

Veeva | European Commercial & Medical Summit

28 - 30 November 2017 | Madrid Marriott Auditorium Hotel, Madrid

Accelerate Your Digital Enterprise

Track	Accelerate Your Digital Supply Chain	Accelerate Lifecycle Management through Cross-organizational Collaboration	Accelerate Your Multichannel Engagement	Accelerate Your Insights-driven Commercial Execution
Description	Considering the volume and complexity of digital content, marketing, medical, and commercial excellence leaders must optimize their marketing digital supply chain. This track will address how you can accelerate the availability of impactful, compliant content and gain key insights into content development efficiency.	It is more critical for medical affairs to closely collaborate with commercial and compliance to deliver fast product launches and successful lifecycle events. This track will explore how this collaboration results in stronger evidence and greater stakeholder confidence.	Multichannel CRM is helping life sciences companies to design new approaches to customer engagement. This includes rethinking how to better leverage available resources within a framework of integrated engagement planning and team-based selling. This track will demonstrate how companies are responding to multichannel opportunities.	Data is only actionable if it is in the right place and easy to consume. Smarter customer engagement starts with a deep understanding of your customer profile and interactions across touch points. Armed with insights, you can take faster and informed decisions. This track will look at how you can use data and technology as enablers of your digital business.

Special Interest Groups *By invitation only*

Oncology Forum | Wednesday, 29 November | 12:00 - 17:30

Animal Health Forum | Thursday, 30 November | 14:00 - 15:00

Consumer Health Forum | Thursday, 30 November | 15:15 - 16:45

Tuesday, 28 November

●●●● = Tracks

● = Special Interest Groups *By invitation only*

● = Open Sessions

● = Breaks

From 16:00	General Registration Opens	
14:30 - 16:00	Partner Forum <i>By invitation only</i>	Toulouse & Lyon
18:30 - 20:30	Welcome Reception	Partner Pavilion

Wednesday, 29 November

07:00 - 08:45	General Registration	
07:00 - 08:45	Breakfast - Meet the Experts	Partner Pavilion
08:00 - 08:45	Breakfast - Commercial Content Community	Oxford
09:00 - 10:00	Welcome and Company Updates Amanda Buckley, Peter Gassner, <i>Veeva</i>	Auditorium
10:00 - 10:20	Bayer: Our Accelerated Journey to Smarter Engagement Ted Castellon, Gerhard Arnhofer, <i>Bayer</i>	Auditorium
10:20 - 10:50	Break - Meet the Experts	Partner Pavilion
11:00 - 12:00	Commercial Showcase Jan van den Burg, <i>Veeva</i>	Auditorium
	Commercial Product Direction Arno Sosna, <i>Veeva</i>	Auditorium
12:00 - 13:00	Lunch - Meet the Experts	Partner Pavilion
12:00 - 17:30	Oncology Forum <i>By invitation only</i>	

Wednesday, 29 November (continued)

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Track	Accelerate Your Digital Supply Chain		Accelerate Lifecycle Management through Cross-organizational Collaboration		Accelerate Your Multichannel Engagement		Accelerate Your Insights-driven Commercial Execution	
Room Name	Oxford	Marsella	Lyon	Toulouse	Londres	Estrasburgo	Bristol	Burdeos
13:10 - 13:40	Bayer: Accelerating Product Launch with a Global Content Factory Gerhard Arnhofer, Bayer ■ Business & IT		BMS: Executing an Enterprise Account Management Business Model Mark Holliday, Karen Patel, BMS ■ Business & IT		Unleashing the True Value of Integrated Customer Engagement Jan van den Burg, Chris Wade, Veeva ■ Business		From Data to Knowledge to Outcome Guillaume Roussel, Veeva ■ Business	
13:50 - 14:20	Brand Portal: A Digital Showcase for Brand Managers Kevin Ligget, Rob Best, Veeva ▼ Product Deep Dive ■ Business & IT	Introduction to Veeva Vault PromoMats: More Speed, More Compliance, More Insights Charlotte Brenton, Adam McMillan, Veeva ▼ Product Deep Dive ■ Business & IT	Transforming Medical Affairs Execution Sital Kotecha, Veeva ■ Business	Veeva Key Account Management: Planning Cross-functional Stakeholder Engagement Harvey Thandi, Veeva ▼ Product Deep Dive ■ Business & IT	Bayer & Novartis: Creating Customer Value through Remote Engagement Samuel Pinner, Bayer Malik Chahed, Novartis ■ Business	Veeva Align: Bridging the Gap between Strategy & Execution Emily Kranz, Tobias Schürle, Veeva ▼ Product Deep Dive ■ Business & IT	Data Switch: A Proven Process for Success Reinaldo Santos, Veeva ▼ Product Deep Dive ■ IT	Veeva CRM MyInsights: Data Visualizations to Empower CRM Users Donal McConnell, Valentin Cuesta, Veeva ▼ Product Deep Dive ■ Business & IT
14:30 - 15:00	AstraZeneca: Practical Change Management in the Marketing & Medical Digital Supply Chain Susan Darbey, AstraZeneca ■ Business	Veeva & U: Tips for Tuning Your Digital Supply Chain Carol Jacobson, Sara Henderson, Veeva ■ Business & IT	BMS: Accelerating the Strategic Value of Medical Affairs Glen Morris, BMS ■ Business & IT	Veeva Medical CRM & Oncology Link: Driving Exceptional Stakeholder Engagement Harvey Thandi, Veeva ▼ Product Deep Dive ■ Business & IT	Veeva CRM Engage Webinar: Expanding the Reach of Your Events Mathieu Couraud, Martino Tomizioli, Veeva ▼ Product Deep Dive ■ Business & IT	Astellas: Improving Organizational Agility with Veeva Align Ian Knowlton, Johan Brus, Svenja Bürger, Astellas ■ Business & IT	Customer Session: Enabling Business Transformation with Fresh & Actionable Customer Data Rick Priem, Nestlé Health Science ■ Business	Pierre Fabre: Getting Started with Veeva CRM MyInsights Zied Belkhodja, Pierre Fabre ■ Business & IT
15:00 - 15:30	Break - Meet the Experts						Partner Pavilion	

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15:40 - 16:10	Accenture: Transforming the Customer Experience through Intelligent Content Optimization & Reuse David Logue, <i>Accenture</i> ■ Business		Takeda: Driving MSL Capabilities & Value through Medical Transformation Paul Williams, <i>Takeda</i> ■ Business	Veeva & U: Improving Stakeholder Experience through Compliant Collaboration Loic Senechal, Susan Plant, <i>Veeva</i> ■ Business & IT	BMS: Implementing Harmonized Events Management Strategy Daniel Bertaska, Janis Thurston, <i>BMS</i> ■ Business	Cognizant & Allergan: Transforming from a Multichannel to an Omnichannel Business Kornelia Williams, <i>Allergan</i> Paul Frodsham, <i>Cognizant</i> ■ Business	Customer Panel: Customer Data Management as a Business Imperative Damien Jolif, <i>Valneva</i> Aram Bosnakyan, <i>Thea Pharma</i> ■ Business & IT	Veeva & U: Getting Started with Veeva CRM Suggestions Eleni Tragousti, Bas van de Kamp, <i>Veeva</i> ■ Business & IT
16:20 - 16:50	State of the Art in Promotional Compliance Ralph Carter, <i>Pharma Review</i> Rina Newton, <i>Complimed</i> ■ Business	Introduction to Veeva Vault PromoMats: More Speed, More Compliance, More Insights Charlotte Brenton, Adam McMillan, <i>Veeva</i> ▼ Product Deep Dive ▲ Repeat ■ Business & IT	Ipsen: CRM, Catalyst for Change? Melissa Thomas, Giota Papamarkou, <i>Ipsen</i> ■ Business & IT	Veeva Vault MedComms: Using Medical Insights to Tailor Scientific Messaging Myriel Penoy, <i>Veeva</i> ▼ Product Deep Dive ■ Business & IT	ZS Associates: Connected Commercial Teams – Orchestrating a New Customer Experience David Jackson, <i>ZS Associates</i> ■ Business & IT	AbbVie: Implementing Veeva Align as Part of a Regional Customer Engagement Program David Andrew, <i>AbbVie</i> ■ Business & IT	Alimera & Shield Therapeutics: Accelerate Business Agility with Fresh & Immediately Usable Customer Data Mark Darmody, <i>Shield Therapeutics</i> Andrew Brooker, <i>Alimera Sciences</i> ■ Business & IT	Aktana & MSD: Veeva CRM Suggestions – New Countries, New Therapies, More Results Leigh Tyrer, <i>MSD</i> Ywan Karlen, <i>Aktana</i> ■ Business & IT

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Room Name	Oxford	Marsella	Lyon	Toulouse	Londres	Estrasburgo	Bristol	Burdeos
17:00 - 17:30	<div>Veeva Vault PromoMats at the Center of Multichannel CRM & the Digital Ecosystem</div> <div>Andrew Chapman, Huw Jenkins, Veeva</div> <div>▼ Product Deep Dive</div> <div>■ IT</div>	<div>Zinc MAPS to Veeva Vault PromoMats Upgrade: Why Now is the Time to Move</div> <div>Hamish Miller, Charlotte Eastlake, Veeva</div> <div>■ Business & IT</div>						
17:00 - 17:30	Maximizing Impact of Pharmacy Sales Rohan Poole, Bastien Mauclaire, Veeva							Londres
17:00 - 17:30	GDPR Compliance in Practice K Royal, TrustArc; Ashley Slavik Veeva							Auditorium
17:00 - 18:00	Meet the Experts							Partner Pavilion
18:00 - 18:30	Coaches will depart from the Madrid Marriott Auditorium Congress Entrance from 18:00 to 18:30							
18:30 - 23:00	Evening Gala Return coaches to the hotel will depart from 21:30, with the last coach departing at 23:00							
23:00 - 00:30	After Party <i>Optional</i>							Marriott Mezzanine Level

Thursday, 30 November

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07:30 - 08:20	Breakfast - Meet the Experts (Partner Pavilion)								
Track	Accelerate Your Digital Supply Chain		Accelerate Lifecycle Management through Cross-organizational Collaboration		Accelerate Your Multichannel Engagement			Accelerate Your Insights-driven Commercial Execution	
Room Name	Oxford	Marsella	Lyon	Toulouse	Londres	Estrasburgo	Berlin	Bristol	Burdeos
08:30 - 09:00	Shire: Developing an Integrated Digital Supply Chain Naomi O'Connell, <i>Shire</i> ■ Business & IT	Veeva & U: How to Accelerate your Success with Veeva Services & Support Naomi Boyd, <i>Veeva</i> ■ IT	Customer Panel: Optimizing Field Medical & Commercial Success Samuele Zago, <i>AstraZeneca</i> Paul Williams, <i>Takeda</i> Glen Morris, <i>BMS</i> Dan Atkins, <i>Shionogi</i> ■ Business	Veeva Medical CRM & Oncology Link: Driving Exceptional Stakeholder Engagement Harvey Thandi, <i>Veeva</i> ▼ Product Deep Dive ▲ Repeat ■ Business & IT	Veeva CRM Engage Meeting: Learning from Early Adopters Chris Wade, Leticia Guttierrez, <i>Veeva</i> ▼ Product Deep Dive ■ Business	Veeva CRM Events Management: Delivering HCP Value & Improving Compliance Matthieu Couraud, Martino Tomizioli, <i>Veeva</i> ▼ Product Deep Dive ■ Business & IT	Veeva Vault PromoMats at the Center of Multichannel CRM & the Digital Ecosystem Andrew Chapman, Huw Jenkins, <i>Veeva</i> ▼ Product Deep Dive ▲ Repeat ■ IT	Establishing a Data Foundation for Commercial Operations Rebecca Silver, <i>Veeva</i> ■ Business & IT	Veeva CRM MyInsights: Building Actionable Data Visualizations Valentin Cuesta, <i>Veeva</i> ▼ Product Deep Dive ■ IT

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Room Name	Oxford	Marsella	Lyon	Toulouse	Londres	Estrasburgo	Berlin	Bristol	Burdeos
09:10 - 09:40	Workshop: Driving Real World Value in the Digital Supply Chain Huw Jenkins, Callum Hawes, Stacy Hardie, Veeva ■ Business	Brand Portal: A Digital Showcase for Brand Managers Kevin Liggett, Rob Best, Veeva ▼ Product Deep Dive ▲ Repeat ■ Business & IT	Veeva CRM MyInsights for Medical Teams Abdel Batel, Harvey Thandi, Veeva ▼ Product Deep Dive ■ Business & IT	Veeva Vault MedComms: Managing Compliant Scientific Content Myriel Penoy, Veeva ▼ Product Deep Dive ■ Business & IT	Veeva & U: Accelerating Veeva CRM Approved Email Success Bas van de Kamp, Veeva ▼ Product Deep Dive ■ Business	Aqurance Workshop: Can Collaboration Between Incentive Management & CRM Drive Revenue Growth? George Georgopoulos, Vassilis Riskas, Aqurance ■ Business & IT	Implementing Veeva Align – Technical Overview Ben Lawson, Veeva ▼ Product Deep Dive ■ IT	HighPoint Workshop: More Engagement with Better Insights Antonio Pigueiro, Highpoint ■ Business & IT	Align Biopharma: Driving Standards for Digital Engagement with HCPs Henry Levy, Veeva Gabriel Peron, AstraZeneca ■ Business & IT
09:50 - 10:20				Veeva & U: Improving Stakeholder Experience through Compliant Collaboration Loic Senechal, Susan Plant, Veeva ▲ Repeat ■ Business & IT	Multichannel Veeva CRM: The Heart of Successful Customer Engagement Chris Wade, Eleni Tragousti, Veeva ▼ Product Deep Dive ■ Business & IT		Accelerate Veeva CRM Events Management Implementation Abdel Batel, Veeva ▼ Product Deep Dive ■ IT		Data Switch: A Proven Process for Success Reinaldo Santos, Veeva ▼ Product Deep Dive ▲ Repeat ■ IT
09:10 - 10:20	Workshop: Deep Dive into GDPR Hot Topics K Royal, TrustArc; Ashley Slavik Veeva							Potsdam, Baden Baden, Dresden	
10:20 - 10:50	Break - Meet the Experts							Partner Pavilion	

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Room Name	Oxford	Lyon	Toulouse	Londres	Estrasburgo	Bristol	Burdeos
11:00 - 11:30	Roadmap & Vision: Veeva Vault PromoMats Dom Eaton, Manaphan Huntrakoon, <i>Veeva</i>	Roadmap & Vision: Veeva Medical & KAM Leticia Gutierrez, Adam McMillan, <i>Veeva</i>	Roadmap & Vision: Veeva CRM Events Management & Veeva CRM Engage Webinar Arpad Laczkovszki, <i>Veeva</i>	Roadmap & Vision: Veeva CRM Povilas Petkevicius, <i>Veeva</i>	Roadmap & Vision: Veeva Align Neal Mundy, <i>Veeva</i>	Roadmap & Vision: Veeva OpenData Angelique Aldaya, <i>Veeva</i>	Roadmap & Vision: Veeva Network Fernando Pingitore, Patrick Kübler, <i>Veeva</i>
11:40 - 12:10	Roadmap & Vision: Veeva Vault PromoMats Dom Eaton, Manaphan Huntrakoon, <i>Veeva</i> ▲ Repeat	Roadmap & Vision: Veeva Medical and KAM Leticia Gutierrez, Adam McMillan, <i>Veeva</i> ▲ Repeat	Roadmap & Vision: Veeva CRM Events Management & Veeva CRM Engage Webinar Arpad Laczkovszki, <i>Veeva</i> ▲ Repeat	Roadmap & Vision: Veeva CRM Povilas Petkevicius, <i>Veeva</i> ▲ Repeat	Roadmap & Vision: Veeva Align Neal Mundy, <i>Veeva</i> ▲ Repeat	Roadmap & Vision: Veeva OpenData Angelique Aldaya, <i>Veeva</i> ▲ Repeat	Roadmap & Vision: Veeva Network Fernando Pingitore, Patrick Kübler, <i>Veeva</i> ▲ Repeat
12:20 - 13:10	Closing Keynote - Life Principles for Success in a Fast-changing World Miles Hilton-Barber						Auditorium
13:15	Farewell Luncheon - Meet the Experts						Partner Pavilions
14:00	Summit Concludes						
14:00 - 15:00	Animal Health Forum <i>By invitation only</i>						Berlin
15:15 - 16:45	Consumer Health Forum <i>By invitation only</i>						Berlin