

Rewrite pharma's business plan. Become the trusted partner.



David Epstein
CEO Pharmaceuticals
Novartis



Dominique Limet
CEO
ViiV Healthcare



Jane Griffiths
Company Group Chairman, EMEA
Janssen



Gitte Aabo
CEO
LEO Pharma



Eduardo Javier Sanchiz Yrazu
CEO
Almirall



Murray Stewart
Chief Medical Officer
GlaxoSmithKline



Tim Kneen
Executive President
EU & Canada
Merck



David Loew
Chief Operating Officer
Sanofi Pasteur



Andrew Hotchkiss
President EU & Canada
Lilly



Jason DeGoes
Senior Vice President
Patient Solutions
TEVA

► DEEPEN CUSTOMER INSIGHT.

Reinvent your understanding of customer experience with a holistic multichannel solution

► DELIVER OUTCOMES.

Enhance patient experience by partnering with external stakeholders and facilitating internal cross functionality

► SELL VALUE.

Engage the busier, more informed customer with impactful face-to-face, remote and digital communication

► REDEFINE YOUR CULTURE.

Pioneer a progressive internal mind-set promoting collaboration, communication and trust



Collaborate:

Establish relationships with all your key stakeholders, industry leaders and innovators



Network:

900+ colleagues, 12 hrs networking time, exclusive exhibition area, drinks reception and awards



Learn:

3 targeted tracks, 100+ expert speakers, industry driven agenda, panel discussions and workshops

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BARCELONA 2016 AWARDS

Recognise and support what really matters in pharma: positive impact on customers and patients.



Welcome to the 14th Annual eyeforpharma Barcelona Summit

Last year's eyeforpharma Barcelona conference was a seminal event. The CEOs of several major pharma companies pledged, in a public forum, that they would reprioritise their business models towards patient need, would reward staff against these metrics, and would remove any staff member who did not sign up to this philosophy.

Coming from the top, these messages gave the rest of us the breathing space to focus on what our companies can bring to the healthcare equation. We learned how to become an important partner in the value chain and we were inspired by what some companies had already achieved.

What's next? Well, our journey is just beginning. We have a new set of CEOs taking the platform, and we have three more tracks full of practical guides and case studies. But we've already told the speakers that it's no longer enough to make vague gestures. This is about setting a new standard, getting out there amongst people and not settling for anything less.

Fourteen years ago, when we started out, this conference was merely all about sales force strategy and how to maximise share of voice. I'm proud that the industry has made such a lot of progress since then. But we are not moving fast enough. And we won't move fast enough in isolation – this is the annual meeting place for those who are not content with the status quo and want to move quicker.

Don't get left behind.



Paul Simms
Chairman
eyeforpharma

AND THE BARCELONA TEAM...



Hayley Dunn, *Head of Europe*
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Why Attend?

"Let's come together in Barcelona to embrace the future rather than oppose it. Let us identify better ways to operate effectively in this new environment."



Eduardo Javier Sanchiz Yrazu
CEO
Almirall

"Marketing with a purpose is all about creating unique and sustained value for patients and families...enabling them with differentiated solutions to live the life they choose rather than one dictated by the disease - this is the message I will be sharing at Barcelona."



Bharat Tewarie
EVP & Chief Marketing Officer
UCB

"Patients are increasingly important partners for the industry. Sharing experiences on projects and strengthening these relationships is an important step of establishing true patient centricity."



Irmi Gallmeier
Senior International Health Policy
Leader, Patient Group Relations
Roche

"eyeforpharma Barcelona is a great way to share innovative best practice and set a new benchmark across the industry – to the benefit of both patients and Health Care Professionals."



Rob Dickerson
Global Associate Director of
Learning & Sales Excellence
Novartis

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KEYNOTE SPEAKERS



DAVID EPSTEIN
CEO Pharmaceuticals



TIM KNEEN
Executive President Europe & Canada Region



DOMINIQUE LIMET
CEO



ANDREW HOTCHKISS
President Europe and Canada



EDUARDO JAVIER SANCHIZ YRAZU
CEO



JASON DEGOES
Senior Vice President Patient Solutions



GITTE AABO
CEO



BHARAT TEWARIE
Executive Vice President & Chief Marketing Officer



DAVID LOEW
Chief Operating Officer



STEFANO PORTOLANO
Vice President Strategy & Innovation



MURRAY STEWART
Chief Medical Officer



JOÃO ROCHA
Senior Vice President



LODE DEWULF
Chief Patient Officer



RICHE ETWARU
Chief Digital Officer



JANE GRIFFITHS
Company Group Chairman, Europe, Middle East & Africa



ELCIN ERGUN
Executive VP New Businesses

PATIENT EXPERIENCE SPEAKERS



ROSLYN F SCHNEIDER
Senior Director, Global Patient Affairs



HANNAH SAUL
Associate Director Patient Advocacy



KASPER JERLANG
Head - Global Patient Communications



JENS LIPINSKI
Head Patient Relations



JUTTA ULBRICH
Head of Patient Engagement



SANJA NJEGIC
Director Patient Relations, Europe



IRMI GALLMEIER
Senior International Health Policy Leader, Patient Group Relations



GREGORY MILLER
Global Patient Experience Lead



HENRIK FINNERN
Chief Patient Officer



JENNY ROYLE
Patient Safety Expert



RAMONA ROEMER
Head of Patient Service



MARC WORTMANN
Executive Director



PAUL ROBINSON
Executive Director Patient Perspective / Committee Member



RICHARD STEPHENS
Chair



NURIA ZUNIGA
Lupus Patient



JAN GEISSLER
Director



MELVIN "SKIP" OLSON
Global Head HEOR Excellence



JOHN WALSH
OBE Patient representative



ANNE BEAL
Chief Patient Officer



VALERY RISSON
Patient Access, HEOR Excellence Lead



KEVIN DOLGIN
President

COMMERCIAL EXCELLENCE SPEAKERS



ANDREAS WANDELT
Vice President,
Global Sales & Marketing Services



ROB DICKERSON
Global Associate Director of Learning &
Sales Excellence



CHRISTOPH SCHMIDT
Corporate Vice President - Global Head of
Commercial Excellence



ETIENNE TICHIT
Vice President,
Commercial Excellence



DAVID ST DENIS
Head of Commercial Europe
& Canada



HUW TIPPETT
Global Head Commercial Excellence



CARLOS SOSA
Director Global Commercial Effectiveness



VICTORIA WILLIAMS
Sales Director



EDUARDO FARGOS
Head of Europe



MATT PORTCH
Senior Director / Team Leader,
Commercial Effectiveness



HELÉNA BARGIEL
Head of Global Field Force Excellence



JAVIER BUSTOS
Commercial Director



FRANK GEHRES
Vice President & General Manager DACH,
UKI



GRAHAM LEASK
Academic



BHARAT TEWARIE
Executive Vice President & Chief
Marketing Officer



CHRIS-CAROL BREMER
Senior Vice President & Head of Marketing



KIRSTEN DETRICK
Vice President, Therapeutic Area
Commercial Lead, GI Global Commercial



KASIA HEIN-PETERS
Vice President, Head of Dengue Marketing



DENISE DEWAR
Head of Multichannel Marketing Excellence
EU, Canada & EMA



PANOS PAPAKONSTANTINOU
Head Digital Commercial - Region Europe



CYRIL MANDRY
Multichannel Marketing Director
Europe & Canada



JOSE MANUEL RIGUEIRO
General Manager



JESSICA FEDERER
Chief Digital Officer



TRISH NETTLESHIP
Global Director Multichannel Marketing



PHILIPPE KIRBY
Director - Customer Engagement
Capabilities



KYRIAKOS ZANNIKOS
Global Head of Multichannel Marketing



JUSTIN EDGE
Managing Director, Health, North America,

"I found the congress exceptionally informing especially at this time when the pharma industry is going through a major change in defining new commercial/operating model"

Quentin van der Merwe
Sales Excellence, Director
GlaxoSmithKline

"Great event that is needed for the community"

Andreas Claus Kistner
EMEA Solution & Portfolio Architect, Roche

"Complete, concrete and innovative"

Aurelie Rameau Salamander
Marketing Retail GX Head, Sandoz

DAY 1	AM	Opening Keynotes Including award finalists and winners to be announced (see page 6)		
	PM	Workshops		
		ROOM A Patient Experience See page 7	ROOM B Commercial Excellence See page 7	
		Networking Drinks		
DAY 2	AM	ROOM A Patient Experience See page 7	ROOM B Engagement Strategy See page 8	ROOM C Customer Excellence See page 8
	PM	Workshops		
		ROOM A Patient Experience See page 7	ROOM B Engagement Strategy See page 8	ROOM C Customer Excellence See page 8
		Networking Drinks		
DAY 3	AM	ROOM A Patient Experience See page 7	ROOM B Engagement Strategy See page 8	ROOM C Customer Excellence See page 8
		Closing Keynotes Including: David Epstein, CEO, Pharmaceuticals Novartis - Murray Stewart, Chief Medical Officer, GSK, Gitte Aabo, CEO, LEO Pharma and award winners to be announced (see page 6)		

Key

Keynotes

- Understand what patient-centric leadership looks like, and how the industry will evolve based on this paradigm
- The healthcare vision – pharma's place in the ecosystem and our role in the future
- Customer affinity in the pharma industry: can we finally make it happen?

Commercial Excellence: Cross Functional Alignment

- Make the journey towards marketing and sales integration
- Increase collaboration, communication and trust for commercial success
- Transform your commercial thinking to prioritise customer needs

Patient Experience: The Journey of Empowerment

- Understand how all stakeholders perceive 'value' and how you can earn rewards for your initiatives
- Learn how to measure and improve your patient engagement initiatives by adopting cross-functionality
- Improve and enhance patient experience through innovative approaches and novel partnerships

Engagement Strategy: The Holistic Multichannel Solution

- Create a true multichannel experience by tailoring your message to provide real value to your customers
- Build an in-depth understanding of your customer, creating actionable insights and informed decision making
- Establish a cross functional team, prepared to adapt to a constantly changing marketing strategy

Customer Excellence: A New Era of Sales Interactions

- 2020 Customer Facing Model: define the new role of sales, reorganise internal processes and influence a mind-set shift
- Adopt new competencies, behaviours and mind-set across your customer facing sales role to ensure your team is ready to interact with today's customer
- Engage the busier, more informed customer: determine what great customer engagement looks like

Keynotes

Customer affinity in the pharma industry: can we finally make it happen?

In all countries, governments are struggling to manage the pace of growth of healthcare expenses vs GDP growth. Higher patient expectations, technical and scientific innovation and longer lives are some of the factors contributing to this situation.

- A new product will need to be a better product to succeed today, that much is undoubtedly true. But that alone will not be enough for it to succeed
- One way or the other this situation is forcing the industry to work much closer and in a more flexible manner with different customer types, and encouraging it to develop a different kind of sensitivity or empathy for their needs
- Let us, then, embrace the future rather than oppose it. Let us identify better ways to operate effectively in this new environment



EDUARDO JAVIER SANCHIZ YRAZU
CEO

Your Customer is in Charge: What patient-centric leadership looks like, and how the industry will evolve based on this paradigm

- Discussions on overhauling a legacy enterprise culture and developing lasting change in attitude, values and beliefs
- How pharma can adjust its business model to enhance the quality of care provided throughout the patient experience
- Why 'beyond the pill' also implies 'beyond your means' - how your collaborations with health systems, biotech, academia, payers and governments are the answers to real patient value



ANDREW HOTCHKISS
President Europe and Canada



JANE GRIFFITHS
Company Group Chairman, EMEA



DOMINIQUE LIMET
CEO

Satisfy both shareholders and patients with bold leadership and a strong raison d'être

- Has pharma really always been patient centric? Map the key differences in approach going forward and a new set of minimum standards
- The 'open' pharma company: a focus on pragmatic transparency and reputation-building in order to make real progress
- The healthcare vision – pharma's place in the ecosystem and our role in the future
- The link between patients and profitability: how to justify, how to measure and how to communicate across all stakeholders



TIM KNEEN
President Europe and Canada



JOÃO ROCHA
Senior Vice President



BHARAT TEWARIE
Executive Vice President & Chief Marketing Officer

Bring a level of consistency in approach and global delivery to recognise patient support as a unique discipline in your company

- Where do patient solutions reside? Put in place the right functions for a holistic and integrated strategy for direct patient engagement initiatives
- Increase patient activation, improve adherence and patient self-management of their disease
- Develop tools which influence long-term patient experience and analyse the impact these tools have on satisfaction, attitudes and real reported outcomes



JASON DEGOES
Senior Vice President Patient Solutions



LODE DEWULF
Chief Patient Officer



ANDY JONES
Vice President Pharmaceutical Innovation

Pharma's next imperative: prevent disease and have a greater impact on society

- Why it makes business sense for pharma to address disease prevention and overall outcome aspects
- How to build a case for prevention as the most effective way of driving patient outcomes and using this to improve health partnerships
- How disease prevention and awareness integrates with your public engagement and corporate reputation strategies



DAVID LOEW
Chief Operating Officer

See how Celgene's trialled and tested patient pilot projects deliver superior patient experience

- How to support patients to engage in their own treatment therapies and encourage willingness to share information for enhanced outcomes
- Utilise big data to power patient care: create a coherent approach to ensure all data touch-points are leveraged to better meet patient needs
- See how Celgene executed multiple patient projects in practice ensuring they were in sync to their one end goal... better patient outcomes



STEFANO PORTOLANO
Vice President Strategy and Innovation

Orchestrating Customer Engagement For Better Outcomes



RICHIE ETWARU
Chief Digital Officer

Closing Keynotes Day 3: what is next for pharma?



GITTE AABO
CEO



MURRAY STEWART
Chief Medical Officer



DAVID EPSTEIN
CEO Pharmaceuticals



ELCIN ERGUN
Executive VP New Businesses

ROOM A

Patient Experience

The Journey of Empowerment

External stakeholder perceptions and rewards for your initiatives

Panel Session: Understand how patient-pharma relationships are perceived by all stakeholders so you can put actions in place that increase 'value' for patients as well as payers

- **PAUL ROBINSON**, Committee Member, **NICE**
- **JOHN WALSH**, OBE, Patient Representative, **NICE / NIHR**
- **Other panelists to be revealed**

Patient Case Study: Learn how to optimise your resources to help a significantly wider patient population with little to no extra effort

- **NURIA ZUNIGA**, Lupus Patient & Health Advocate

Improved patient outcomes through cross-functional collaboration

The journey towards being patient-centric in everything we do

- **ROSLYN F SCHNEIDER**, Senior Director Global Patient Affairs, **Pfizer**

Case Study: Improve patient experience by identifying influences that impact patient behaviour

- **KASPER JERLANG**, Head - Global Patient Communications, **LEO Pharma**

Case Study: Formulate win-wins: Positively impact your patient and improve your bottom line through cross-functional collaboration

- **JENS LIPINSKI**, Head Patient Relations, **Bayer**

Case Study: Setup a "Center of Excellence on Patient Group Relations" to establish long term relationships and save internal resources

- **IRMI GALLMEIER**, Senior International Health Policy Leader Patient Group Relations, **Roche**

Case Study: Learn about Celgene's new initiative to broaden the patient-centric culture within the entire European organisation

- **HANNAH SAUL**, Associate Director Patient Advocacy- EMEA, **Celgene**

Patient-Pharma Case Study: Small Steps First; AstraZeneca Walking-The-Talk with the NCRI Consumer Forum

- **JENNY ROYLE**, Patient Safety Expert, **Astra Zeneca**
- **RICHARD STEPHENS**, Chair, **NCRI Consumer Forum**

Patient Empowerment: A lone voice can make your case for reimbursement

- **PAUL ROBINSON**, Committee Member, **NICE**

Enhance patient experience through novel approaches and innovative partnerships

Standardise and harmonise your patient interactions to strengthen pharma-patient organisation relationships

- **SANJA NJEGIC**, Director Patient Relations Europe, **Novartis**

Panel Session: Learn how to engage with patients during early stages of drug development to co-create solutions that improve outcomes and make a stronger case for access

- **MARC WORTMANN**, Executive Director, **Alzheimer's Disease International**
- **JENNIFER ROYLE**, Patient Safety Expert, **AstraZeneca**
- **HENRIK FINNERN**, Chief Patient Officer, **Boehringer Ingelheim**
- **Other panelists to be announced**

Case Study: Learn how UCB empowered an entire community, online and offline, through patient advocates

- **GREGORY MILLER**, Global Patient Experience Lead (CNS), **UCB**

Case Study: Providing optimal medication to the patients – Right Drug – Right Dose – Right Time



Commercial Excellence:

Cross Functional Alignment

The Journey towards Marketing and Sales integration

Create a forward-thinking customer facing strategy: The journey to integrate marketing and sales for commercial success

- **ANDREAS WANDELT**, Vice President Global Sales and Marketing Services, **Pfizer**

The customer journey: determine what great customer engagement looks like

- **HUW TIPPETT**, Global Head Commercial Excellence, **Baxalta**

Commercial excellence to customer excellence: transform your commercial thinking to prioritise customer needs and requirements

- **DAVID ST DENIS**, Head of Commercial Europe and Canada, **Merck**

ROOM B

Engagement Strategy

The Holistic Multichannel Solution

A new era of customer insight

The true customer experience: move from multi-channel to multi-journey

- **JOSE MANUEL RIGUEIRO**, General Manager, **Actelion**

Case Study: Establish customer loyalty with a well perceived brand image

- **CHRIS-CAROL BREMER**, Senior Vice President & Head of Marketing, **Grünenthal**

Innovative multichannel streams – getting it right

Know your customer, know your strategy

- **KASIA HEIN-PETERS**, Vice President, Head of Dengue Marketing, **Sanofi Pasteur**

Design a successful customer-centric multichannel solution

- **PANOS PAPAKONSTANTINOU**, Head Digital Commercial, Region Europe, **Novartis**

Address the problem, not the technology

- **DENISE DEWAR**, Head of Multichannel Marketing Excellence EU, Canada & EMA, **GSK**

Pull marketing: Harmonise digital channels with offline material

- **TRISH NETTLESHIP**, Global Director Multichannel Marketing, **UCB**

The customer driven organisation

Establish meaningful communication with your patients

- **BHARAT TEWARIE**, Executive Vice President & Chief Marketing Officer, **UCB**

Design your customer engagement ecosystem from the outside-in

- **PHILIPPE KIRBY**, Director - Customer Engagement Capabilities, **MSD**

Physician Panel: Engagement in the real world; build a successful relationship which provides value to all stakeholders

- Expert physician panel from across Europe

Change management and team organisation

Organise your team to embrace your multichannel strategy

- **KYRIAKOS ZANNIKOS**, Global Head of Multichannel Strategy, **Mylan**

Build a dynamic and adaptable workforce through training and re-structure

- **CYRIL MANDRY**, Multichannel Marketing Director Europe and Canada, **MSD**

Prepare a cross functional workforce equipped for 2020 and beyond

- **KIRSTEN DETRICK**, Vice President, Therapeutic Area Commercial Lead, GI Global Commercial, **Takeda**

ROOM C

Customer Excellence

A New Era of Sales Interactions

2020 Customer Facing Model

Customer Centricity: Promote commercial change management to drive a business that works towards customer and patient needs

- **EDUARDO FARGAS**, Region Business Head, Europe, **Nestle Health Science**

Global Launch Excellence: Prepare and align your commercial functions to work together across local and global markets

- **CHRISTOPH SCHMIDT**, Global Head of Commercial Excellence, Corporate Vice President, **Actelion Pharmaceuticals**

Case Study: How to achieve optimal customer adhesion within a multichannel mix of traditional and digital sales activities

- **DR GRAHAM LEASK**, Academic, **Aston University**

Achieve nationwide sales integration across field market access, medical liaisons and sales reps

- **ETIENNE TICHIT**, Corporate Vice President, Commercial Excellence, **Novo Nordisk**

Panel: Ensure a regional, local and global perspective within a complex and dynamic market

- **HELÉNA BARGIEL**, Head of Global Field Force Excellence, **LEO Pharma**

Adopt new competencies, behaviours and mind-set across your customer facing sales role

The Territory CEO: Transform your sales team to manage a more complex environment, portfolio and stakeholder map

- **JAVIER BUSTOS**, Commercial Director, **Mylan**

The forgotten first-line managers: Enable your first line managers to coach and support your core customer-facing function during uncertain and demanding times

- **MATT PORTCH**, Senior Director / Team Leader, Commercial Effectiveness, **Pfizer**

Field Force Engagement – do we really know what drives high performance?

- **ROB DICKERSON**, Global Associate Director of Learning & Sales Excellence, **Novartis**

The journey towards patient centric sales force excellence - beyond the sales target

- **VICTORIA WILLIAMS**, Sales Director, **GSK**

Engage the busier, more informed customer

Segment and profile to meet customer needs with the right solution, information and channel of communication

- **FRANK GEHRES**, Vice President & General Manager DACH, UKI, **ConvaTec**

Achieve a corporate commercial reporting system which allows consistency across your sales teams

- **CARLOS SOSA**, Director Global Commercial Effectiveness, **Almirall**

BARCELONA 2016 AWARDS



*WHERE PHARMA'S REAL
VALUE IS RECOGNISED*



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Winners will receive their award in front of **C-level executives and 1000+ delegates** at the eyeforpharma Barcelona conference, 15th-17th March

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it's proud of?

Have you made a real
difference to patients
and physicians?

Does someone deserve
recognition for the
lives they've changed?

- *Support pharma's best work – see how our industry is championing and creating patient value*
- *Meet the finalists, winners and judges – learn from the most exciting initiatives in pharma*
- *Be inspired by innovative projects which are adding real value to the future of pharma*

MORE INFORMATION AVAILABLE HERE: WWW.EYEFORPHARMA.COM/BARCELONA/AWARDS

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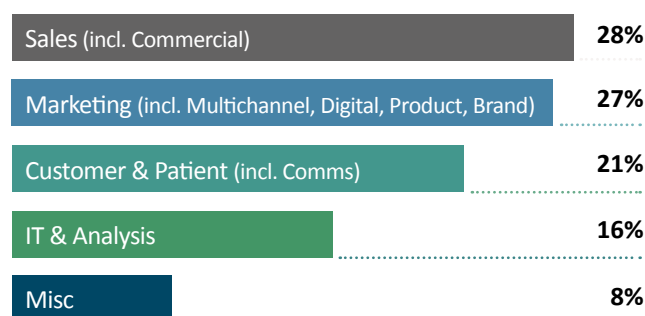
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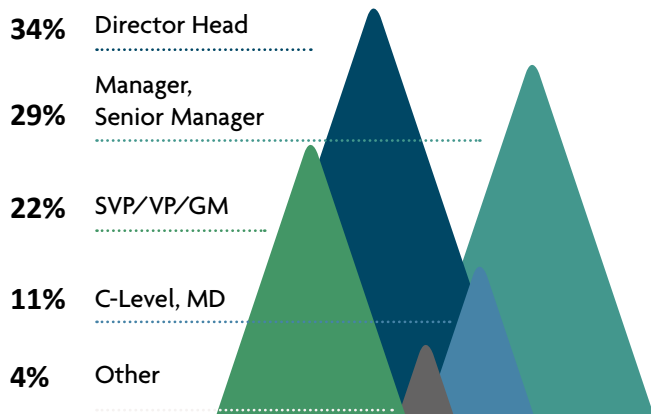
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Put the customer at the centre of your strategy, organisation and capabilities.

- Learn what Customer Experience means for your company and align it with your commercial strategy
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- Make it work with real cases of adapting processes to customer centricity



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Handle the data your marketing needs

- Improve your multichannel marketing output by building a solid foundation of marketing data infrastructure
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Value Added Services 2015 *Just Released*

3 tailored roadmaps to solutions in healthcare beyond the pill

- Understand the creation of successful services by looking at organisational structure and internal processes
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- In-depth case studies of company-wide initiatives and specific projects from Janssen, Sanofi, Pfizer, Grunenthal and Boehringer Ingelheim



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Rewrite pharma's business plan. Become the trusted partner.

5 reasons why you cannot miss Barcelona 2016:

- 1** **900+ peers and colleagues** within your network so you can discuss and share ideas with the best minds in pharma.
- 2** **90+ industry leading speakers** including C-Suite, VP and Director level experts to share their experiences so you can make healthier corporate decisions.
- 3** **25+ hours of thought provoking debate** and global best practice at your fingertips so you can gain more knowledge in just three days than from weeks of market research.
- 4** **15+ hours of dedicated networking** including an awards ceremony, so you can connect with the movers and shakers of the pharma world and collectively celebrate achievements.
- 5** **3 parallel streams** for you to choose from so you can build and learn within your area of focus and expertise through case studies and focused sessions.

3 Focused Tracks:

- **Patient Experience:** The Journey of Empowerment
- **Engagement Strategy:** The Holistic Multichannel Solution
- **Customer Excellence:** The New Era of Sales Interactions



90+ Expert Speakers from:



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