

2<sup>ND</sup> ANNUAL

# PHARMA FORUM EUROPE

Global Meeting Management Forum for Life Sciences

**VIRTUAL EVENT**

**18-20 NOVEMBER 2020**



UNITE TO \_\_\_\_\_

- **Embrace Collaboration**
- **Accelerate Technologies**
- **Transform Meeting Experiences**

## 2020 FEATURED SPEAKERS INCLUDE:

### CONFERENCE CHAIRMAN:



CHRISTIAN-CLAUS ROTH,  
Head, Scientific  
Engagement Governance,  
**NOVARTIS PHARMA AG**;  
IPCAA Co-President,  
Int. Pharmaceutical  
Congress Advisory  
Association

### INNOVATION ADDRESS:

*At the Forefront of Digital Transformation*



JOVELLE FERNANDEZ,  
M.D., PH.D., FPOGS,  
Vice President, Japan Medical Officer,  
Head, Global Medical Affairs – Japan,  
**TAKEDA PHARMACEUTICAL**

### PATIENT KEYNOTE ADDRESS:

*From Patient to Participant to Partner –  
Getting Involved with Industry*



ALEX FLYNN,  
Founder and Principal,  
**10MILLIONMETRES  
LIMITED**

## TIMELY TOPICS TO REIMAGINE MEETINGS AND EVENTS:

- Panel Discussion:  
The Future of Medical Meeting Transition
- Understand Key Considerations for Compliant,  
Virtual Engagement
- Align Meeting Strategy to Enhance Virtual and  
Hybrid Meetings
- Evaluate Virtual Meetings –  
Data Analytics, KPIs and 2021 Budgeting
- Effective Contract Risk Management
- Rethink F&B Options for the Post COVID-19 World
- Panel Discussion – Key Approaches for  
Continuously Improving SMMP
- Panel Discussion – COVID Secure Roadmap  
for F2F Meetings
- And Much More!



EDUCATIONAL PARTNER:

meeting design institute

FOR MORE INFORMATION VISIT: [WWW.PHARMAMEETINGPLANNERS.COM/EUROPE](http://WWW.PHARMAMEETINGPLANNERS.COM/EUROPE)

# 35+ ESTEEMED FACULTY MEMBERS FROM AROUND THE WORLD

## 2020 PROGRAMME AMBASSADORS

A sincere thank you to the 2020 Programme Ambassadors for their guidance and advice. The following members lent expertise to ensure a robust agenda that offers solutions to the industry's most pressing challenges.



MAYTE SABONÉ ANTÓN,  
Customer Meeting  
Services Hub Manager,  
**ELI LILLY AND  
COMPANY**



SUE BERRY,  
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**MARRIOTT  
INTERNATIONAL**



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Business Unit Lead,  
Compliance,  
**GCO GLOBAL**



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**PARXEL  
MEETING SERVICES**



AMY QUIGLEY,  
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Strategic Meeting  
Planning,  
**SODEXO**



SAMME ALLEN,  
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egist,  
**SAMME ALLEN (EM-  
CEE) LTD**



ALAIN BARATHE,  
Account Director,  
**GCO GLOBAL**



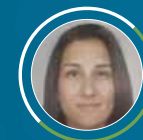
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**UCB**



YIFAT  
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**TEVA  
PHARMACEUTICALS**



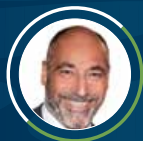
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Head of Event/  
Marketing &  
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Lead, Global  
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**GILEAD  
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DRAEGER,  
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International,  
**BAYER AG**



BOBBI  
DJORDJEVIC, CMP,  
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Tradeshows,  
**DENTSPLY  
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Global Medical  
Affairs - Japan,  
**TAKEDA  
PHARMACEUTICAL**



ALEX FLYNN,  
Founder  
and Principal,  
**10MILLIONMETRES  
LIMITED**



MARK  
HANDFORTH,  
Managing  
Director,  
**3SIXTY EVENT  
CONSULTING LTD**



JASON HART,  
Strategic  
Sourcing  
Manager,  
**AMGEN**

## ESTEEMED FACULTY (CONTINUED)



HANNAH KELLY,  
Vice President &  
Head of Meetings  
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PAULINA KNAP,  
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COMPANY)**



NATASHA LIEM,  
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Specialist,  
**ASTRAZENECA**



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**MARRIOTT  
INTERNATIONAL**



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MCLAY,  
Global Congress  
and Event  
Leader,  
**FERRING  
PHARMACEUTICALS**



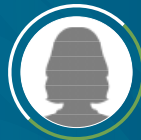
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GAVIN PERCY,  
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**BALANCING  
EDGES**



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Global Sales  
EMEA,  
**MARRIOTT  
INTERNATIONAL**



HECTOR PLIEGO,  
Area Director  
of Operations  
Eastern Europe,  
**MARRIOTT  
INTERNATIONAL**



RENÉ PROSKE,  
CEO,  
**PROSKE GMBH**



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Executive  
Director,  
**INTERNATIONAL  
SOCIETY ON  
THROMBOSIS  
AND  
HAEMOSTASIS**



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**NOVARTIS  
PHARMA AG;**  
IPCAA Co-President, Int.  
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RIOTT PRAGUE CITY**



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WINTERBURN,  
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**3SIXTY EVENT  
CONSULTING**



ELISABETHANN  
WRIGHT,  
Partner,  
**HOGAN LOVELLS  
INTERNATIONAL  
LLP**



ALICE ZHANG,  
Sourcing  
Manager,  
**UCB**

# 3 DAYS OF A POWER-PACKED, VIRTUAL EVENT EXPERIENCE DEDICATED TO THE GLOBAL MEETINGS & EVENTS COMMUNITY



## UNIQUE BENEFITS OF THIS VIRTUAL EVENT:

- Customisable agenda with access to expanded session offerings
- Interactive presentations/panels for reinforced learning
- Broader industry benchmarking and post-event analytics/insights
- Elevated and direct access to thought-leaders and experts
- Virtual Networking opportunities
- **AND** Attendees-only will have access to all of the sessions for up to 30-days post-event!



## DIGITAL CAPABILITIES AND FEATURES:

- Access to virtual environment
- Audience Q&A
- Live polling and benchmarking
- Expert-led problem-solving
- Virtual networking and partnering
- Live slide sharing



## VIRTUAL PARTNERING AND NETWORKING OPPORTUNITIES:

### *Who's Who?*

- Attendee and company profiles provide insight into the delegation and sponsoring organisations
- Advanced search capabilities to identify opportunities and potential partners

### *When and How to Connect?*

- Sophisticated and seamless scheduling tools to establish meeting times
- Ease-of-use technology to enable virtual networking

## 2020 SPONSORS



**TITANIUM SPONSOR**

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VIRTUAL VENUE

**rotterdam partners** The Hague,  
Convention Center Rotterdam, Europe

**HYATT**  
REGENCY  
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**HYATT**  
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EDUCATIONAL PARTNER:

meeting design institute

## MEET YOUR MARKET

Maximise 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 organisation's overall business development and marketing initiatives through meaningful prospect and customer interactions, brand assertion campaigns and content-rich thought-leadership opportunities. Capitalise on the life sciences community's premier platform for peer-to-peer exchange, solution driven content and first-in-class networking opportunities.

## FOR SPONSORSHIP OPPORTUNITIES CONTACT:



**STEVE MARKOS**

Steven.Markos@informa.com

339-298-2108



# ATTENDEE ACCLAIM FROM PHARMA FORUM U.S. VIRTUAL EVENT



Pharma Forum is the pharmaceutical meeting industry's premier event. With a perfect mix of networking, relationship development and education, it's the perfect opportunities for pharmaceutical meeting industry colleagues to further their relationship building and educational knowledge."

— Shannon Lindgren, Senior Meeting Planner, **AbbVie**



I have participated in Pharma Forum for the past 8 years and I am very proud of their ability to take their conference to a format that adjusts to the needs of the health and well-being of their participants."

— Pat Schaumann, **Schaumann Consulting Group**



Pharma Forum Virtual has been one of the best online conferences I've had the pleasure to attend and speak at. The event staff who were looking after me were excellent and given the relatively short space of time to turn what had been an in-person event into a virtual one, the result was fantastic. A good mixture of live and on-demand sessions, plus evening entertainment too! The content was informative, the speakers were excellent and the timings were great. I would definitely recommend attending!"

— Trishna Bharadia, **Patient Advocate**



I am glad to have had the opportunity to attend the Pharma Forum to learn the new trends and be brought up to date of the new changes and challenges of how COVID-19 has redirected our industry towards effective virtual meetings." — Anonymous


FOR MORE INFORMATION VISIT: **[WWW.PHARMAMEETINGPLANNERS.COM/EUROPE](http://WWW.PHARMAMEETINGPLANNERS.COM/EUROPE)**

# LIVE CONTENT — YOUR TIME. REAL TIME.

During **Pharma Forum Europe**, experience live presentations, interactive sessions and networking events. Any timeframe below that does not have a session listed is a great time to network and/or enjoy our on-demand sessions.

**All times in Central European Time (CET)**

DAY ONE Wednesday, 18 November 2020	DAY TWO Thursday, 19 November 2020	DAY THREE Friday, 20 November 2020
7:30-9:00	7:30-9:00	7:30-9:00
 <b>Take Advantage of Dedicated Time to Network and View On-Demand Content</b>	 <b>Take Advantage of Dedicated Time to Network and View On-Demand Content</b>	 <b>Take Advantage of Dedicated Time to Network and View On-Demand Content</b>
9:00-9:15	9:05-9:30	9:05-9:25
<b>LIVE</b> <b>Opening Welcome Remarks</b> Presented by: <ul style="list-style-type: none"> <li>Informa Connect, MeetingsNet</li> <li>Marriott International</li> <li>Conference Chairperson</li> </ul> <b>Chairman:</b> Christian-Claus Roth, Head, Scientific Engagement Governance, <b>Novartis Pharma AG</b> ; IPCAA Co-President, Int. Pharmaceutical Congress Advisory Association Mellissa Pitt-Chalmers, Vice President, Global Sales EMEA, <b>Marriott International</b> Tracey Kimball, Senior Conference Producer, <b>Informa Connect</b>	<b>LIVE</b> <b>INNOVATION ADDRESS: At the Forefront of Digital Transformation</b> Jovelle Fernandez, M.D., Ph.D., FPOGS, Vice President, Japan Medical Officer, Head, Global Medical Affairs – Japan, <b>Takeda Pharmaceutical</b>	<b>LIVE</b> <b>Mental Health and Wellbeing in the Workplace Post COVID-19</b> Gavin Percy, Managing Director, <b>Balancing Edges</b>
9:15-9:45	9:35-10:05	9:30-10:00
<b>LIVE</b> <b>“Hotel/Venue Advancements for In-Person Meetings – Virtual Site Experience/Showcase” Marriott International</b> Daniëlle Scherpenisse, Director of Sales & Marketing, <b>Prague Marriott Hotel &amp; Courtyard by Marriott Prague City</b> Hector Pliego, Area Director of Operations Eastern Europe, <b>Marriott International</b>	<b>LIVE</b> <b>Evaluate Virtual Meetings – Data Analytics, KPIs and 2021 Budgeting</b> Rene Proske, CEO, <b>Proske GmbH</b> Anna Frick, Head Global Congress & Engagement Strategy, <b>Roche</b>	<b>LIVE</b> <b>Positive Impact of Diversity and Inclusion in the Meetings and Events Industry</b> Dawn Mattinson, Senior Director, Meeting Services, <b>Parexel</b> Amy Quigley, Senior Director, Strategic Meeting Planning, <b>Sodexo</b>
10:00-10:45	10:10-10:40	10:05-10:45
<b>LIVE</b> <b>PATIENT KEYNOTE ADDRESS: From Patient to Participant to Partner – Getting Involved with Industry</b> <b>Patient Keynote Speaker:</b> Alex Flynn, Founder and Principal, <b>10MillionMetres Limited</b>	<b>LIVE</b> <b>UCB CASE STUDY: Aligning Meeting Strategy to Enhance Virtual and Hybrid Meetings</b> Geert Behets, Head Procurement Asia, Spend Journey Lead – Global Meetings, Travel & Events, <b>UCB</b> Alice Zhang, Sourcing Manager, <b>UCB</b>	<b>LIVE</b> <b>PANEL DISCUSSION: Key Approaches for Continuously Improving SMMP</b> <b>Moderator:</b> Andrew Winterburn, Director, <b>3Sixty Event Consulting</b> <b>Panelists:</b> Bobbi Djordjevic, CMP, Global Category Manager, Meetings, Events, Tradeshow, <b>Dentsply Sirona</b> Jason Hart, Strategic Sourcing Manager, <b>Amgen</b>
11:00-11:45	10:45-11:30	10:50-11:30
<b>LIVE</b> <b>PANEL DISCUSSION: “Weathering the Storm” – Lessons Learned During A Global Pandemic (Inclusive of Live Polling)</b> <b>Moderator:</b> Hannah Kelly, Vice President & Head of Meetings Management and Life Sciences, <b>BCD M&amp;E</b> <b>Panelists:</b> Patrick Buhl, Head of Event/Marketing & Hospitality, <b>OPED GmbH</b> Mayte Sabone Anton, Customer Services Hub Manager, <b>Eli Lilly and Company</b> Anne-Marie O’Brien, Event Specialist, <b>Cook Medical</b>	<b>LIVE</b> <b>COVID Secure Roadmap for Meetings</b> Simon Beard, Compliance Consultant, <b>Healthcare Venues</b> Ronny A. Maier, Area Vice President, United Kingdom, Ireland and Nordic Countries, <b>Marriott International</b>	<b>LIVE</b> <b>Rethink F&amp;B Options for the Post COVID-19 World</b> Hector Pliego, Area Director of Operations Eastern Europe, <b>Marriott International</b>
	11:40-12:10	
	<b>LIVE</b> <b>Compliance in the Era of Virtual Meetings</b> Marlize Eckert, Business Unit Lead – Compliance, <b>GCO Global</b> Yana Budel, Compliance Specialist, <b>GCO Global</b>	

DAY ONE Wednesday, 18 November 2020		DAY TWO Thursday, 19 November 2020	DAY THREE Friday, 20 November 2020
11:50-13:50		12:15-13:20	11:30-11:35
 <b>Networking Luncheon/ Appointment Time</b>		 <b>Networking Luncheon/ Appointment Time</b>	<b>Closing Remarks</b>
14:00-14:30		13:25-14:00	<b>ABOUT OUR TITANIUM SPONSOR</b>    Welcome to <b>Marriott International</b> .  Offering the most powerful and diverse portfolio in the industry, our 30 brands and 7,200+ properties across 132 countries and territories give travelers more ways to connect, experience and expand their world, from distinctive luxury travel to classic, time-honored hospitality for the modern traveler. Our core values make us who we are. As we change and grow, the beliefs that are most important to us stay the same — putting people first, pursuing excellence, embracing diversity and change, acting with integrity and serving our world.  Being part of Marriott International means being part of a proud history and a thriving culture. Since 1927, Marriott has valued diversity and inclusion. With our foundation built upon the well-being and happiness of our associates, embracing differences is critical to our success as the largest hospitality company with an ever-growing global portfolio. Diversity and inclusion is fundamental to our core values and strategic business goals.  Taking care of people and putting their wellbeing above all else is in our Company's DNA and our most precious cultural inheritance. Guided by our sustainability and social impact platform, Serve 360: Doing Good in Every Direction, Marriott International commits to creating positive and sustainable impact wherever we do business. With our size and scale, we inherently believe we have a global responsibility and a unique opportunity to be a force for good.  Thank you for your trust and partnership.
<b>LIVE SPEAKER Q&amp;A LOUNGE ON CONTRACTING</b>  Elisabethann Wright, Partner, <b>Hogan Lovells International LLP</b>		<b>LIVE EXPERIMENT • TRANSFORM • SURVIVE</b> <b>Learnings From the Bayer's Event Management Team</b>  <b>Moderator:</b> Samme Allen, Founder & Chief Participation Strategist, <b>Samme Allen (Emcee) Ltd</b> <b>Panelists:</b> Maarten Vanneste, President, <b>Meeting Design Institute</b> Frank Draeger, Head Event Management Operations International, <b>Bayer AG</b>	
14:30-15:30		14:00-16:00	
 <b>Take Advantage of Dedicated Time to Network and View On-Demand Content</b>		 <b>Take Advantage of Dedicated Time to Network and View On-Demand Content</b>	
15:35-16:35		16:05-17:05	
<b>LIVE PANEL DISCUSSION:</b> <b>The Future of Medical Meeting Transition</b> <b>Moderator:</b> Pat Schaumann, Manager/Consultant, Life Sciences Development, <b>McVeigh Global Meetings &amp; Events</b> <b>Panelists:</b> Christian-Claus Roth, Head, Scientific Engagement Governance, <b>Novartis Pharma AG</b> ; IPCAA Co-President, Int. Pharmaceutical Congress Advisory Association Elisabethann Wright, Partner, <b>Hogan Lovells International LLP</b> Michael Mahoney, Director, Strategic Event Services, <b>Genentech</b> Taya Paige, CMM, CIS, HMCC, Strategic Advisor, <b>ITA Group, Inc.</b> Thomas Reiser, Executive Director, <b>International Society on Thrombosis and Haemostasis</b> Michael Varlotta, Senior Director, Medical Education, <b>Janssen Biotech</b>		<b>LIVE CHOOSE BETWEEN 1 OF 2 BREAKOUT GROUP DISCUSSIONS</b>  <b>Beginner's Bootcamp for Meeting Planners Breakout*</b> <b>Facilitators:</b> Tara Cooper, ACE Regional Lead, Global Events Team: Medical Affairs, <b>Gilead Sciences</b> Mark Handforth, Managing Director, <b>3Sixty Event Consulting Ltd.</b>  <b>Senior Meeting Planners Breakout*</b> Natasha Liem, Global Meetings & Events Virtual Specialist, <b>AstraZeneca</b> Sue Berry, Corporate Account Director, <b>Marriott Hotels International Ltd</b>	
16:35-17:35		17:05-17:50	
 <b>Close of Day One Virtual Networking Reception</b>		 <b>Close of Day Two Entertainment Reception</b>	

# LEARN MORE ABOUT THE LIVE SESSIONS IN THE AGENDA!

## “Hotel/Venue Advancements for In-Person Meetings: Virtual Site Experience/Showcase” Marriott International



*Daniëlle Scherpenisse, Director of Sales & Marketing,*

**Prague Marriott Hotel & Courtyard by Marriott Prague City**

*Hector Pliego, Area Director of Operations Eastern Europe, Marriott International*

## Patient Keynote Address: From Patient to Participant to Partner — Getting Involved with Industry



Alex Flynn is an adventurer, ultra-athlete, CEO, speaker, brand champion, film producer, writer, business consultant and experienced lawyer, who attracts global media attention, and has taken sponsors and brand partners, their messages, products and values worldwide to over 120 million households.

Alex was diagnosed with Parkinson's disease in 2008, but this was a catalyst in his life; a catalyst for showing people the possibility of creating positive change in the face of adversity. Normally, you'll find him doing some of the more complex, unexpected and, more often than not, dangerous challenges across the planet to raise awareness and hopefully more than £1million towards vital research to find a cure.

### Patient Keynote Speaker:

*Alex Flynn, Founder and Principal, 10MillionMetres Limited*

## Panel Discussion: “Weathering the Storm” — Lessons Learned During A Global Pandemic (Inclusive of Live Polling)



As we all know, the events industry has been one of the hardest hit industries due to COVID-19. Benchmark with peers on how your organisation has adapted to this change and navigated through this unprecedented time. This session will consist of anonymous live-polling for the entire audience to participate and collaborate together.

- Share crisis management and change management tips for when meetings return to face-to-face (F2F)
- Discuss how you managed your time during the pandemic
  - \* Developed new skills? Brushed up on certifications?
- Collaborate on best practices for leading and keeping teams motivated during a crisis
- Address how the role of hybrid meetings have evolved in life sciences meetings/events

### Moderator:

*Hannah Kelly, Vice President & Head of Meetings Management and Life Sciences, BCD M&E*

**Panelists:** *Patrick Buhl, Head of Event/Marketing & Hospitality, OPED GmbH*

*Mayte Sabone Anton, Customer Services Hub Manager, Eli Lilly and Company*

*Anne-Marie O'Brien, Event Specialist, Cook Medical*

## Panel Discussion: The Future of Medical Meeting Transition



Medical meetings have mostly cancelled, postponed or have been converted into virtual meetings in 2020 due to the Coronavirus crisis. Many of our peers are undergoing significant transformations — changing how staffers communicate, adding necessary flexibility in responding and adapting to new demands for meeting formats and styles, cancelling and rescheduling contracts — all while navigating complex compliance laws and regulations. IFPMA / EFPIA / PhRMA have recently issued their Guidance on Virtual Medical Congresses. This guidance applies to all International Congresses organised by medical associations/societies involving HCPs from multiple countries, and activities organised by Companies at these congresses (e.g. exhibition stands, satellite symposia, poster sessions) that have been moved to a purely virtual format, and that are taking place between 1 July and 31 December 2020. This session will cover the impact of this new guidance.

Learning Outcomes:

- Learn about updates on the status of medical meetings in the U.S and Europe
- Understand changing regulations as a result of the pandemic
- Discuss virtual meetings and the rapid release of new technology
- Hear how to explain legal disclaimers and new force majeure language
- Define the new HCP experience

### Moderator:

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

### Panelists:

*Christian-Claus Roth, Head, Scientific Engagement Governance, Novartis Pharma AG; IPCAA Co-President, Int. Pharmaceutical Congress Advisory Association*

*Elisabethann Wright, Partner, Hogan Lovells International LLP*

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

*Taya Paige, CMM, CIS, HMCC, Strategic Advisor, ITA Group, Inc.*

*Thomas Reiser, Executive Director, International Society on Thrombosis and Haemostasis*

*Michael Varlotta, Senior Director, Medical Education, Janssen Biotech*

## Innovation Address: At the Forefront of Digital Transformation



As we all know, the events industry has been one of the hardest hit industries due to COVID-19. Benchmark with peers on how your organisation has adapted to this change and navigated through this unprecedented time. This session will consist of anonymous live-polling for the entire audience to participate and collaborate together.

- Hear how to create a new type of physician relationship and effective HCP engagement processes
- Learn about innovative tools for better utilisation of data analytics to foster continuous improvement of patient care
- Discuss the use of AI to predict future patient conditions

*Jovelle Fernandez, M.D., Ph.D., FPOGS, Vice President, Japan Medical Officer, Head, Global Medical Affairs – Japan, Takeda Pharmaceutical*



# MORE ABOUT THE LIVE SESSIONS (CONTINUED)

## Evaluate Virtual Meetings: Data Analytics, KPIs and 2021 Budgeting



- Address the type of data to look for and how to make the best use of it
- Discuss SMART KPIs for virtual meetings
- Examine the impact on 2021 budgeting – Virtual vs. F2F events

*Rene Proske, Chief Executive Officer, Proske GmbH*

*Anna Frick, Head Global Congress & Engagement Strategy, Roche*

## UCB Case-Study: Aligning Meeting Strategy to Enhance Virtual and Hybrid Meetings



- Discuss how China led the way on including more virtual meetings
- Address best practices for successfully pivoting to virtual and hybrid meetings

*Geert Behets, Head Procurement Asia, Spend Journey Lead – Global Meetings, Travel & Events, UCB*

*Alice Zhang, Sourcing Manager, UCB*

## Panel Session: COVID Secure Roadmap for Meetings



Hear from a multi-stakeholder panel comprised of a hotel group, third-party planner and corporate planner as they discuss the current priorities and risk assessments to consider when developing a successful roadmap for F2F meetings. This session will take into account the COVID-19 requirements for social distancing, sanitisation and policies to build confidence in face-to-face meetings.

- Discuss best practices to collaborate and effectively work with your partners to establish clear COVID Secure guidelines for returning to face-to-face meetings/events
- Understand the liability issues and map out the risk assessments
- Examine lessons learned from socially distant F2F meetings

*Simon Beard, Compliance Consultant, Healthcare Venues*

*Ronny A. Maier, Area Vice President, United Kingdom, Ireland and Nordic Countries, Marriott International*

## Compliance in the Era of Virtual Meetings



The current global COVID-19 pandemic and the environmental need to reduce carbon emissions have led to an increasing demand for virtual meetings and events. However, compliance must not be an after-thought in a virtual setting. This session will discuss how to keep compliance in mind during the execution of virtual meetings.

- Understand key considerations for compliant, virtual engagement
- Explore best practices to protect privacy and safeguard sensitive information in virtual meetings

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

*Yana Budel, Compliance Specialist, GCO Global*

## EXPERIMENT • TRANSFORM • SURVIVE Learnings From the Bayer's Event Management Team



In the past few months, many organisations and their event teams had to go through a dynamic and fast-changing process. During this session, you will get insights on how Bayer's Event Management Team created a seamless transition to the new circumstances and how they manage a crisis with curiosity, courage, and passion.

**Moderator:** *Samme Allen, Founder & Chief Participation Strategist, Samme Allen (Emcee) Ltd*

### **Panelists:**

*Maarten Vanneste, President, Meeting Design Institute*

*Frank Draeger, Head Event Management Operations International, Bayer AG*

## CHOOSE BETWEEN 1 OF 2 BREAKOUT GROUP DISCUSSIONS

### Beginner's Bootcamp for Meeting Planners Breakout



This beginner's bootcamp for meeting planners group discussion is designed for meeting planners from a corporate, third-party, or association meeting organisation within the life sciences industry who are new to meeting planning or interested in a refresher on fundamentals. Final eligibility approval is at the discretion of Informa Connect/MeetingsNet.

- Discuss professional development opportunities, career advice for new meeting planners
- Benefits of obtaining credits, participating in trainings and reskilling to further industry knowledge
- Key tips to stay motivated and inspired within the meetings and events industry

### **Facilitators:**

*Tara Cooper, ACE Regional Lead, Global Events Team: Medical Affairs, Gilead Sciences*

*Mark Handforth, Managing Director, 3Sixty Event Consulting Ltd.*

### Senior Meeting Planners Breakout



This senior meeting planner's breakout group discussion is designed for senior corporate, third-party and association 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.

- Pivoting to Hybrid Events and Rethinking Planning Processes to Increase Attendee Engagement
- Discuss tips for sharpening new force majeure language within meeting contracts
- Meetings team and digital teams — Building up tech capabilities in meeting planning teams and integrating resources
- Essential Strategies for Managing Global HCP Activities
- Reimagining HCP Engagement
- Assess the Must-Have Analytics for Virtual Events

*Natasha Liem, Global Meetings & Events Virtual Specialist, AstraZeneca*

*Sue Berry, Corporate Account Director, Marriott Hotels International Ltd*

# MORE ABOUT THE LIVE SESSIONS (CONTINUED)

## Mental Health and Wellbeing in the Workplace Post COVID-19

In this session, Gavin Percy will discuss challenges for companies and their employees following the pandemic and how this will affect mental health and wellbeing in the workplace. Then how that, in turn, will affect performance and productivity.

- Stress and Anxiety management
- Workplace Mental Health and wellbeing
- Empathy and sympathy

*Gavin Percy, Managing Director, **Balancing Edges***

## Positive Impact of Diversity and Inclusion in the Meetings and Events Industry

As awareness of inclusion and diversity continues to grow in the business community, it is important now more than ever to execute better training and tools around inclusivity and diversity. Brainstorm with industry peers on how and to what extent event professionals plan for inclusivity and diversity.

- Understand the importance of a diverse work culture
- Examine the knowledge gaps and the need for information and support
- Discuss the value of diversity and inclusion in the meetings and events industry
- Explore best practice examples for the creation of inclusive experiences

*Dawn Mattinson, Senior Director, Meeting Services, **Parexel***

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

## Panel Discussion: Key Approaches for Continuously Improving SMMP

How much did the disruption cost in terms of cancellations and was this well managed through strategic sourcing practices? Is the meeting strategy changing, including your virtual meeting strategy? Globalisation of SMM programs will continue with more regional adaptations to drive adoption. Tune into this panel discussion to hear a deep-dive into improving SMM with industry peers!

- Discuss the evolution of hybrid meetings and how they will become commonplace
- Address your digital strategy to support virtual and hybrid meetings
- Understand the further focus on the attendee experience
- Learn about how sustainability practices with measurement will increasingly become a part of meetings programs
- Hear how cost savings will become increasingly important, especially with internal meetings

### Moderator:

*Andrew Winterburn, Director, **3Sixty Event Consulting***

### Panelists:

*Bobbi Djordjevic, CMP, Global Category Manager, Meetings, Events, Tradeshow, **Dentsply Sirona***  
*Jason Hart, Strategic Sourcing Manager, **Amgen***

## Rethink F&B Options for the Post COVID-19 World

Marriott Chef's demo on how catering has evolved. Hear creative ideas on what meals will look like post COVID-19.

- Discuss practical and creative F&B options in the new normal
- Identify the safety measures of F&B for in-person events

*Hector Pliego, Area Director of Operations Eastern Europe, **Marriott International***

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“

An excellent virtual event from every aspect, technically, informationally and personally. Well done to all who put this complex interactive virtual experience together. We learned about industry trends and connected with prospective clients.

”

“

This has been one of the best online conferences I've had the pleasure to attend and speak at.... A good mixture of live and on-demand sessions, plus evening entertainment too! The content was informative, the speakers were excellent and the timings were great. I would definitely recommend attending!

”

FOR MORE INFORMATION VISIT: **WWW.PHARMA MEETING PLANNERS.COM/EUROPE**



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## Useful Tips to Remain GDPR Compliant While Using Virtual Meeting Platforms



- Examine the measures to mitigate risk in virtual meetings
- Review user instructions, terms and conditions and privacy policies to implement protective measures
- Understand the steps to enhance cybersecurity and data protection

*Gerstin Steindorf, Global Account Director Healthcare, MCI Group*

## Real-World Example of Planning Virtual Meetings



The current crisis triggered a rapid need of digital innovation in the Life Science industry. Companies struggle to keep business as usual and it becomes obvious that existing digital engagement initiatives with stakeholders are lacking overall effectiveness. The 'new normal' will require a strong digital performance from each of us. In this session you will:

- Experience a virtual meeting
- Understand the importance of reimagining event planning
- Learn the success factors for a virtual meeting

*Alain Barathe, Account Director, GCO Global*

## The Rise of the Virtual Meeting Planner Role



Hear how HCP meetings have adapted in the “new normal” and understand future predictions of HCP meetings beyond the pandemic.

- Discuss current lessons learned on becoming a virtual meeting planner
- Address the updates to your role and responsibilities
- Hear practical strategies for how to choose the right technology platform for your meeting type

*Yifat Birenbaum, Global Meetings & Events Manager, Teva Pharmaceuticals*

## Resilience Planning for the Pharmaceutical Meeting Planner During “COVID and Beyond!”



- Learn how to “pivot” and build a resilience plan in our new landscape
- Understand the expertise and value of Pharmaceutical Meeting Planners, during the global coronavirus pandemic
- Educate and align internal cross functional partners on the successful execution of virtual HCP programs
- Easing the transition to future “hybrid/live” events

*Paulina Knap, Senior Meeting Planner, Allergan Aesthetics (An AbbVie Company)*

## Effective Contract Risk Management — Meeting Planner Must-Have's:



- Address the fundamental elements of how to build a comprehensive contract risk assessment and liability identification process
- Discuss best practices in comprehensive contract renegotiation in a complex environment
- Discuss how “fair market value” should be determined
- How best can the obligations imposed by national sunshine rules be presented?
- Is a Data Processing Agreement an essential part of a clinical trial agreement?

*Elisabethann Wright, Partner, Hogan Lovells International LLP*

## Successfully Executing Sustainability Initiatives into Meetings and Exhibitions

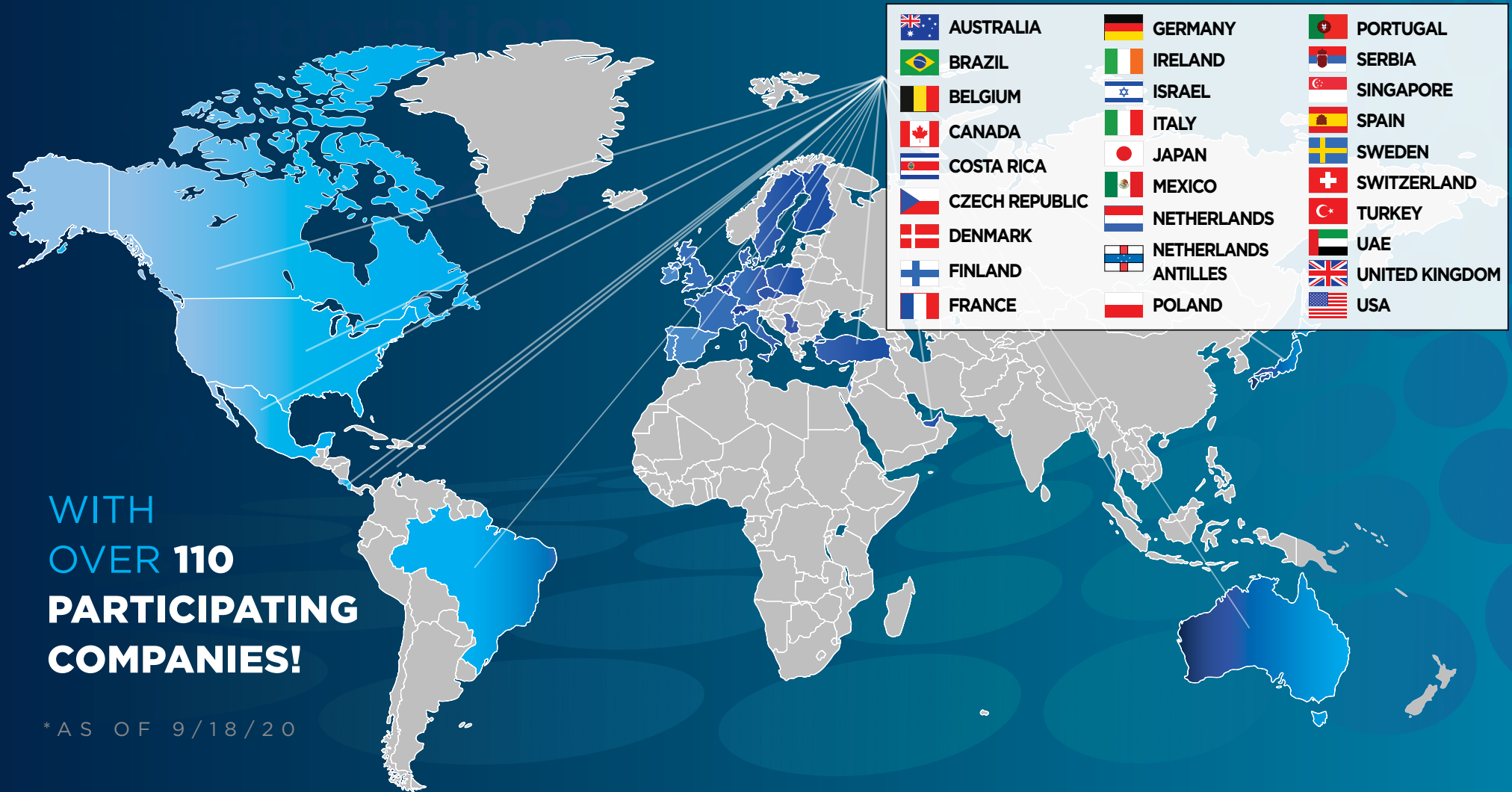


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- Learn how to successfully execute sustainable initiatives into your meetings
- Understand the costs associated with implementing sustainable meetings
- Hear and see real-world examples on the positive impact of sustainability on the attendee experience

*Caroline McLay, Global Congress and Event Leader, Ferring Pharmaceuticals*

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