

8<sup>TH</sup> ANNUAL

## GLOBAL PHARMACEUTICAL AND MEDICAL MEETINGS SUMMIT™

FEBRUARY 10–12, 2020 | WESTIN BOSTON | WATERFRONT HOTEL

## DAY ONE | MONDAY, FEBRUARY 10, 2020

7:00AM–7:00PM REGISTRATION

## PRE-CONFERENCE WORKSHOPS

8:00AM–12:00PM **WORKSHOP A: Healthcare Meeting Compliance Certificate (HMCC)**

\* There is a separate fee for the HMCC Workshop



**WORKSHOP B: The Bridge: Successfully Managing Change Initiatives and Becoming a Higher Performing Leader (Case Discussion)\***

\* This workshop is included in the registration fee

## MAIN AGENDA

1:00–1:15PM Chairperson Welcome and Opening Remarks

1:15–2:00PM **KEYNOTE:** Current Trends in the Health Care Industry: What Next?

## INTERACTIVE DISCUSSIONS

|             |                                                                          |                                                                   |                                                                          |                                       |
|-------------|--------------------------------------------------------------------------|-------------------------------------------------------------------|--------------------------------------------------------------------------|---------------------------------------|
| 2:05–3:05PM | <b>Third Party, Small, Independent Planners</b> (Closed Door Discussion) | <b>Senior Corporate Meeting Planners</b> (Closed Door Discussion) | <b>Professional Development: Strategies Move Up the Corporate Ladder</b> | <b>Shared Best Practices for SMMP</b> |
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3:05–3:35PM **NETWORKING BREAK**

## INTERACTIVE DISCUSSIONS | HOW DO I BRING INNOVATION TO MY MEETINGS? MUST-KNOWS FOR MEETING PROFESSIONALS

|             |                           |                        |                                  |
|-------------|---------------------------|------------------------|----------------------------------|
| 3:35–4:35PM | <b>Incentive Meetings</b> | <b>Simple Meetings</b> | <b>Congresses and Tradeshows</b> |
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## INTERACTIVE DISCUSSIONS

|             |                                                                                         |                                                                                      |                                                                              |                                                            |
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| 4:35–5:35PM | <b>Emergency Preparedness and Crisis Management Strategies: Real World Case Studies</b> | <b>Health Care Meeting Planning: Strategies to Overcome Barriers to Productivity</b> | <b>The Talent Journey: Inter-Departmental Career Pathing and Progression</b> | <b>Sustainable Approaches to Combat Burnout and Stress</b> |
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5:35–7:00PM **OPENING NIGHT WELCOME RECEPTION (ON THE EXHIBIT FLOOR)** HOSTED BY: **THE WESTIN**

## DAY TWO | TUESDAY, FEBRUARY 11, 2020

7:00AM–6:30PM REGISTRATION

7:30–8:30AM **MORNING COFFEE ON THE EXHIBIT FLOOR**8:30–8:40AM **Summit Welcome**8:40–8:50AM **Chairperson Welcome and Opening Remarks**8:50–9:30AM **KEYNOTE:** Putting the Patient First: How to Deepen the Role of the Patient /Caregiver Across the Health Care Spectrum9:30–10:30AM **KEYNOTE PANEL:** Meet Attendees Where They Are: Utilize Customer-Centric Technology to Enhance Your Meetings10:30–11:00AM **NETWORKING BREAK (ON THE EXHIBIT FLOOR)** HOSTED BY: 

## 11:00 AM–3:55PM | CONCURRENT BREAKOUT SESSIONS

|                 | STRATEGY AND OPERATIONS                                                     | AUDIENCE ENGAGEMENT                                            | TECHNOLOGY IMPLEMENTATION                                |
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| 11:00–11:50AM   | Promote Style and Substance within Medical Meetings: Develop an Action Plan | Leverage Data to Elevate Attendee Engagement                   | Integrate Technology to Enhance On-Site Event Experience |
| 11:50AM–12:40PM | How People and Content Influence Venue Selection                            | #SocialMedia: Showcase Social Media Savviness at Your Meetings | Strategic Approaches to Execute Virtual Meetings         |

12:40–1:40PM **LUNCHEON**1:40–2:10PM **DESSERT (ON THE EXHIBIT FLOOR)** HOSTED BY: **PHILIFSCIENTES**

|             |                                                          |                                               |                                     |
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| 2:15–3:05PM | Explore Results-Oriented Contract Negotiation Strategies | Path to Creating Sustainable Events: Act Now! | Measure the ROI on Event Technology |
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| 3:05–3:55PM | Reengineer Medical Meetings: Intersection of Regulation and Innovation | Engage the Disengaged and Design Robust Investigator Meetings | Deploy Technology-Driven Event Engagement Initiatives |
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3:55–4:25PM **NETWORKING BREAK (ON THE EXHIBIT FLOOR)** HOSTED BY: **ASHEVILLE**4:25–4:55PM **KEYNOTE PANEL:** Design Compliant Meetings: What Meeting Planners Should (Must) Know Today4:55–5:30PM **KEYNOTE PANEL:** Develop Mutually-Beneficial Partnerships with Suppliers to Create Cost-Effective Meetings5:30–6:30PM **COCKTAIL RECEPTION (ON THE EXHIBIT FLOOR)**

## DAY THREE | WEDNESDAY, FEBRUARY 12, 2020

7:00–11:30AM **REGISTRATION OPEN**7:30–8:30AM **MORNING COFFEE**8:30–8:40AM **Chairperson Remarks**8:40–9:10AM **KEYNOTE:** The Fight Against Human Trafficking9:10–10:00AM **KEYNOTE PANEL:** Regulatory Updates: Examine Current Trends Within and Outside the U.S.10:00–10:50AM **KEYNOTE PANEL:** Global Meetings: Think Globally, Act Locally10:50–11:50AM **KEYNOTE:** Cultivate Inter-Departmental Synergy to Execute Robust Meetings11:50AM **CLOSE OF SUMMIT**