

## Agenda

### Wednesday, 2 December

12:00 Sponsor Registration Opens

18:30 - 20:30 Registration & Welcome Reception in the Partner Pavillion

### Thursday, 3 December

07:00 - 08:45 Registration & Breakfast - Meet the Experts in the Partner Pavilion

09:00 - 09:10 Veeva Welcome  
*Amanda Buckley, Veeva Systems*

09:10 - 10:00 Hear the Latest from Veeva's Founders  
*Matt Wallach, Veeva Systems*

10:00 - 10:30 Customer Focus: Are We Finally Serious About It?  
*Theo Nieuwenhuis, Boehringer Ingelheim*

10:30 - 10:55 Break - Meet the Experts in the Partner Pavilion

11:05 - 11:35 Commercial Showcase - Smarter Customer Engagement Through the Connected Organization  
*Anna Karasek & Jan Van den Burg, Veeva Systems*

11:35 - 12:05 Are We There Yet? Wait...Where are We Going  
*Nat Hines, Novartis*

12:05 - 12:35 Plenary Summary & Close  
*Amanda Buckley, Veeva Systems*

12:35 - 14:00 Lunch - Meet the Experts in the Partner Pavilion

#### Track Sessions

	Customer Engagement <i>Take your customer engagement to the next level through better planning, execution, and measurement of your interactions across channels</i>	Promotional Content Management <i>Drive efficiency in content management for promotional and medical information whilst ensuring compliance across channels and geographies at all time</i>	Understanding Your Customer <i>Establish a single source of truth for accurate customer data for the digital era and leverage deep customer insights</i>	Implementation Success <i>Implementation best practices for Veeva Commercial Cloud solutions</i>	Operational Excellence <i>Understand how to realize maximum value from your Veeva capabilities for better return on investment</i>	Scientific Communication and Stakeholder Management <i>Manage medical information, enable MSL teams, and drive successful product launches and KOL management</i>
14:10 - 14:45	Advancing Your Customer Engagement to the Next Level <i>Chris Wade, Veeva Systems</i>	Global Promotional Content Harmonization <i>TJ Babinchak, Pfizer</i>	Making Enterprise Master Data Management a Reality <i>Vincent Rejany, Veeva Systems</i>	GSK's Journey with Veeva Multichannel <i>Jit Patel, GSK</i>	Empowering the Multichannel Rep <i>Antonio Ibarra, SPMSD</i>	Veeva Vision for Medical Affairs <i>Robert Groebel, Veeva Systems</i>
14:55 - 15:30	Introducing Veeva CRM Events Management: Better Events with Greater Compliance <i>Harvey Thandi &amp; Jonathan Moshinsky, Veeva Systems</i>	Seriously, What is a Connected Digital Supply Chain? <i>John Chinnici &amp; Henri Valantin, Veeva Systems</i>	Customer Master: Making it Relevant to the Business <i>Debbie Wilby, Eli Lilly</i>	A Business Perspective: Making Your Multichannel CRM Journey Work <i>Barbara Albientz, Novartis</i>	Powering Veeva CRM Suggestions for Multichannel Success <i>Derek Choy, Aktana</i>	Better Stakeholder Engagement through Veeva Medical CRM <i>Arno Sosna, Veeva Systems</i>
15:40 - 16:15	MSD UK: Realising Value from Veeva CRM Approved Email <i>Tanveer Haq, MSD UK</i>	Establishing a Single Global Content Management System <i>Anie Azroyan-Costiou &amp; Anne-Charlotte de Mareschal, Beaufour IPSEN</i>	Veeva OpenData: A New Approach to Customer Data <i>Guillaume Roussel, Veeva Systems</i>	MSD France: Creating a Multichannel Customer Experience <i>Matthieu Jusserand, MSD</i>	How Shire Delivered Measurable ROI on its Veeva CRM Investment <i>Emmanuel Aubes, Shire</i>	Empowering Medical Teams for Better KOL Engagement <i>Marcus Bergler, Veeva Systems</i>

16:25 - 16:45 Break - Meet the Experts in the Partner Pavilion

## Agenda

Thursday, 3 December

	Customer Engagement	Promotional Content Management	Understanding Your Customer	Implementation Success	Operational Excellence	Scientific Communication and Stakeholder Management
16:55 - 17:30	Delivering an Exceptional Customer Experience <i>Federico Fanti, LEO Pharma A/S</i>	Overcoming Compliance Challenges in Digital Pharma Marketing <i>Gary Page, Veeva Systems</i>	Global MDM: The Lynchpin for Effective Customer Management and Engagement <i>Margit (Gigi) Marton, Biogen</i>	Enabling Commercial Success through Veeva Commercial Cloud <i>Christer Gustavsson &amp; Oskar Thulin, Sobi</i>	Introducing Veeva Align: Get the Right Alignments Faster <i>Jonathan Moshinsky &amp; Tobias Schürrie, Veeva Systems</i>	Vault MedComms - Beyond Deployment <i>Pauline Owen and Allan Kirui, Eli Lilly</i>
17:40 - 18:15	Driving Customer Engagement through Orchestration <i>Aaron Mitchell, ZS Associates</i>	The Multichannel Content Conundrum - Revolution or Evolution? <i>Phil Plested, Oi Media</i>	Mastering Medicinal Product Data for Operational Excellence <i>Vincent Rejany &amp; Mario Fernandopulle, Veeva Systems</i>	Drive Greater Value from Veeva Commercial Cloud through System Integration <i>Paul Battison &amp; Joe Ferraro, Mavens Consulting</i>	Driving Operational Excellence by Taking Customer Engagement to the Next Level <i>John Pugh &amp; Ian Talbot, Accenture</i>	Driving Scientific Credibility and Compliance Globally <i>John Chinnici &amp; Henri Valantin, Veeva Systems</i>
18:25 - 19:00	Networking Drinks Reception in the Partner Pavilion					
19:30 (TBC)	Coaches Depart for Evening Gala from W Hotel					
20:00	Evening Gala					

Friday, 4 December

07:30 - 08:50	Registration & Breakfast - Meet the Experts in the Partner Pavilion					
09:00 - 09:05	Opening Remarks <i>Amanda Buckley, Veeva</i>					
09:05 - 09:35	Veeva Commercial Cloud Product Roadmap - What's Next? <i>Povilas Petkevicius, Veeva Systems</i>					
09:45 - 10:20	Veeva CRM Roadmap <i>Leticia Gutierrez Villarias &amp; Bastien Mauclair, Veeva Systems</i>	Veeva Vault PromoMats Roadmap <i>Rachael Bailey, Veeva Systems</i>	Veeva Network Roadmap <i>Patrick Kübler &amp; Fernando Pingitore, Veeva Systems</i>	Veeva Align and Veeva CRM Events Management Roadmap <i>Michael Geiling &amp; Jim Kaps, Veeva Systems</i>	Veeva OpenData Roadmap <i>Guillaume Roussel &amp; Angelique Aldaya, Veeva Systems</i>	
10:30 - 11:05	Veeva CRM Roadmap <i>Leticia Gutierrez Villarias &amp; Bastien Mauclair, Veeva Systems</i>	Veeva Vault PromoMats Roadmap <i>Rachael Bailey, Veeva Systems</i>	Veeva Network Roadmap <i>Patrick Kübler &amp; Fernando Pingitore, Veeva Systems</i>	Veeva Align and Veeva CRM Events Management Roadmap <i>Michael Geiling &amp; Jim Kaps, Veeva Systems</i>	Veeva OpenData Roadmap <i>Guillaume Roussel &amp; Angelique Aldaya, Veeva Systems</i>	
11:10 - 11:35	Break - Meet the Experts in the Partner Pavilion					
	Workshop Sessions					
11:45 - 12:45	Unlock and Protect the Social in Your CRM <i>Matt Phillips, Social Safeguard</i>	Creating Customer Advocates and Keeping them Engaged <i>Michal Komorniczak &amp; Slawomir Chomik, Highp</i>	Zinc to Vault - Maximizing the Opportunity <i>Rachael Bailey &amp; Charlotte Eastlake, Veeva Systems</i>	Realizing Ongoing Value from Veeva Innovation <i>Sandra Blaser &amp; Sally Eckhart, Veeva Systems</i>	Delivering Key Account Management Capabilities <i>Julien Massinon, Veeva Systems</i>	
12:55 - 13:15	Life, Death, and a Cow <i>Andy Powrie-Smith, European Federation of Pharmaceutical Industries and Associations (EFPIA)</i>					
13:15 - 13:20	Summit Wrap <i>Amanda Buckley, Veeva Systems</i>					
13:20 - 14:15	Farewell Luncheon - Meet the Experts in the Partner Pavilion					
14:15	Summit Concludes					