Explore key steps in vetting third party vendors
- Discuss critical oversight and evaluation measures

Sonya Easley, CMP, CMM, HMCC, Senior Manager, Meeting Planning & Field Coordination, Commercial, **Mitsubishi Tanabe Pharma America, Inc.**

Jill Rankin, C.P.M., Global Sourcing Associate Director Category Management, **Boehringer Ingelheim**

Gordon O'Hare, Executive Director, **Global Meeting Management Partners**

#### **BYOC — BRING YOUR OWN CHALLENGE**

#### **L. Multi-Stakeholder Session — Ensuring Attendee Health Security at F2F Events**

- Dedicated time where attendees can pose a challenge/dilemma specific to Health Security measures kicking off a live chat room of problem solving
- Discuss current thinking and protocols for how HCPs can return safely to face-to-face meetings
- Explore how to manage the potential increase of "Medical Measures" i.e., (taking temperatures, rapid testing, quarantining guidelines for those that test positive) in hosting F2F events

Meredith Luzietti, NA Account Manager, Travel, Meetings & Card; Sourcing & Operations, **Merck**

Michael Clarke, Director, B2B Marketing & Events, U.S. & Canada Global Sales Organization, **Marriott International**

Gary Schuman, Head of Safety, Security & Resilience Americas, **Informa**

#### STRATEGIC STREAM FOCUS

#### **M. Data Analytics and Business Intelligence Reporting**

- Consider data captured prior to COVID and how data was used in business decision making
- Review data captured during COVID and how it is being utilized
- Discuss best practices for data collection and utilization moving forward

Jeffrey A. Cesari, CMP, HMCC, Associate Director, **Bristol Myers Squibb**

Tricia Metz, Associate Director, Meeting and Convention Management Operations, **Bayer**

Joe Ehrline, Chief Revenue Officer, **Array**

#### **N. Examine the Current Reality in SMM**

- Explore the critical components every Strategic Meetings Management (SMM) program should have for maximum visibility
- Discuss the benefits of incorporating small and virtual meetings into your overall strategy
- Share best practices and lessons learned before, during and after a crisis

### **MODERATOR:**

Monica Dickenson, CMP, SMMC, Senior Director, SMM Center of Excellence, **CWT Meetings & Events**

### **PANELISTS:**

Stacy Wright, CMP, HMCC, Senior Manager, U.S. Congress & Events, **GALDERMA LABORATORIES, L.P.**

Michelle Shannon, CMP, HMCC, Associate Director, Meeting Management, Strategic Meeting and Event Management, **Novo Nordisk**

Amy Perrone, SMMC, CMM I Manager, Strategic Meetings Management Program, **Genentech**

12:15-1:00 PM



## PARTNERING AND NETWORKING OPPORTUNITIES

1:00-1:45 PM

### **LIVE** Global Meetings — Compliance Trends for Global Meetings

- Navigate the latest updates on compliance guidelines around the world
- Examine the IFPMA/IPCAA guidance for Virtual Congresses
- Discover the new merged EFPIA & MedTech Congress Vetting System
- Evaluate the compliance challenges brought by COVID on hybrid and face to face meetings

*Marlize Eckert, Business Unit Compliance Lead, GCO Global*

*Yana Budel, Compliance Specialist, GCO Global*

1:45-2:30 PM



## PARTNERING AND NETWORKING OPPORTUNITIES

2:30-3:30 PM

### Virtual, Hybrid and F2F Meetings — Update on Compliance Implications

This session examines compliance considerations in response to the swift shift to virtual and hybrid meetings. Critical areas to be reviewed:

- Navigating compliance unknowns
- Ensuring that your organization is up to date with regulations and guidelines for conducting meetings and payments reporting through the pandemic and beyond
- Identifying best practices for tracking HCP attendance
- Analyzing compliance risk moving forward as we transition back to F2F

**MODERATOR:** *Jeffrey A. Cesari, CMP, HMCC, Associate Director, Bristol Myers Squibb*

#### **PANELISTS:**

*Tom Hayes, Director, Offering Management, IQVIA Commercial Compliance*

*Kelly Pitt, Senior Counsel, Sobi*

*Peter Agnoletto, Compliance Officer Primary Care and Consumer Healthcare, NA Ethics and Business Integrity, Sanofi*

*Rahul Khara, Pharm.D., Vice President, Legal and Chief Compliance Officer, Acceleron Pharma Inc.*

3:30 PM

### Conference Co-Chair's Closing Remarks

*Jeffrey A. Cesari, CMP, HMCC, Associate Director, Bristol Myers Squibb*

“Very informative and engaging content delivered. Considering the platform I truly enjoyed the whole experience. The communication from the Pharma Forum 2020 team was impeccable. This was my first time attending a Pharma Forum and as a former Pharmaceutical Professional and current Meeting/Conference Planner I embrace learning and connections. Great Job and I can't wait to attend the LIVE event.”





# IN-DEPTH, ON-DEMAND CONTENT — WHAT YOU WANT. WHEN YOU WANT IT.



On-Demand Content is available anytime to accommodate your needs and schedule — Throughout the conference and for 30 days post-conference.

## Effective Approaches to Overcome “Virtual Fatigue” — Achieving Excellence in Digital Transformation

- Evaluate best tools and technologies to deliver top quality virtual experiences
- Discuss the latest “innovations” in virtual meetings
- Understand what attendees are looking for and how to deliver on multiple fronts
- Examine effective strategies to garner HCP engagement

*Staci Hutchinson, Director, Global Client Services, IQVIA*

*Eva Kaluzny, BA, MS, CPM, Associate Director, Global Clinical Trials, Merck*

*Tracey Kimball, Senior Conference Producer, Informa Connect*

## Drowning in Data? Do’s and Don’ts on What to Capture for Virtual and Hybrid and Why

This session takes a closer look at common issues with data and insights for virtual, potential challenges for hybrid and how to identify relevant and actionable data. Key discussion points and takeaways include:

- Understand how to prove that virtual events are meaningful
- Consider effective methods to associate engagement to learnings
- Determine what your organization needs to capture for virtual and hybrid events

*Cindy Bakewell, Director, Data & Insights, Array*

*Jeannie Griffin, Vice President, Product, Array*

## Advancing Technology Solutions to Thrive in the New Event Landscape

There’s a new event landscape. As audiences and events are increasingly digital, event programs will consist of a mix of in-person, virtual and hybrid events. Your audiences will interact with you across all three types. In this new total event program, your technology needs to give you visibility and transparency into a more complex series of events, including your smaller events. It also needs the versatility to deliver great attendee experiences for both online and in-person audiences. This session specifically examines how to:

- Maintain visibility across all my virtual, in-person and hybrid events
- Integrate the six key pillars of hybrid event execution and technologies that can help
- Deliver a true shared experience for my on-site and online audiences
- Join us for a “boots-on-the-ground” perspective of how organizations are successfully leveraging technology to prepare themselves for the new challenges and opportunities in this new event landscape

**MODERATOR:** *Abigail Fogarty, Senior Client Success Manager, Cvent*

### PANELISTS:

*Mike Dietrich, Vice President, Marketing, Cvent*

*Ariana Reed, Senior Manager, Business Strategy, American Express Meetings & Events*

*Laura Healy, Director of US Meetings and Events, Novartis Pharmaceutical*

*Shanon Lajoie, Senior Manager, Worldwide Meetings & HCP Customer Experience, Bristol Myers Squibb*

“Job well done by the entire Pharma Forum Team as well as the presenters and the people behind the scene executing the virtual platform. There was a tremendous amount of information shared and a number of key leanings that my team can bring back to our internal and external clients. Thank you again to the entire team, we realize it was a huge undertaking to plan and execute in a seamless professional manner.”



# REGISTRATION DETAILS

| REGISTRATION FEE              | STANDARD RATE<br>For Corporate, Third-Party & Association Planners Only* |
|-------------------------------|--|
| Virtual + Face-to-Face Bundle | \$0 with 8 Appointments<br>\$399 without Appointments                    |
| Virtual-Only                  | \$0 with 8 Appointments<br>\$299 without Appointments                    |

*\*Rates apply to corporate, third-party and association planners only. Qualification screenings may be conducted and final eligibility at the discretion of Informa Connect. If complimentary option is selected, a minimum of 8 pre-scheduled appointments, with exhibitors, during tradeshow hours, are required. If appointments are not scheduled and/or attended, the standard rate without appointments will be applied. All cancellations, including complimentary registrations, must be received 57 days or more before the Event. After this date, you may be subject to an administration charge equivalent to 10% of the standard rate without appointments. See Terms and Conditions for complete details.*

## 4 WAYS TO REGISTER NOW!



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