

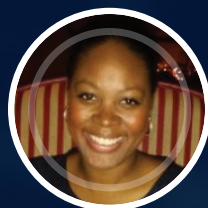
VIRTUAL EVENT

Speaker Programs

February 23-25, 2021

ADVANCING VIRTUAL PLATFORMS AND EMERGING TECHNOLOGIES MANAGING COMPLIANCE RISK AND ENSURING HEALTH & SAFETY PREPARING FOR THE RETURN TO FACE-TO-FACE

Esteemed Conference Chairs



NICOLE AIKINS

Associate Director, Promotional
Program Management
Bristol Myers Squibb



BRENDA NEAL

Senior Director,
Marketing Operations
Urovant Sciences, Inc



MICHAEL VARLOTTA

Senior Director,
Marketing Operations
Janssen Biotech, Inc.

Featured Enforcement Panel

Examine Current Government Oversight on the High-Risk Activities of Speaker Programs

Moderator

BRIAN BOHNENKAMP

Partner
King & Spalding, LLP

Panelists

JOSEPH MACK

Senior Assistant General
Counsel, Compliance
and Investigations
Bayer U.S. LLC

CHARLENE FULLMER,

Assistant United States
Attorney Deputy Chief,
Affirmative Litigation,
U.S. Department of Justice

GREGG SHAPIRO

Assistant United States
Attorney, Chief, Affirmative
Civil Enforcement Unit
Office of the United States Attorney,
the District of Massachusetts

BERNARD COONEY

Assistant United
States Attorney
Office of the United
States Attorney, the
District of New Jersey



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Registration Host:



[INFORMACONNECT.COM/SPEAKER-PROGRAMS](https://informaconnect.com/speaker-programs)

ABOUT THE EVENT

With the recent OIG fraud alert questioning the value of speaker programs, the industry's swift transition to virtual programs and the uncertainty of when and how to return to face-to-face meetings, it is critical for industry leaders to connect with one another, strategize and share ideas – All in a safe, responsible way. Devoted to addressing the most pressing issues, **SPEAKER PROGRAMS 2021** is a fully digital program, affording attendees the ability to participate in virtual content, exhibits and AI-powered networking opportunities. As the life sciences industry's **ONLY** educational forum focused on critical marketing, operations and compliance matters for sustaining speaker programs, it's an event you can't afford to miss.

BACK BY POPULAR DEMAND!

Interactive Breakout Sessions

- **Speaker Programs 101 – Beginner's Guide to Speaker Programs**
- **Speaker Programs Master Class – Benchmarking and Solutions Sharing to Address Common Challenges**

NEW THIS YEAR!

Continue the Conversation in March with “Tuesday Talks!”

Following the virtual event in February, there will be a 4-part series each Tuesday in March that takes a deep dive into the hottest issues impacting speaker program management.

Impactful Discussions on Top Issues:

- Identify best practices, innovations and opportunities in virtual program platform options and experiences
- Assess and elevate HCP engagement in the pivot to virtual speaker programs
- Map the path back to face-to-face meetings and rethinking meeting venues to ensure health & safety
- Examine industry response to the recent OIG Special Fraud Alert
- Define the right KPIs to assess the effectiveness and success of virtual speaker programs
- Determine the right mix of live, virtual and hybrid speaker programs for your business
- Understand compliance implications for virtual interactions
- Explore effective strategies for third-party oversight and partner management

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
- On-demand access to content assets and topic resources
- AI-powered networking – Sophisticated scheduling tools to establish meetings with attendees and faculty



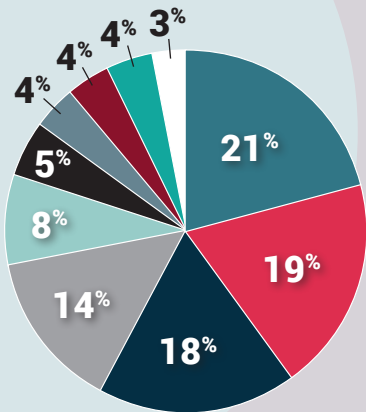
AUDIENCE PROFILE

1000s of attendees

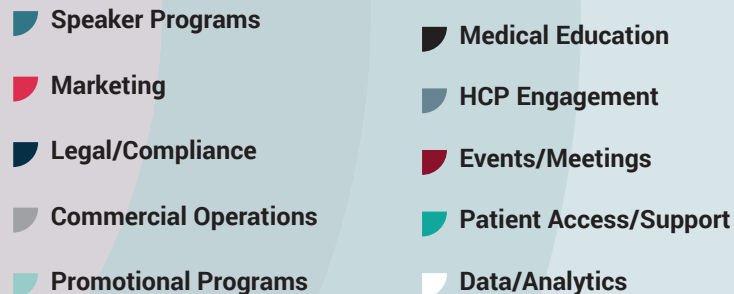
13 Years

1 forum dedicated to life sciences speaker programs

2020 LIFE SCIENCES AUDIENCE



ATTENDEE PROFILE



73% of the audience attended as part of a team



nearly **50** life sciences companies

"I highly recommend that any pharma or speaker bureau employees attend this event every year. The needs of the industry and technological advances are growing on an almost daily basis and this conference is one of the best opportunities to catch up and see what you've been missing."

"A must attend for anyone with speaker programs oversight responsibilities to evaluate internal capabilities against industry peers. I walked away with immediate opportunities and some good ideas on how to approach them."

"An outstanding event bringing colleagues together to share thoughts and experiences. It's a validation of what you are doing well and an opportunity to learn more best practices in the evolving and challenging space."



DISTINGUISHED FACULTY DRIVING THE DISCUSSIONS



Nicole Aikins, Associate Director,
Promotional Program Management,
Bristol Myers Squibb



Kimberly Berger,
General Manager,
Veeva Digital Events



Julie Berliet, MPH, Allergan
Medical Institute, Manager,
Med Ed & Speaker Content, **Allergan
Aesthetics, an AbbVie Company**



Brian Bohnenkamp,
Partner,
King & Spalding, LLP



Audrey Caporaletti,
Compliance Manager,
Teva Pharmaceuticals



Isa Carini, Associate Director,
Speaker Programs, CA&O, US Field
Operations, **AbbVie**



Judd Caulfield, Lead Counsel,
Oncology Business Unit, **Takeda
Pharmaceuticals International Co.**



Masha Chestukhin, Associate Director,
Compliance Officer, R&D, IA, FMV,
Sanofi Genzyme



Susan Cholakian, Manager,
Speaker Program Operations,
Astellas Pharma US, Inc.



Kimberly Coleman Clotman,
Senior Director, Marketing,
Nabriva Therapeutics



Bernard Cooney,
Assistant United States Attorney,
**Office of the United States Attorney,
the District of New Jersey**



Adele Dittrich,
US HCP Engagement Operations,
Alexion



Tracy Doyle,
Managing Partner,
eNOVA



Ellen Friedman,
Senior Planner-Marketing Operations,
Mallinckrodt Pharmaceuticals



Charlene Fullmer, Assistant United
States Attorney Deputy Chief,
Affirmative Litigation,
U.S. Department of Justice



Sam Glassenberg,
Founder & CEO,
Level Ex



Jonathan Goldberg, Director,
HCP Engagement Management
and Operations, **Novo Nordisk**



Eileen Jopski, SVP Service
Delivery & Implementation,
HealthSTAR Strategic Engagements



Lacey Luxon,
Medical Education Manager, Oncology,
AngioDynamics



Joseph Mack, Senior Assistant
General Counsel, Compliance and
Investigations, **Bayer U.S. LLC**



Brian Mahoney, Practice Manager,
Global Commercial Analytics,
Veeva



Rore Middleton, Senior Director,
Compliance and Privacy,
Blueprint Medicines Company



Brenda Neal,
Senior Director, Marketing Operations,
Urovant Sciences, Inc



Tim Reasoner, Director, U.S. Faculty
Administration and Marketing Supplier
Management, **Lilly USA**



Louis A. Reyes, Director,
Immunology Marketing Operations,
Janssen Biotech, Inc.



Gregg Shapiro, Assistant United
States Attorney, Chief,
Affirmative Civil Enforcement Unit,
**Office of the United States Attorney,
the District of Massachusetts**



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Marketing Operations,
Epizyme



Sheea Sybblis,
Associate General Counsel,
Nestle Health Science



Risa Stokes-Grassi, Deputy Director,
Federal, State and Global Disclosure
Management, **Bayer U.S. LLC**



Tiffany Tang, Associate Principal,
Global Compliance Consulting,
IQVIA



Nathan Thomas,
Principal Business Consultant,
Veeva



Steven Unger, Director, Worldwide
Congress and Meeting Capabilities,
Bristol Myers Squibb



Michael Varlotta, Senior Director,
Marketing Operations,
Janssen Biotech, Inc.



Jim Whitaker, Commercial Strategy
Business Consulting,
Veeva



Stacey Wodarski, Senior Manager,
Professional Strategy,
Bausch Health

2020 ADVISORY COMMITTEE

A sincere thank you to the Advisory Committee Members for their support and guidance in developing the robust program agenda aimed at addressing industry's most pressing challenges.



Jessica Seifert,
Director, Commercial
Compliance Operations,
AbbVie



Julie Berliet, MPH,
Manager, Medical Education,
Allergan



Steve Unger, Director,
Worldwide Congress and
Meeting Capabilities,
Bristol Myers Squibb



Jenny Shire, Director,
Travel, Professional
Programs and Operations,
Daiichi Sankyo



Michael Varlotta,
Senior Director,
Marketing Operations,
Janssen Biotech, Inc.



Brenda Neal,
Senior Director,
Marketing Operations,
Urovant Sciences, Inc

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SILVER SPONSOR



eNOVA is a pioneer.

We are a team eVolutionizing™ medical communications with the combined power of science and technology

Our transformative UCC technology platform, Radius Direct®, propels engagement, interaction, and activation across the brand ecosystem

eNOVA is transforming customer engagement for Life Sciences

BRONZE SPONSOR



HealthSTAR Strategic Engagements (HSE) is a full-service medical communications company that has been transforming the life sciences industry as a pioneer in peer-to-peer education for over 23-years and since 2011 has been the industry leader in virtual engagements. Having executed over 88,000 virtual events to date, including virtual peer to peer education, speaker trainings, advisory boards and more, HSE combines robust proprietary technologies, virtual content creation or refinement with a 100% in-house virtual team to deliver quality engagements and cost-efficient programs.

As a strategic and tactical promotional events business, HealthSTAR Strategic Engagements is quickly approaching its two-millionth live promotional speaker event since its inception in 1998. Combined with unparalleled service, our industry leading, 10th generation proprietary events platform, MER360® which is built to support all HCP compliant events, enforce business rules, and capture all transactional data important to our clients.

As leaders in medical communications and compliance, HSE continues to evolve workflows and transaction systems to deliver efficient and effective engagements. In addition to the evolution of core platforms, HealthSTAR Strategic Engagements provides the marketplace with proprietary products that support compliance, message delivery, engagements, and event data management.

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>

REGISTRATION HOST



PharMethod provides expert services for Live & Virtual Speaker Bureaus, Digital Solutions, Event Management, and HCP Engagement Solutions to the Pharmaceutical, Medical Device, and Life Science industries.



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 **John Egan** at **908-310-7683** or email john.egan@informa.com.

LIVE CONTENT AGENDA — YOUR TIME. REAL TIME.

During the Speaker Programs conference, there will be live presentations, interactive sessions and networking events. Any time frame below that does not have a session listed is a great time to network and/or enjoy our on-demand sessions.

Day One: Tuesday, February 23, 2021

**Please note all times are listed in EST*

10:00-10:15 AM

LIVE Informa Connect and Co-Chair's Welcoming Remarks

Brenda Neal, Senior Director, Marketing Operations, **Urovant Sciences**

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

EVALUATE THE RAPID SHIFT TO VIRTUAL SPEAKER PROGRAMS — IDENTIFY BEST PRACTICES AND OPPORTUNITIES

10:25-11:25 AM

LIVE **PANEL SESSION**

Examine Virtual Program Platform Options & Experiences

- Review successes and shortcomings of virtual platforms
- Examine platforms that are garnering more engagement and effectively telling the story
- Discuss case examples, innovations, lessons learned and best practices

Moderator:

Steven Unger, Director, Worldwide Congress and Meeting Capabilities, **Bristol Myers Squibb**

Panelists:

Nicole Aikins, Associate Director, Promotional Program Management, **Bristol Myers Squibb**

Tim Reasoner, Director, U.S. Faculty Administration and Marketing Supplier Management, **Lilly USA**

Stacey Wodarski, Senior Manager, Professional Strategy, **Bausch Health**

11:45 AM-12:30 PM

LIVE **PANEL SESSION**

Best Practices for Engaging HCPs in the COVID Era

- Explore strategies to differentiate programs and maximize reach
- Review best practices for target audience recruitment and retention
- Discuss approaches that elevate engagement in the virtual environment

Moderator:

Tracy Doyle, Managing Partner, **eNOVA**

Panelists:

Jessica Stifel, Associate Director, Marketing Operations, **Epizyme**

Julie Berliet, MPH, Allergan Medical Institute, Manager, Med Ed & Speaker Content, **Allergan Aesthetics, an AbbVie Company**

Stacey Wodarski, Senior Manager, Professional Strategy, **Bausch Health**

12:30-2:00 PM



PARTNERING AND NETWORKING OPPORTUNITIES

2:00-2:45 PM

LIVE COMPLIANCE AND LEGAL PERSPECTIVES

Compliance Implications in a Virtual World

This session identifies and addresses key compliance risks in executing virtual speaker programs.

- Understand current concerns around whether meals can be delivered to “homes” versus offices while the COVID era has many working from home
- Determining FMV and FFS:
 - > Review standards and what is appropriate
 - > Consider how to align FMV through M&As
 - > Assessing FMV in virtual programs — Examine speaker preparation time, recording time, live Q&A time
- Discuss how the pivot to virtual impacts monitoring and auditing activities and the need for clear documentation

Tiffany Tang, Associate Principal, Global Compliance Consulting, IQVIA

Risa Stokes-Grassi, Deputy Director, Federal, State and Global Disclosure Management, Bayer U.S. LLC

Sheea Sybblis, Associate General Counsel, Nestle Health Science

3:00-3:45 PM

LIVE FIRESIDE CHAT

Evolve Speaker Trainings to Drive Engagement in Virtual Forums

- Explore how to adapt your speaker training to better prepare speakers for success in virtual forums
- Discuss key factors in identifying potential speakers that can thrive as virtual presenters

Lacey Luxon, Medical Education Manager, Oncology, AngioDynamics

Jenny Shire, Director, Travel, Professional Programs and Operations, Daiichi Sankyo, Inc.

Interviewer: *Brenda Neal, Senior Director, Marketing Operations, Urovant Sciences, Inc*

3:45-4:00 PM



PARTNERING AND NETWORKING OPPORTUNITIES

4:00-5:00 PM

LIVE CHOOSE 1 OUT OF 2 ROUNDTABLE DISCUSSIONS

A. Explore Industry Response to OIG Special Fraud Alert on Speaker Programs

Facilitators:

Meena Datta, Partner, Sidley Austin LLP

Masha Chestukhin, Associate Director, Compliance Officer, R&D, IA, FMV, Sanofi Genzyme

Judd Caulfield, Lead Counsel, Oncology Business Unit,

Takeda Pharmaceuticals International Co.

Audrey Caporaletti, Compliance Manager, Teva Pharmaceuticals

B. Examine Key Considerations to Determine the Right Mix of Live, Hybrid and Virtual Speaker Programs for the Business

Engage in a robust discussion encompassing operations, marketing and compliance viewpoints on how to make the right call in regards to the mix of different types of speaker programs post COVID-19.

- Clarify industry definitions for virtual and hybrid meetings
- Review budget considerations if virtual-only programs continue for an extended period
- Examine how compliance considerations may impact your mix of program types

Facilitators:

Louis A. Reyes, Director, Immunology Marketing Operations, Janssen Biotech, Inc.

Rore Middleton, Senior Director, Compliance and Privacy, Blueprint Medicines Company

Kimberly Coleman Clotman, Senior Director, Marketing, Nabriva Therapeutics

Day Two: Wednesday, February 24, 2021

**Please note all times are listed in EST*

10:00-10:15 AM

LIVE Co-Chair's Opening Remarks

Nicole Aikins, Associate Director, Promotional Program Management, Bristol Myers Squibb Inc

INNOVATE THROUGH THE PANDEMIC AND BEYOND – ASSESS ADVANCEMENTS IN TECHNOLOGIES, PROCESSES AND HCP ENGAGEMENT

10:15-11:15 AM

LIVE SOLUTIONS SHOWCASE

Lightning Round Presentations on Emerging Technologies and Processes to Enhance Virtual and Live Speaker Programs

This session highlights the latest innovative tools, processes and technologies to drive operational efficiencies and enhance engagement.

Moderator: Nicole Aikins, Associate Director, Promotional Program Management, Bristol Myers Squibb

Panelists:

Tracy Doyle, Managing Partner, eNOVA

Tom Hayes, Director, Offering Management, IQVIA Commercial Compliance

Sam Glassenberg, Founder & CEO, Level Ex

11:45-12:30 PM

LIVE Defining KPIs for Virtual Speaker Programs

- Review KPIs to assess the effectiveness and success of virtual speaker programs — Best practices for presenting data to leadership
- Examine overall cost effectiveness of virtual programs — Compare/contrast costs of live programming
- Explore trends in evaluating and capturing ROI of virtual and live speaker programs

Kimberly Berger, General Manager, Veeva Digital Events

Jim Whitaker, Practice Manager, Commercial Strategy Business Consulting, Veeva

Nathan Thomas, Principal Business Consultant, Veeva

12:30-2:00 PM



PARTNERING AND NETWORKING OPPORTUNITIES

2:00-2:45 PM

LIVE Assess HCP Engagement in the Pivot to Virtual

- Discuss HCP perspectives on the pros/cons of virtual programs
- Explore HCP perspectives on how virtual programs can be improved to garner greater levels of engagement
- Assess HCPs attitudes about returning to F2F meetings
- Learn how the new virtual environment is impacting HCPs and what they need moving forward

Adele Dittrich, US HCP Engagement Operations, Alexion

Tim Curry, Senior Vice President, Account Development, MedPoint Digital, Inc.

3:15-4:15 PM

LIVE ENFORCEMENT PANEL

Current Government Oversight — Understand Prosecutor Perspectives on the High-Risk Activities of Speaker Programs

- Understand what the DOJ views as top priorities and high-risk areas around promotional programs
- Examine recent investigations on Anti-Kickback and False Claims Act cases and the implications for monitoring promotional programs

Moderator: Brian Bohnenkamp, Partner, King & Spalding, LLP

Panelists:

Joseph Mack, Senior Assistant General Counsel, Compliance and Investigations, Bayer U.S. LLC

Charlene Fullmer, Assistant United States Attorney Deputy Chief, Affirmative Litigation, U.S. Department of Justice

Gregg Shapiro, Assistant United States Attorney, Chief, Affirmative Civil Enforcement Unit, Office of the United States Attorney, the District of Massachusetts

Bernard Cooney, Assistant United States Attorney, Office of the United States Attorney, the District of New Jersey

4:15-5:00 PM

Virtual Networking Reception — Sharing Progress in Striving for Diversity & Inclusion in Speaker Programs

Facilitator: Nicole Aikins, Associate Director, Promotional Program Management, Bristol Myers Squibb

10:15-10:30 AM

LIVE Co-Chair's Opening Remarks

Michael Varlotta, Senior Director, Marketing Operations, Janssen Biotech, Inc.

MAPPING THE PATH BACK TO FACE-TO-FACE IN THE COVID ERA — RETHINKING MEETING VENUES TO ENSURE HEALTH & SAFETY

10:30-11:30 AM

LIVE PANEL SESSION

Review Key Considerations to Transition Back to F2F Meetings

This session explores how to rethink face-to-face programs in the COVID era.

- Critical steps to ensure health & safety – Setting limits on numbers of attendees, social distancing and sanitization requirements
- Navigating travel restrictions
- Developing clear protocols to minimize risk to reps, speakers, attendees
- Discuss the evolution of liability waivers

Moderator:

Michael Varlotta, Senior Director, Marketing Operations, Janssen Biotech, Inc.

Panelists:

Susan Cholakian, Manager, Speaker Program Operations, Astellas Pharma US, Inc.

Isa Carini, Associate Director, Speaker Programs, CA&O, US Field Operations, AbbVie

Eileen Jopski, SVP Service Delivery & Implementation, HealthSTAR Strategic Engagements

Jonathan Goldberg, Director, HCP Engagement Management and Operations, Novo Nordisk

12:45-1:45 PM

LIVE CHOOSE 1 OUT OF 2 ROUNDTABLE DISCUSSIONS

C. Speaker Programs 101

- Review the critical steps in operationalizing and executing effective speaker programs
- Speaker recruitment
- Speaker training
- Compliance considerations

Facilitators:

Brenda Neal, Senior Director, Marketing Operations, Urovant Sciences, Inc

Louis A. Reyes, Director, Immunology Marketing Operations, Janssen Biotech, Inc.

Judd Caulfield, Lead Counsel, Oncology Business Unit,

Takeda Pharmaceuticals International Co.

Ellen Friedman, Senior Planner-Marketing Operations, Mallinckrodt Pharmaceuticals

D. Back by Popular Demand: Speaker Programs Master Class

This working session is geared towards senior industry leaders and provides an opportunity to benchmark and brainstorm solutions to common challenges. Participants pre-submit discussion topics for the session and a summary of key learnings is distributed after the conference concludes.

Facilitators:

Michael Varlotta, Senior Director, Marketing Operations, Janssen Biotech, Inc.

Isa Carini, Associate Director, Speaker Programs, CA&O, US Field Operations, AbbVie

2:00-2:45 PM

LIVE FIRESIDE CHAT

Rethinking Product Launch in Times of Crisis

- Reassess product launch strategies – Understand how the crises can impact launch prospects
- Determine whether to delay launch while still engaging the community to learn the type of engagement that patients and HCPs need
- Building the capabilities to pivot quickly to digital and virtual engagement

Kimberly Coleman Clotman, Senior Director, Marketing, Nabriva Therapeutics

Jessica Stifel, Associate Director, Marketing Operations, Epizyme

Interviewer: Michael Varlotta, Senior Director, Marketing Operations, Janssen Biotech, Inc

2:45-3:00 PM

Chairperson's Review and Closing Remarks – Michael Varlotta, Senior Director, Marketing Operations, Janssen Biotech, Inc.

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.



Examine Effective Approaches for Third-Party Oversight and Vendor/Partner Management

- Review selection criteria for identifying the right vendor for your business needs
- Discuss oversight processes to ensure that vendors meet their contractual responsibilities
- Consider where oversight and vendor management falls within your organization — meeting managers versus compliance
- Explore strategies to manage risk with third-party vendors and ensure vendors are working within the guardrails of your compliance department
- Discuss key steps to maintain strong relationships with top vendors

*Ellen Friedman, Senior Planner-Marketing Operations, **Mallinckrodt Pharmaceuticals***

Navigate Live Re-entry & Digital Engagement as OIG Scrutiny Rises

- Matching the right message & delivery tactic for each brand's unique maturity & market position
- Using data driven operational marketing to proactively enforce compliance policy

*Russell West, Senior Vice President, Data Integration & Analytics,
HealthSTAR Strategic Engagements*

*Patrick Purcell, Senior Vice President, Strategic Solutions, **HealthSTAR Strategic Engagements***

*Eileen Jopski, Senior Vice President, Service Delivery & Implementation,
HealthSTAR Strategic Engagements*

NEW CONFERENCE FEATURE!

CONTINUE THE CONVERSATION WITH WEEKLY “TUESDAY TALKS!”

The conference portal will be open for you to view on-demand content, as well as sessions that aired live, for 30 days following the conference. In addition, join us for weekly “Tuesday Talks.” Each Tuesday at Noon (EST), you can participate in a live session on critical topics related to speaker programs management as the current landscape continues to evolve.

MARK YOUR CALENDARS IN ADVANCE!

Tuesday, March 2 • 12:00 – 1:00pm EST

Why Virtual Speaker Programs Are Here to Stay

This presentation examines key factors in the medical meetings industry and healthcare landscape at large that demonstrate why the adoption of virtual speaker programs is here for the long-term and how industry can strategically respond.

- Review the sharp increase in physician use of telemedicine and live virtual technology (as well as improved reliability and simplicity of virtual technology)
- Discuss the impact of the enduring need for physicians to engage in peer interactions and learning
- Consider the evolution of public perception, ethical attitudes regarding physician interactions with the pharma industry and the increased scrutiny by the OIG
- Examine potential strategic responses to deploy and execute effective virtual speaker programs
- Explore best practices to measure effectiveness, garner engagement and manage costs

Bill Cooney, President & CEO, MedPoint Digital

Tuesday, March 9 • 12:00 – 1:00pm EST

The Emerging Hybrid Model: Operations and Compliance Considerations

- Review the emerging Speakers Bureau Hybrid model
- Discuss compliance implications and emerging approaches
- Explore best practices for planning and execution

Tracy Doyle, Managing Partner, eNOVA

Tuesday, March 16 • 12:00 – 1:00pm EST

Implementing a Data Driven Approach for Executing Successful Speaker Programs

- Managing costs and allocating appropriate levels of resources
- Understand the attendee and how to maximize participation
- Identify key metrics to evaluate speaker programs effectiveness – Virtual, live and hybrid
- Leveraging data analytics for compliance monitoring activities

Brian Mahoney, Practice Manager, Global Commercial Analytics, Veeva

Tuesday, March 23 • 12:00 – 1:00pm EST

Ask the Experts Panel Session: Assessing the Future of Speaker Programs

Moderator: *Russell West, Senior Vice President, Data Integration & Analytics, HealthSTAR Strategic Engagements*

Panelists:

Tim Reasoner, Director, U.S. Faculty Administration and Marketing Supplier Management, Lilly USA

Ellen Friedman, Senior Planner-Marketing Operations, Mallinckrodt Pharmaceuticals

Andrea L. Kocharyan, Vice President, Head of Legal and Compliance, Zealand Pharma US



REGISTRATION

REGISTRATION FEE	RATE BY 1/22/2021	STANDARD RATE
Life Sciences Manufacturers	\$1099	\$1399
Solution Providers/Consultants/Law Firms	\$1599	\$1899

4 WAYS TO REGISTER NOW!



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