

THE 5TH ANNUAL



Global Pharmaceutical and Medical Meetings Summit™

Where Pharmaceutical, Biotech, Medical Device and Health Care Senior Meeting Professionals Convene to Innovate, Educate and Network

JAN. 31 – FEB. 2, 2017 • SHERATON PHILADELPHIA DOWNTOWN • PHILADELPHIA, PA

FEATURED PRESENTATIONS AND WORKSHOPS:

GLOBAL CONGRESS AND CONVENTION MANAGEMENT



Patricia A. Jackson
Global Congress Manager
BRISTOL-MYERS SQUIBB



Jeannine Strampel, CMM, CMP-HC
Associate Director,
Congress Management,
Worldwide Customer Solutions
BRISTOL MYERS SQUIBB

MEDICAL DEVICE PROFESSIONAL GROUP DISCUSSION



Cathy Persidis
Conference Operations
Manager, EMEA
MEDTRONIC



Kelly Sophy, CMP, CMM, HMCC
Aesculap Academy Senior
Program Manager
AESCULAP, INC.

ORGANIZING MEETINGS AND ATTENDING CONGRESSES OUTSIDE OF THE U.S.



Christian-Claus Roth
Global Medical Affairs -
Head Global Event Governance
NOVARTIS PHARMA AG



Cerstin Steindorf
Global Account Director,
Healthcare
MCI HEADQUARTER OFFICE / GENEVA

THE LIFE SCIENCES AND HEALTHCARE MARKETS — HEAR CHALLENGES AND OPPORTUNITIES FACING THE INDUSTRY



Gary Cupit, PharmD
CEO, Cape Spear Pharmaceuticals Demand
DRONES & DISRUPTION — DRIVING FORCES IN MEETINGS & EVENTS

DEVELOPING A GLOBAL ROLL-OUT FOR YOUR STRATEGIC MEETINGS MANAGEMENT PROGRAM



Erika L. Fareed, CPA, CFE
Director, Global Meetings and
Speakers Standards, Customer
Engagement, Meetings &
Speakers Center of Excellence
PFIZER



Vera T. Schuster
Director, Global Travel and Meeting
Services, Global Business Solutions
ELI LILLY AND COMPANY, INC.



Kraig R. Stabenow
Enterprise Shared Services -
Director, Global Meetings CoE
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DEMAND, DRONES & DISRUPTION — DRIVING FORCES IN MEETINGS & EVENTS



Michael Dominguez
Senior Vice President and Chief Sales Officer
MGM RESORTS INTERNATIONAL

PLUS!

Earn your Healthcare
Meeting Compliance
Certificate (HMCC)

GLOBAL SECURITY AND CRISIS PLANNING FOR MEETINGS



**Judith Benaroch Johnson,
CMP, HMCC**
President
TRACDANMIC CONSULTING



Kevin D. Mellott
President
ERASE ENTERPRISES

PUTTING THE RELATE BACK IN RELATIONSHIPS!



Betsy Bondurant, CMM, CTE
President
BONDURANT CONSULTING



Michael Mahoney
Director: Meeting & Convention
Services, **GENENTECH**



Isabelle Gordon
Deputy Director, Meeting &
Convention Management
BAYER



Jim O'Donnell
Director, Global Sales
DESTINATION HOTELS



Danielle Restaino, CMP
Senior Professional Meeting
Partner, **GENENTECH**

HEAR SPEAKERS FROM:

Aesculap • AHM • Allergan plc • Ariad Pharmaceuticals
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THE 5TH ANNUAL

Global Pharmaceutical and Medical Meetings Summit™

DAY ONE • TUESDAY, JANUARY 31, 2017

11:00 am – 7:00 pm	Registration				
1:00 pm – 3:30 pm	CONCURRENT 1:00 P.M. KICKOFF WORKSHOPS (A1-D1)				
Workshop D Runs from 1:00-5:00 P.M. with a Networking Break at 3:30 P.M.	WORKSHOP A1: Simplifying the Complex World of Life Sciences Meetings & Events EDUCATIONAL UNDERWRITER: 	WORKSHOP B1: Global Congress and Convention Management	WORKSHOP C1: Organizing Meetings and Attending Congresses Outside the U.S.	WORKSHOP D1: Earn your Healthcare Meeting Compliance Certificate and Gain a Foundation in Key Health Care Disciplines in a Condensed Format	
3:00 pm	Networking and Refreshment Break				
3:30 pm – 5:30 pm	CONCURRENT TUESDAY 3:30 P.M. WORKSHOPS				
	WORKSHOP A2: CLOSED DOOR SESSION – Corporate Meeting Executive Business Round Table*	WORKSHOP B2: Medical Device Professional Group Discussion	WORKSHOP C2: Establishing Best Practices in Running Global Clinical Meetings		
5:30 pm	Opening Night Kick Off Party in the Executive Networking Lounge / Meet the Speakers				
7:00 pm	Close of Day One				

DAY TWO • WEDNESDAY, FEBRUARY 1, 2017

7:30 am – 7:00 pm	Registration		
8:30 am	Conference Welcome		
8:40 am	Chairperson Opening Remarks		
8:50 am	KEYNOTE ADDRESS: The Life Sciences and Healthcare Markets — Hear Challenges and Opportunities Facing the Industry		EDUCATIONAL UNDERWRITER: 
9:50 am	Networking Break in the Executive Networking Lounge / Meet the Speakers		
10:30 am	KEYNOTE ADDRESS: Demand, Drones & Disruption — Driving Forces in Meetings & Events		
11:35 am	KEYNOTE PANEL DISCUSSION: Partnering with Company Executives for Success		EDUCATIONAL UNDERWRITER:  DESTINATION HOTELS // 
12:35 pm	Networking Luncheon		
1:30 pm	Dessert in the Executive Networking Lounge / Meet the Speakers		
	CONCURRENT BREAKOUT SESSIONS • 2:00 - 4:05 P.M.		
2:00 pm	The Intersection of Global Meetings and Global Transparency	The Evolution of HCP Engagement	EDUCATIONAL UNDERWRITER: 
3:05 pm	Technology, Infrastructure and Support for Tracking Global HCP Interactions	Leveraging Technology across the Event Lifecycle	
4:05 pm	Networking Break in the Executive Networking Lounge / Meet the Speakers		
	CONCURRENT BREAKOUT SESSIONS • 4:45 - 5:45 P.M.		
4:45 pm	PANEL DISCUSSION AND CASE STUDIES: Developing a Global Roll-out for Your Strategic Meetings Management Program	CASE EXAMPLES: Utilize Technology to Enhance Adult Learning, Boost Attendee Interaction and Improve Meeting Data Collection	
5:45 pm	Cocktail Reception & Martini Rise in the Executive Networking Lounge / Meet the Speakers		HOSTED BY: 
7:00 pm	Close of Day Two		

DAY THREE • THURSDAY, FEBRUARY 2, 2017

7:30 am – 11:30 am	Registration			
8:30 am	Chairperson Opening Remarks			
8:45 am	PANEL DISCUSSION: Putting the Relate Back in Relationships!			
9:50 am	Global Security and Crisis Planning for Meetings			
10:50 am	Networking Break in the Executive Networking Lounge / Meet the Speakers			
11:30 am	CLOSING KEYNOTE ADDRESS: It All Starts With Team			
12:30 pm	Close of Summit			

TO REGISTER, PLEASE CALL 800-767-9499 OR VISIT WWW.GLOBALMEDICALMEETINGS.COM

DAY ONE – TUESDAY, JANUARY 31, 2017

Registration Open 11:00 A.M. - 7:00 P.M.

CONCURRENT 1:00 P.M. KICKOFF WORKSHOPS (A1-D1)

1:00-3:00	A1 • Simplifying the Complex World of Life Sciences Meetings & Events	B1 • Global Congress and Convention Management	C1 • Organizing Meetings and Attending Congresses Outside the U.S.
	Your world is complicated. Managing your meetings takes up too much time, and it really doesn't have to. During this session, walk through a blue print for a successful global meetings and events program. Learn how to expertly untangle the complexities and create efficient relationships between functional teams, operational processes, technology applications, service providers, and more. Let's simplify the complex together. Key take-aways include: • How to identify key stakeholders across the organization • Key components of a solid foundation for a successful program (or global expansion) • Steps to take to ensure successful implementation – of technology and services • Metrics to report and demonstrate success to stakeholders  Afeef Khalil Regional Vice President, Enterprise Solutions CVENT  BCD M&E Educational Underwriter: 	This interactive workshop discusses the challenges of large-scale congresses, how to manage internal and external teams and how to maintain policies and procedures to ensure compliance. • Review the current regulations, guidelines and codes on congresses with a special focus on Japan, Italy, Germany, Spain and the Gulf States • Discuss current meeting hospitality cost and liability issues • Recognize the different cultural behaviors, attitudes and ethical considerations when planning meetings with an international audience • Manage your internal team and external vendors for maximum success  Patricia A. Jackson Global Congress Manager BRISTOL-MYERS SQUIBB  Jeannine Strampel, CMM, CMP-HC Associate Director, Congress Management, Worldwide Customer Solutions BRISTOL-MYERS SQUIBB	Hosting a medical meeting with attendees from around the world is a complex endeavor. Often onsite staff and external partners are unaware of restrictions currently in place within industry. Furthermore, while onsite very often requests are made on short notice and often only basic information is shared. While everybody is aware of the main regulations and standards, often the details matter most. Agencies and industry often subcontract on site staff locally and cannot perform any proper onboarding and training. During this workshop, "role-play" typical onsite instructions and hear from others how they would react. The workshop leaders add and share what questions should have been asked to make sure representatives onsite have all the necessary details. Learn how such information and oversights could have a big impact. During the second half of the workshop, discuss how risks could be mitigated in the future.  Christian-Claus Roth Global Medical Affairs - Head Global Event Governance NOVARTIS PHARMA AG  Cerstin Steindorf Global Account Director Healthcare MCI HEADQUARTER OFFICE / GENEVA

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DAY ONE – TUESDAY, JANUARY 31, 2017 (CONTINUED)

CONCURRENT 1:00 P.M. KICKOFF WORKSHOPS (A1-D1) (CONTINUED)

1:00-5:00

D1 • This Workshop Runs from 1:00-5:30 P.M. with a Networking Break at 3:00 P.M. **Earn your Healthcare Meeting Compliance Certificate and Gain a Foundation in Key Health Care Disciplines in a Condensed Format**

PLEASE NOTE: THERE IS AN ADDITIONAL FEE FOR THIS WORKSHOP

World Congress, in partnership with Meeting Professionals International (MPI) and Saint Louis University, is pleased to offer the accredited Healthcare Meeting Compliance Certificate workshop. Every healthcare meeting professional must balance unprecedented changes and demands on understanding the global impact of healthcare compliance. They must tackle tough regulations, adjust and readjust priorities while keeping one eye on the short-term and the other long-term survival—a tough job without a continuing flow of knowledge. Why not make an investment in your future and your company's success by participating in the Healthcare Meeting Compliance Program? The Certificate is a program providing a foundation in key healthcare disciplines in a condensed format. It is designed for those (planners and suppliers) who need a broader understanding of a full range of regulatory topics.

This program, taught by professionals and faculty members, specifically trained to develop a competency foundation while building critical thinking skills through case studies, business simulation, discussion and active exercises.

The intensive 4-hour educational and training program provides health care meeting compliance stakeholders with the knowledge and experience they need to successfully navigate the increasingly complex pharmaceutical, biotech and medical device regulatory environment. Participants will:

- Enhance healthcare compliance management skills
- Recognize unique terminologies
- Process reporting management with samples
- Understand transfers of values
- Obtain sales and marketing tips
- Learn the who, what, where and how of the Physician Payment Sunshine Act (Open Payments)

The Benefits of Completing This Certificate:

- Get up to speed in just 4 hours —This Certificate is valid for 2 years!
- No test and no "pass/fail" — Our focus is on educating planning professionals
- Walk away with Certificate endorsed by both St. Louis University and the International Medical Meeting Professionals Association (IMMPA)
- Increase credibility with clients and tap into new employment opportunities
- Participants receive a Professional University Certificate upon completion

To see a partial list of those companies who have received their HMCC, please visit our link at:

<http://www.slu.edu/center-for-workforce-and-organizational-development/certificate-programs/healthcare-meeting-compliance/hmccimmpa-endorsed-companies>



Pat Schaumann, CMP, CSEP, DMCP, HMCC

Senior Director, Healthcare Compliance

MARITZ TRAVEL – A MARITZ GLOBAL EVENTS COMPANY

Please contact World Congress for coupon code and registration link.

3:00

Networking and Refreshment Break

W H O S H O U L D A T T E N D ?

You will benefit from attending this event if you are a Senior Meetings Professional at a Pharmaceutical, Biotech or Medical Device company, a Clinical Research Organization, a Meeting Management company, a Medical Education company or Medical Association, with responsibility in the following areas:

- Meeting Management, Planning, Operations, Services, Coordination, Development
- Procurement, Purchasing, Strategic Sourcing
- Travel
- Program Management, Coordination

- Professional & Medical Education
- Speaker Relations
- Marketing
- Event, Trade Show and Conference Management
- Executive Coordination/Administration
- Human Resources/Training
- Medical Communications
- Medical Affairs
- Professional Relations

This conference would also be of interest to hoteliers, DMCs, CVBS, spend and data tracking companies, shipping companies, transportation companies and other suppliers serving the medical meetings industry.

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CONCURRENT TUESDAY 3:30 P.M. WORKSHOPS

3:30	A2 • CLOSED DOOR SESSION — Corporate Meeting Executive Business Round Table* During this executive business round table discussions, have a unique opportunity to candidly discuss current industry hot topics and benchmark with your peers. Prior to the conference attendees will be surveyed on what they would like to discuss. World Congress will then work with the moderators to develop the ideal environment and round table meeting agenda. Come prepared to participate, learn and network with the best in the industry. Suggested topics to date include: • Business Acumen • Professional Development • Team Management and Training • Compliance • Global SMM • Spend Reporting and Data Tracking <u>Business Round Table Moderator:</u>  Hara C. Hawthorne, HMCC Senior Manager, Global Clinical Meeting Planning, Corporate Operations EISAI INC <i>* In order to participate in the business round table discussions, you must have at least 10 years of direct meeting experience and currently work directly for a Pharmaceutical, Biotech, Medical Device or Healthcare Company. This business round table will be limited to 30 executives.</i>	B2 • Medical Device Professional Group Discussion During this group discussion, have a unique opportunity to candidly discuss current industry hot topics and benchmark with your peers. Suggested topics include: • AdvaMed Code of Ethics • EUCOMED • Attracting Surgeons to your Meetings • Business Acumen • Professional Development • Team Management and Training • Compliance • Spend Reporting and Data Tracking Prior to the conference, attendees will be surveyed on what they would like to discuss. World Congress will then work with the moderators to develop the ideal environment and round table meeting agenda. Come prepared to participate, learn and network with the best in the industry. <u>Business Round Table Moderators:</u>  Cathy Persidis Conference Operations Manager, EMEA MEDTRONIC  Kelly Sophy, CMP, CMM, HMCC Aesculap Academy Senior Program Manager AESCULAP, INC.	C2 • Establishing Best Practices in Running Global Clinical Meetings Organizing clinical investigator meetings can be a complex process. During this interactive workshop, work in groups on real life business scenarios. • Understand the role that CROs play in clinical meetings — Who is accountable for what and when? • Establish policies and procedures to cover the chain of command • Overcome challenges when working with multiple parties • Better manage expectations and the approval process  Becky Cavanaugh, BA, HMCC Associate Director, Global Clinical Education and Strategic Programs INC RESEARCH  Emily Cook Senior Clinical Trial Manager TREVENA, INC.  Mozelle Goodwin, CMP, HMCC Meeting Planner, Global Clinical Meeting Planning, Corporate Operations EISAI INC.
5:30	Opening Night Kick Off Party in the Executive Networking Lounge All Summit delegates are invited to this exclusive reception for hors d'ouvres, cocktails and networking. MEET THE SPEAKERS: During this time, in an informal setting, attendees have the opportunity to meet with speakers in the Executive Networking Lounge.		
7:00	Close of Day One		

W H Y Y O U S H O U L D S P O N S O R

POSITION

your company
as a leading
solutions and
service provider

MEET

your market

SHOWCASE

new technology
innovations

INCREASE

brand awareness

GENERATE

leads and new
business

DEVELOP

new and
current client
relationships



To Inquire about sponsorship and exhibitor opportunities, contact:

Chris Karassik, Business Development Manager, Pharmaceutical Division of World Congress
Phone: 781.939.2419 • Email: chris.karassik@worldcongress.com

DAY TWO – WEDNESDAY, FEBRUARY 1, 2017

Registration Open 7:30 A.M. - 7:00 P.M.

7:30 Breakfast in the Executive Networking Lounge

8:30 Conference Welcome



Courtney Richman
Senior Vice President
WORLD CONGRESS

8:40 Chairperson Opening Remarks

TBA

8:50 The Life Sciences and Healthcare Markets — Hear Challenges and Opportunities Facing the Industry

The challenges in the delivery of health care and the development of innovative therapies faces many challenges in this decade.

With the implementation of ObamaCare, health care and pharmaceutical compliance issues, continued mergers, new FDA programs and pricing pressures for the payer and patient, it is be quite a time to predict the future. During this keynote presentation, specific references are made to:

- Resultant changes in health care delivery and medication costs as a result of ObamaCare and how the recent election may change delivery going forward
- How Brexit influences global pharma development and approval rates of drugs
- Changes in regulations and patents enabling biologic medications to enter the "biosimilar" marketplace
- The evolution of pricing and reimbursement for therapeutics and their impact on State's responses, e.g., VT, MA, NY and CA, on disclosure by manufacturers
- How 3rd party payers, i.e., Pharmaceutical Benefit Managers, are shaping drug utilization through formulary positioning and reimbursement
- How congressional oversight is impacting changes in regulatory drug reviews and health policy



Gary Cupit, PharmD
Chief Executive Officer
CAPE SPEAR
PHARMACEUTICALS



Opening Remarks:
Michelle Devine
National Account Director
VISIT NEWPORT BEACH

Educational Underwriter:



9:50 Networking Break in the Executive Networking Lounge

MEET THE SPEAKERS:

During this time, in an informal setting, attendees have the opportunity to meet with speakers in the Executive Networking Lounge.

10:30 Demand, Drones & Disruption — Driving Forces in Meetings & Events

As the economic environment and hotel structure continue to change at a rapid pace, it is important to understand the current outlook, economic concerns and forecasts that will dictate behavior in the Meetings Environment. Our meeting's world has become much more complex with a variety of issues from room piracy, cyber security, meetings advocacy and Health & Wellness leading the charge.

In this dynamic session, industry veteran Michael Dominguez shares the latest trends in the hotel industry and how they affect your meetings and incentives. Gain a better understanding of the economic environment, how structural changes will have an impact in 2017 and beyond, identify ways to optimize your relationships with hotels as well as your key stakeholders. We will also explore the internal and external forces that will continue to pressure meeting design, content discrimination and the need to understand we no longer have attendees, but rather participants in meetings.

- Understand Pricing demands in today's meeting market
- Review industry forecast for major North American Markets
- Understand the need for change and rapidly changing technology
- Understand behavior changes in audiences of the future
- Review the future of Meeting Room design and the influences behind the trends



Michael Dominguez
Senior Vice President and Chief Sales Officer
MGM RESORTS INTERNATIONAL
Immediate-Past Chairman, International Board of Directors, **MPI**
Executive Committee, **U.S. TRAVEL ASSOCIATION**
Co-Chair, **MEETINGS MEAN BUSINESS COALITION**
Co-Chair, **APEX TASKFORCE ON PIRACY**

Keynote Address

Keynote Address

DAY TWO – WEDNESDAY, FEBRUARY 1, 2017 (CONTINUED)

11:35

Keynote Panel Discussion

Partnering with Company Executives for Success

During this keynote discussion, thought leaders discuss the current state of the medical, pharmaceutical and healthcare meetings industry and share their experiences with evolving trends and meeting strategies. The panelists, from a variety of departments, share stories about their current work in the industry, providing insights into the obstacles they have overcome and offering advice for the future.

- Understand the challenges for global companies with regards to business practice, culture and perception with their affiliates around the world
- Review the role of procurement and compliance as a strategic business partner with internal and external customers
- Discuss company global travel policies and how meeting and events team are managing these
- Review department structures and organization
- Discuss the merging of departments due to reorganizations or company acquisitions

Moderator:



Sarah Shpetner
President
SBSHpetEvents LLC

Panelists:



Rob Bissett
Senior Manager Corporate
Meeting Strategy
**OTSUKA AMERICA
PHARMACEUTICAL, INC.**



Brian McArdle
Meeting Sourcing Lead,
Global Procurement
ALLERGAN PLC



Chad A. Morin
Director,
Healthcare Compliance
ARIAD PHARMACEUTICALS

Opening Remarks:



Jim O'Donnell
Director, Global Sales
DESTINATION HOTELS

Educational Underwriter:



12:35

Networking Luncheon

1:30

Dessert in the Executive Networking Lounge

MEET THE SPEAKERS:

During this time, in an informal setting, attendees have the opportunity to meet with speakers in the Executive Networking Lounge.

CONCURRENT BREAKOUT SESSIONS • 2:00 - 4:05 P.M.

2:00

The Intersection of Global Meetings and Global Transparency

Organizing meetings and congresses outside the United States with attendees from around the world is a complex undertaking, and understanding the various international laws and codes can be challenging. In this session, the speakers will focus on the intersection of global meetings and global transparency reporting requirements, as the Sunshine movement that began in the United States spreads to more parts of the world. The speakers will address, among other things, best practices for those involved in planning, organizing, and attending global meeting to understand the global transparency reporting requirements, capture the relevant information appropriately, and report the data correctly.



John Patrick Oroho
Executive Vice President and Chief Strategy Officer
PORZIO LIFE SCIENCES, LLC



Brian Sharkey
Vice President
PORZIO LIFE SCIENCES, LLC

The Evolution of HCP Engagement

Through a recent survey and subsequent white paper on physician meetings preferences and engagement, this session explores what drives HCPs to attend scientific meetings, what criteria they use in evaluating their usefulness, and how they see the scientific meetings of the future evolving. We asked the questions and the results point to trends in audience engagement specific to HCPs which look set to continue for the foreseeable future. This session explores that feedback and our moderators Katie Koziol and Dave Kerr of Ashfield Meetings & Events, help translate it into actionable techniques to keep HCPs engaged in your meetings.



David Kerr
Senior Director, Creative & Production Services
ASHFIELD MEETINGS & EVENTS



Katie Koziol, CMP, HMCC
Director, Client Services
ASHFIELD MEETINGS & EVENTS

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DAY TWO – WEDNESDAY, FEBRUARY 1, 2017 (CONTINUED)

3:05

Technology, Infrastructure and Support for Tracking Global HCP Interactions

And just when everyone thinks that meeting planning wasn't rocket science... as HCP interactions become more complex across the globe due to rules and regulations, this session addresses how the industry is moving from Ad-Hoc HCP meeting reporting into a world of integrated, automated HCP interaction management. We will begin with a discussion on process requirements within the corporation for HCP meetings and the value of big data. From there we will focus on the significance of pre- and post-event requirements, which will include an examination of global codes and regulations.

- Understand the value of integrated HCP processes and reporting
- Touch on the global regulatory landscape and the importance of pre- and post-meeting requirements
- Hear from the panel of corporate planners how their organizations are adapting to integrating technology with meeting services to address compliance gaps and risks, while ensuring better and more accurate data across their organization



Moderator:

Agnès "AC" Canonica, CMP, CMM, HMCC

Global Director, Strategic Meetings Management, **AHM**

Panelists:



Sonya Easley, CMP, CMM
Senior Manager, Meetings & Conventions, **VALEANT PHARMACEUTICALS**



Kimberly Meyer
Founder
MEETINGS ANALYTICS

Leveraging Technology across the Event Lifecycle

When thinking about meetings management technology, we often think about the cost savings, risk mitigation, and efficiency aspects of using technology to support your strategic meetings management programs. For the life sciences industry, this compliance very important, but so is driving revenue and demonstrating event results. During this session, we will explore how meetings and events technology tools can support your meeting management program needs as well as highlight tools to track and engage attendees on-site to demonstrate results and keep HCPs returning to your events.



Stephanie McNamara, CMP

Manager, Strategic Account Team

CVENT

TBD Client

4:05

Networking Break in the Executive Networking Lounge

MEET THE SPEAKERS:

During this time, in an informal setting, attendees have the opportunity to meet with speakers in the Executive Networking Lounge.

CONCURRENT BREAKOUT SESSIONS • 4:45 - 5:45 P.M.

4:45

PANEL DISCUSSION AND CASE STUDIES: Developing a Global Roll-out for Your Strategic Meetings Management Program

During this panel discussion, hear from organizations that have developed a global SMMP. Understand what has worked, what hasn't and what obstacles were overcome in order to achieve success.

- Discuss global SMM configurations based on company size, need and business priorities
- Develop timelines and benchmarks for your program
- Learn best practices for country by country roll-out
- Leverage global data for ongoing strategy development



Moderator:

Becky Cavanaugh, BA, HMCC

Associate Director, Global Clinical Education and Strategic Programs
INC RESEARCH

Panelists:



Erika L. Fareed, CPA, CFE
Director, Global Meetings and Speakers Standards Customer Engagement, Meetings and Speakers Center of Excellence
PFIZER



Vera T. Schuster
Director, Global Travel and Meeting Services, Global Business Solutions, **ELI LILLY AND COMPANY, INC.**



Kraig R. Stabenow
Enterprise Shared Services - Director, Global Meetings CoE, **MERCK & CO., INC.**

CASE EXAMPLES: Utilize Technology to Enhance Adult Learning, Boost Attendee Interaction and Improve Meeting Data Collection

During this session, hear from three different organizations how they are using technology during their meetings to improve the overall attendee experience and education retention while capturing important data for future planning.

- Recognize the current readiness of HCPs for technology adoption
- Leverage virtual platforms to enhance your presence at live meetings



Moderator:

Debi Scholar, GLP, GTP, CMM, CMP, SSGB, CTE

SMM Expert and Coach



Presenters:

Brian Gordon

Associate Mobility Business Analyst
MEDTRONIC

Additional presenters TBA

5:45

Cocktail Reception & Martini Rise in the Executive Networking Lounge — Hosted by: Newport Beach

All Summit delegates are invited to this exclusive reception for hors d'ouvres, cocktails and networking.



MEET THE SPEAKERS:

During this time, in an informal setting, attendees have the opportunity to meet with speakers in the Executive Networking Lounge.

7:00

Close of Day Two

DAY THREE – THURSDAY, FEBRUARY 2, 2017

Registration Open 7:30 - 11:30 A.M.

7:30	Breakfast in the Executive Networking Lounge
8:30	Chairperson Opening Remarks
8:45	PANEL DISCUSSION: Putting the Relate Back in Relationships! In our current fast paced environment, meeting planners frequently reduce the amount of time spent on communicating their unique meeting requirements and the rationale behind them. Conversely, Hoteliers often decline business with little feedback as to why. This can result in needless turned down business for an RFP that could actually be a win for both the buyers and sellers. In this session we will have in-depth discussions with buyers and sellers enhanced with several real-life examples that will demonstrate how we can improve our communications with each other during the buying process. • Planners — Understand what information to relate to your suppliers regarding the “why” behind your requirements. This will increase your chance of getting your preferred meeting venue. • Suppliers — Gain insights into the reasons behind the unique requests from your medical meeting clients. Use this information to respond effectively to their RFPs • All — Recognize the need to communicate the appropriate amount of information to each other in order to have a better chance of placing meetings with more success  <u>Moderator:</u> Betsy Bondurant, CMM, CTE President BONDURANT CONSULTING  Isabelle Gordon Deputy Director, Meeting & Convention Management, BAYER  Michael Mahoney, Director, Meeting & Convention Services GENENTECH  Jim O'Donnell Director, Global Sales DESTINATION HOTELS  Danielle Restaino, CMP Senior Professional Meeting Partner GENENTECH
9:50	Global Security and Crisis Planning for Meetings While you can't plan for all the “what ifs” you can outline possible scenarios for your event and location. And while you can't do anything about many types of disasters, what counts is knowing what to do should one occur. This session addresses key elements of a meeting and event crisis management plan and the necessary steps needed to implement the plan and control the event. • Planning and preparation • Threats — Human initiated and natural disasters • Key elements of command and control at an incident • Case histories of failures and successes at recovery • What is risk management? • Discuss how the definition of “Crisis” varies — Management of the “Crisis Incident” • Time is your enemy — Fast implementation of the plan  Judith Benaroch Johnson, CMP, HMCC President TRACDANMIC CONSULTING  Kevin D. Mellott President ERASE ENTERPRISES
10:50	Networking Break in the Executive Networking Lounge MEET THE SPEAKERS: During this time, in an informal setting, attendees have the opportunity to meet with speakers in the Executive Networking Lounge.
11:30	It All Starts With Team We all understand that the world is quite complex today and the responsibility of leading a team has never been more challenging. In a world of multi-generations, multiple communication platforms and numerous distractions Team Dynamics have become complicated. This session on team dynamics will help identify the necessary understandings if you are going to be successful in building deep and sustainable teams to ensure that you and your organization not only remain relevant... but even remain! Join us as MGM Resorts International's, Chief Sales Officer and Immediate-Past Chairman of MPI's International Board of Directors walks us through important team structure: The importance of culture, understanding the importance of humility, and starting with building the right team members. • Learn what teams look like today • Review a case study of a sustainable, successful culture • Learn why you have to start with the right talent and fit if you are to have a successful team • Understand the importance of Strength Management and its importance to the team • Learn to focus on the behaviors of the team versus the demographic • Understand the importance of perseverance in the team dynamic  Michael Dominguez Senior Vice President and Chief Sales Officer, MGM RESORTS INTERNATIONAL; Immediate-Past Chairman, International Board of Directors, MPI Executive Committee, U.S. TRAVEL ASSOCIATION; Co-Chair, MEETINGS MEAN BUSINESS COALITION; Co-Chair, APEX TASKFORCE ON PIRACY
12:30	Close of Summit

Closing Keynote Address

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