

8th ANNUAL

MARKETING AND CUSTOMER INNOVATION EUROPE

October 16-17, 2018 | Novotel London West Hotel

Build Meaningful Relationships in the Digital Era

REDEFINE HCP RELATIONSHIPS:

Develop a deeper educational partnership with your customers and transform engagement

EMBRACE TECH. BE THE FUTURE:

Create a digital-first design and take the faster route to efficiency and innovation

DEEPER INSIGHTS, REAL VALUE:

Analyse data for actionable insights that result in a better understanding of patient needs and position you as a trusted presence

EDUCATE TO INNOVATE:

Eliminate fear of innovation by empowering your workforce with the capabilities needed to form lasting HCP relationships

Join the most forward-thinking meeting of leading marketers in Europe



Jorg Schaub
Chief Marketing Officer
Eli Lilly



Morten Remmer
Chief Growth Officer
LEO Innovation Lab



Georg van Husen
Corporate SVP,
Therapeutic Area Head
Cardio-Metabolism
Boehringer Ingelheim



Patrice Baudry
SVP Global
Strategy & Business
Development
LEO Pharma



Florent Edouard
SVP, Global Head of
Commercial Excellence
and Customer
Engagement
Grünenthal



Lode Dewulf
Chief Patient Officer
Servier

NEW FOR 2018!

This year we're mixing things up.

Pharma-pharma discussions can only ever cover a small fraction of the solution. This year, pharma will be joined by patients,

HCPs and out of industry experts for more interactive networking sessions than ever before. Expect a new calibre of conversation at this year's Marketing and Customer Innovation Summit.

Join us to build the lasting partnerships that will help your business model thrive.

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Health

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VR & AR Experience Sponsor



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Exhibitor



Customers are people.

Customers are people? That might sound blindingly obvious, but in pharma we're guilty of often treating them as a mere entry in a spreadsheet. Of reducing them. Of dehumanising them. When in fact, it's those pharma companies who recognise the bigger interests, aspirations and experiences of our customers that are likely to gain traction.

Our customers are familiar with personalised, relevant and targeted offerings from online retailers and bespoke services. Naturally, they expect the same quality from pharma. But yet, many of us still believe that incremental improvements through 'interruption' multichannel marketing is the answer.

At this year's conference we're taking a stand – we will reinvent the customer experience, not by using digital technology to shout louder, but by changing our attitude to risk and what we innovate for the long-term. We can inspire a whole generation of physicians if we play our cards right.

And we won't stop there. Patients are no longer a passive player; they are ready and willing to be your allies as long as you're aligned to the same healthcare mission. We will look at you can boost their influence and help yourself at the same time.

Come join us in the room where real leaders are pioneering change – flaws, failures and eventual successes.

**The most forward-thinking marketing meeting takes place
October 16-17 in London. Be there!**



Lauren Robertson
Global Project Director
+44 20 7375 7201
lrobertson@eyeforpharma.com

PS. Get in touch for bookings of 2 or more people!

Don't just take our word for it...

Here's what attendees have
said about our previous
Marketing events...

*"Want to know where the
industry is heading?
Attend eyeforpharma London"*



Digital Solutions Specialist
Janssen

*"Enjoyed meeting industry counterparts,
sharing ideas and challenges.
Good selection of vendors there too,
provided a great opportunity to hear
about current and emerging offerings
that may be of interest to us."*



Director Global
Channel Solutions
AstraZeneca

*"This event brought together vendors,
peers and customers (HCPs); it was
nice seeing that everyone faces same
challenges and that we can learn
from each other in this journey"*



Global Sales Force
Excellence Manager
Nestlé Health Science

*"Good summit, appreciate insights
in other pharma companies and a
bit outside-in view (eg. push to pull,
service focus etc.)"*



Multichannel Service
Center Lead
Amgen

Agenda at a glance

Keynotes:

Reinvent your Customer
Relationships

Customer Track

SESSION 1: Build lasting partnerships
with HCPs

SESSION 2: Be a trusted patient
partner

Innovation Track

SESSION 3: The Power of
Digital Innovation

SESSION 4: Organisation
Transformation

Speaker faculty

	Florent Edouard SVP, Global Head of Commercial Excellence and Customer Engagement Grünenthal	
	Torkild Stenbock Global Marketing and Launch Team Leader Vifor Pharma	
	Tim Cave Former Vice President, Head Strategic Planning and Digital Practices, Global Medical Affairs GlaxoSmithKline	
	Philippe Kirby Director, Customer Engagement Capabilities MSD	
	Patrice Baudry Senior Vice President Global Strategy & Business Development LEO Pharma	
	Oleg Zhurov Senior Director Global Marketing Operations Ferring	
	Merat Bagha Former Director, Marketing, Digital Health & Patient Care Business Merck Group	
	Kumaran Krishnan Associate Director MSL & Digital Transformation Teva	
	James Winterman Healthcare Expert eye for pharma	
	Hicham Naim Senior Director, Head of Customer Experience Strategy & Operations Takeda	
	Hannelore Grams Global Director Multichannel, Strategy & Execution AbbVie	
	Georg van Husen Corporate Senior Vice President, Therapeutic Area Head Cardio-Metabolism Boehringer Ingelheim	
	Dmitry Schourov Director, Strategy & Commercial Operations Pfizer	
	Claudia Adreani Digital Lead AstraZeneca	
	Anne-Lise Becker Head, Digital & Multichannel Europe Sanofi	
	Abby Fleming Haematology Regional Sales Manager Janssen	
	Simon Hildrey Chief Marketing Officer LionTrust Asset Management	
	Andrew Warner Former Chief Marketing Officer, LG Technologies	
	Marie Louise Schmidt IT Project Manager Europe Novo Nordisk	
	Victor Kara Former Associate Vice President of Global Digital and Multichannel Marketing Sanofi	

	Sarah Speake Global Chief Marketing Officer Truphone	
	Tim Fischer Director Customer Engagement Strategy & Multichannel Excellence Strategy Merck KGaA	
	Pieter De Muynck Global Marketing Director Actelion	
	Pelin İçil Healthcare Expert eye for pharma	
	Parker Richardson Digital Asset Management & Approval Program Director GlaxoSmithKline	
	Morten Remmer Chief Growth Officer LEO Innovation Lab	
	Lois Pavillet Digital, CRM & Multichannel Business Partner AstraZeneca	
	Jorg Schaub Chief Marketing Officer Eli Lilly	
	Irina Osovskaya Global Director, Mobile & Customer Experience Strategy AstraZeneca	
	Hans Gilhuys Director, Multichannel Europe GlaxoSmithKline	
	Hank Sczerba Business Unit Head Cardio-Metabolic Novartis	
	Frederic Ohayon Digital, Multichannel & CRM Director AstraZeneca	
	Cyril Mandry Director, Multichannel Marketing Europe MSD	
	Christian Scheuer Vice President Global Strategy & Commercial Excellence LEO Pharma	
	Andreas Dach Digital & Multichannel Lead Eli Lilly	
	Lode Dewulf Chief Patient Officer Servier	
	Trishna Bharadia Award-Winning Patient Advocate for Chronic Illness	
	Chris Mann Multichannel Senior Manager Amgen	
	Lillian Ng Head of Patient Support Shire	
	Rikke Lynch Head of Customer Operations UK Janssen	

KEYNOTE SESSIONS

Educator, innovator, listener: how do your customers describe you?

Inspire a generation of HCPs

- Support HCPs by providing them with the scientific and educational materials they need to offer a better service to their patients
- Create educational platforms that equip HCPs with revolutionary skills honed from the latest R&D advances
- Become the solution by giving HCPs the tools they need for earlier diagnosis and more effective treatment



Torkild Stenbock
Global Marketing and Launch Team
Leader
Vifor Pharma



CUSTOMER PANEL

Redefine your customer's experience on a global scale

- Why digital channels must produce the same quality interaction as human contact
- How personalised communication based on customer actions, habits and opinions will create more meaningful relationships on both local and international levels
- Bolster the capabilities of your workforce with technology that gives you real insights and customises correspondence based on a better understanding



Florent Edouard
Senior Vice President, Global Head of Commercial Excellence and Customer Engagement
Grünenthal



Christian Scheuer
Vice President Global Strategy & Commercial Excellence
LEO Pharma



Simon Hildrey
Chief Marketing Officer
LionTrust Asset Management



Two ears, one mouth: how to prioritise listening as your greatest tool in gaining actionable patient insights

- Ways to harness patient involvement at every stage of the product lifecycle to develop joined-up processes
- Plan for the long-term by ensuring patient feedback impacts development so patients can choose a product designed by them
- Rediscover your humanity: shed the corporate exterior to aid patient comfort when sharing genuine experiences that matter



Lode Dewulf
Chief Patient Officer
Servier



PATIENT PANEL

Give patients a voice and empower them with choice

- Make information readily available, and in an easy to understand format, to give patients the knowledge and power to tackle their condition
- Educate patients so they feel empowered to make a choice about their medication and can decide which treatment is best for them
- Create patient panels and engagement programmes for greater involvement so products can become more patient oriented



Patrice Baudry
Senior Vice President Global Strategy & Business Development
LEO Pharma



Morten Remmer
Chief Growth Officer
LEO Innovation Lab



James Winterman
Healthcare Expert



DIGITAL PANEL

How the pharma business model and internal culture will need to evolve to allow for real digital transformation

- Transform attitudes to digitalisation through education and training before implementing external strategies
- Why the traditional pharma business model is obsolete and must adapt to changing employee and consumer needs for survival
- How to embrace technology for more agile working and increased efficiency



Georg van Husen
Corporate Senior Vice President, Therapeutic Area Head Cardio-Metabolism
Boehringer Ingelheim



Sarah Speake
Global Chief Marketing Officer
Truphone

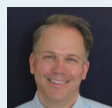


CUSTOMER TRACK

Build lasting partnerships with HCPs

Gain a deeper understanding of HCPs to target them more effectively

- Prioritise communication with the most relevant HCPs by analysing their behaviour, motivations and attitudes rather than age and region
- Pinpoint the most effective channels of communication for all HCPs by monitoring their engagement from first point of contact to sale
- Identify the HCPs who engage better with traditional channels and those who prefer digital communication

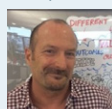


Hank Sczerba
Business Unit Head
Cardio-Metabolic
Novartis



Establish a customer engagement ecosystem in a digital world

- Maximise brand exposure to the most relevant HCPs through an integrated approach which combines traditional and digital channels seamlessly
- Personalise campaigns with individualised messages for a refined customer journey
- Create higher quality interaction with HCPs by tailoring brand campaigns based on previous interaction and building capabilities



Philippe Kirby
Director, Customer Engagement
Capabilities
MSD



CASE STUDY

Turn data into knowledge for a greater awareness of client needs

- Find value in data by centralising all customer information from every stage of interaction
- Train your workforce to find meaning in data for higher quality customer relationships
- Innovate the collection and storage of information by implementing company-wide technology



Tim Fischer
Director Customer Engagement Strategy
& Multichannel Excellence Strategy
Merck KGaA



INNOVATION TRACK

The power of digital innovation

PANEL

Invest in producing better digital channels to expand reach to HCPs and patients

- Invest in digital channels and platforms to ensure that whenever and wherever the customer reaches out they will find excellent content and communication
- Improve the customer's experience and increase engagement by improving the quality of educational content available on all digital platforms
- Design educational platforms for patients and HCPs that will promote the power of your product



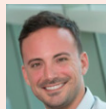
Victor Kara
Former Associate Vice President of Global
Digital and Multichannel Marketing
Sanofi



Cyril Mandry
Director, Multichannel Marketing
Europe
MSD



Parker Richardson
Digital Asset Management &
Approval Program Director
GlaxoSmithKline



Lois Pavillet
Digital, CRM & Multichannel
Business Partner
AstraZeneca



Unite traditional and digital channels for a stronger presence

- Integrate traditional and digital channels for consistent messaging and seamless customer contact
- Implement customer-centric digitalisation so that HCPs do not dismiss digital campaigns as uninteresting promotional material



Dmitry Schourov
Director, Strategy &
Commercial Operations
Pfizer



How to plan and bench an integrated multichannel approach

- Close the awareness gap in a crowded market with a fully integrated multichannel communication plan
- Drive breadth and depth of experience through specific interventions targeted to different customer needs
- Ensure interactions are timely and relevant by basing them on solid market insights



Andreas Dach
Digital & Multichannel Lead
Eli Lilly

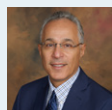


CUSTOMER TRACK

PANEL

Establish a distinctive presence by discovering innovative ways to communicate with customers

- Deliver information in different formats to traditional channels to get HCPs excited about your product
- Develop one platform which provides all the data needed by a HCP to make it as easy as possible for them to access information about your product
- Motivate HCPs to join digital platforms by offering training sessions



Merat Bagha
Former Director, Marketing, Digital Health & Patient Care Business
Merck Group



Anne-Lise Becker
Head, Digital & Multichannel Europe
Sanofi



Hannelore Grams
Global Director Multichannel, Strategy & Execution
AbbVie



Hicham Naim
Senior Director, Head of Customer Experience Strategy & Operations
Takeda



CASE STUDY

How GSK uses educational virtual meetings to make a step improvement in HCP engagement

- Motivate HCPs to attend webinars with well-crafted educational content, delivered through world-renowned experts
- Open valuable channels by providing HCPs with content that makes them want to engage
- Ways to host virtual meetings with academic institutions



Tim Cave
Former Vice President, Head Strategic Planning and Digital Practices, Global Medical Affairs
GlaxoSmithKline



CASE STUDY

How LEO pharma builds lasting relationships with HCPs when human channels are not readily available

- Engage HCPs with one central digital hub that makes accessing information effortless
- Discover the best format and style of content by interacting with HCPs on social media and understanding their interactions and preferences
- Build the capabilities necessary to develop the tailored and relevant content that will promote your brand and educate HCPs simultaneously



Christian Scheuer
Vice President Global Strategy & Commercial Excellence
LEO Pharma



INNOVATION TRACK

Virtual reality: buzzword or transformative tool?

- How VR can change the way educational content is delivered to HCPs for a more in-depth learning experience
- Reform internal training programmes with VR for sessions your work force will want to sign up for



Jorg Schaub
Chief Marketing Officer
Eli Lilly



Artificial intelligence: human replacement or helping hand?

- Why AI can understand your customer's needs better than a sales representative but will never replace face-to-face contact
- Take personalisation to the next level with algorithm-based programmes that create messages your customers want to receive



Kumaran Krishnan
Associate Director MSL & Digital Transformation
Teva



AWARD WINNING CASE STUDY – Most Valuable HCP Initiative

How Janssen used virtual reality nurse training in multiple myeloma to improve patient outcomes and minimise delay to treatment

- Develop a VR training programme with the end-user in mind for improved retention and administration confidence
- Deliver an immersive experience that has easy to digest content with realistic clinical applicability
- Consider adult learning principles when designing a VR training programme to ensure improved customer value and a unique user experience



Abby Fleming
Haematology Regional Sales Manager
Janssen



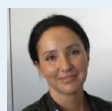
CUSTOMER TRACK

Be a trusted patient partner

PANEL

Build a meaningful relationship with patients

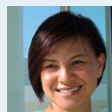
- Create stronger partnerships with patient advocacy groups by sharing expertise that could transform treatment
- Follow the patient's journey after they have taken medication to discover the full effects of a disease and treatment plan so that products can be more patient-oriented
- Generate accessible digital and traditional platforms so patients can share their journeys to build trust and a better understanding



Irina Osovskaya
Global Director, Mobile & Customer
Experience Strategy
AstraZeneca



Pieter De Muynck
Global Marketing Director
Actelion



Lillian Ng
Head of Patient Support
Shire



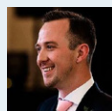
Trishna Bharadia
Award-Winning Patient Advocate
for Chronic Illness



CASE STUDY

Strengthen value by becoming service oriented

- Create a commercially viable patient service that demonstrates the value of a product by offering a solution to a problem that goes beyond just medication
- Benefit patients without breaking budgets by delivering a free service using technological advances
- Create digital support programmes to ensure medication compliance and provide educational content



Chris Mann
Multichannel Senior Manager
Amgen



INNOVATION TRACK

Change from within, for real transformation

Revolutionise customer engagement by building your capabilities

- Raise the digital capabilities of sales representatives so they have the skills to interact with customers face-to-face and online to a consistently high quality
- Train sales representatives and marketers to analyse customer data and make all decisions to communicate based on a better understanding
- Establish training programmes that teach proper execution of multichannel marketing for maximum brand exposure and awareness



Andrew Warner
Former Chief Marketing Officer,
LG Technologies

Eliminate fear of digital to enable successful implementation

- Change mindsets: embedding the view of digitisation as a vital part of the cross-functional teams' roles
- Educate your peers to overcome fear bred from lack of knowledge about digital channels and/or bad experiences
- Enhance the planning process to be able to leverage digital channels for stronger customer relationships



Claudia Adreani
Digital Lead
AstraZeneca



Increase efficiency to survive competition and diminishing budgets

- Tackle shrinking budgets and tighter margins by refining processes and building new skills for a more efficient work force
- Employ technology to do more with less resources, without sacrificing quality
- Monitor the quality of customer engagement rather than quantity to ensure the most effective communication



Oleg Zhurov
Senior Director Global Marketing
Operations
Ferring



CUSTOMER TRACK

Award finalist case study: discover how Bayer empowered digital opinion leaders to educate the Instagram community

- Provide vital educational content to a generation of digital-savvy patients through social media platforms
- Measure the impact of content by considering its relevance, reach and resonance
- Make social media medical content understandable, engaging and easily digestible for an enhanced patient engagement



Pelin Içil
Healthcare Expert



CASE STUDY

Facilitate effective patient follow-up by bringing useful insights and tools to HCPs

- Design a digital platform for HCPs to ensure their patients are compliant and getting more from their treatment
- Prevent the reoccurrence of symptoms and alleviate pressure on HCPs by educating patients on the causes of a condition
- Ensure successful digital platform launch and patient engagement to help HCPs monitor patients after medication has been prescribed



Frederic Ohayon
Digital, Multichannel & CRM
Director
AstraZeneca



INNOVATION TRACK

CASE STUDY

Explore Novo Nordisk's embedded concept of customer engagement that focuses the multichannel journey on capabilities and processes

- Concentrate efforts and resources on building competencies so your workforce can execute a multichannel campaign effectively and sustain this new way of working
- Swap high-level complicated strategies for first-hand and on-the-ground experimentation to tackle challenges and difficulties practically
- Build general awareness and buy-in from the start so that the organisation is prepared to embed multichannel into every process



Marie Louise Schmidt
IT Project Manager Europe
Novo Nordisk



CASE STUDY

GSK's enterprise three-pronged approach to multichannel capability building

- Ensure that digital channel execution is aligned with brand strategy by applying real-world digital training to pharma and measuring implementation consistently
- Provide non-marketers with a simplified version of multichannel training so that the strategy is applied universally
- Create programmes that educate leaders, so they can challenge inaccuracies in strategy and motivate their teams to implement effectively



Hans Gilhuys
Director, Multichannel Europe
GlaxoSmithKline



Discover how Janssen create a high quality multichannel customer journey through their Customer Interaction Excellence framework

- Go back to basics and focus on building a simple but effective customer experience and developing a solid platform
- Utilise insights and analytics to continually improve customer journeys
- Concentrate on quality interactions rather than a high quantity for an experience that makes a difference to customer lives
- Change perspectives to secure company-wide buy in for a stronger customer experience framework



Rikke Lynch
Head of Customer Operations UK
Janssen



Vendors: bring the solution to pharma

Be the answer to pharma's questions by showcasing your value in a new light

Raise your profile and form new partnerships with more opportunities for meaningful interaction:

DELIVER

the solution through thought leadership sessions

ENGAGE

with leading decision makers in interactive sessions hall

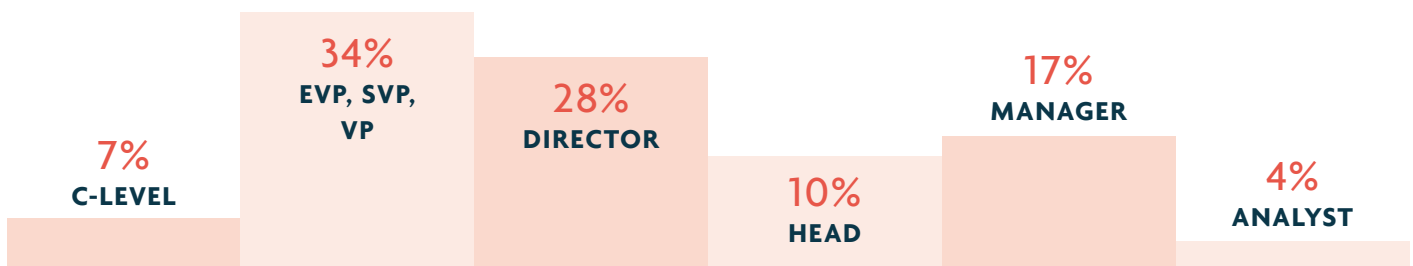
BOOST

your brand through tailored branding and exposure

At this year's Marketing and Customer Innovation Europe Summit you can expect:

- **A HIGHER CALIBRE OF CONVERSATION:** with over 10 hours of networking you'll have more opportunities than ever for significant discussions with your key prospects
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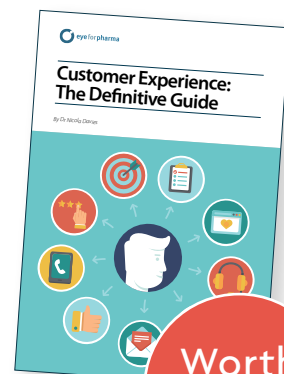
► Customer Experience: The Definitive Guide to Commercial Success

Great customer experience (CX) means that at any time, a customer's touch points with an organisation matches or even exceeds their expectations. It's therefore no surprise that an organisation providing a positive experience has loyal customers, much more likely to repeat and refer and ultimately drive further business.

So when we think of the CX gods of the consumer world – think airlines, banks and retail – we all have a personal, often emotional, response to the brands we choose to use. So why should pharma be any different?

This in-depth report will act as a 'manual' for how to build and implement a CX strategy. It offers a comprehensive view of CX in the industry, as well as a self-assessment tool to measure current maturity. As well as all this, you will find:

- Cutting edge case studies of CX from pharma and beyond
- Industry survey data on the current maturity of CX in pharma
- Best practices on building a CX framework from industry experts
- Valuable advice on implementing a CX strategy



Worth
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PHARMA AND BIOTECH

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See previous page for details
- Access to the full conference, exhibition & networking areas during the conference
- Access to all conference sessions, exhibition & networking area
- Access to speaker PDF slides and audio
- Access to the event networking platform 2 weeks before the event
- Annual Subscription to eyeforpharma On Demand includes access to all event materials since 2013 and our premium reports. More details here: www.eyeforpharma.com/on-demand

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TERMS & CONDITIONS: Places are transferable without any charge. Cancellations before 18th September 2018 incur an administrative charge of 25%. If you cancel your registration after 18th September 2018 we will be obliged to charge the full fee. Please note- you must notify eyeforpharma in writing of a cancellation, or we will be obliged to charge the full fee. The organizers reserve the right to make changes to the programme without notice. All prices displayed are exclusive of VAT unless otherwise stated by, VAT will be charged, where applicable, at the prevailing rate on the invoice date and the relevant details will appear on the invoice. NB: FULL PAYMENT MUST BE RECEIVED BEFORE THE EVENT.