

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

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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 Pavillion)	Partner Pavilion
08:00 - 08:45	Breakfast - Commercial Content Community (Optional)	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>	

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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	Estraburgo	Bristol	Burdeos
13:10 - 13:40	Accelerating Product Launch at Bayer with a Global Content Factory Gerhard Arnhofer, <i>Bayer</i>		BMS Approach to Executing an Enterprise Account Management Business Model Mark Holliday, <i>BMS</i>		Unleashing the True Value of Integrated Customer Engagement Jan van den Burg, <i>Veeva</i>		From Data to Knowledge to Outcome Guillaume Roussel, <i>Veeva</i>	
13:50 - 14:20	Brand Portal: A Digital Showcase for Brand Managers ▼ Product Deep Dive Kevin Ligget, <i>Veeva</i>	Introduction to Veeva Vault PromoMats: More Speed, More Compliance, More Insights Charlotte Brenton, <i>Veeva</i>	Transforming Medical Affairs Execution Sital Kotecha, <i>Veeva</i>	Veeva Key Account Management: Planning Cross-functional Stakeholder Engagement ▼ Product Deep Dive Harvey Thandi, <i>Veeva</i>	Learn from Novartis and Bayer in Creating Customer Value Through Remote Engagement Samuel Pinner, <i>Bayer</i> Malik Chahed, <i>Novartis</i>	Veeva Align: Bridging the Gap between Strategy and Execution ▼ Product Deep Dive Emily Kranz, <i>Veeva</i>	Data Switch: A Proven Process for Success ▼ Product Deep Dive Reinaldo Santos, <i>Veeva</i>	Veeva CRM MyInsights: Data Visualizations to Empower CRM Users ▼ Product Deep Dive Donal McConnell, <i>Veeva</i>
14:30 - 15:00	Practical Change Management in the Marketing and Medical Digital Supply Chain at AstraZeneca Susan Darbey, <i>AstraZeneca</i>		Accelerating the Strategic Value of Medical Affairs at BMS Glen Morris, <i>BMS</i>	Veeva Medical CRM and Oncology Link: Driving Exceptional Stakeholder Engagement ▼ Product Deep Dive Harvey Thandi, <i>Veeva</i>	Veeva CRM Engage Webinar: Expanding the Reach of Your Events ▼ Product Deep Dive Mathieu Couraud, <i>Veeva</i>	Improving Organizational Agility at Astellas with Veeva Align Ian Knowlton, <i>Astellas</i>	Enabling Business Transformation with Fresh and Actionable Customer Data Rick Priem, <i>Nestlé Health Science</i>	Veeva & U: Getting Started with Veeva CRM MyInsights, Pierre Fabre's Experience Zied Belkhodja, <i>Pierre Fabre</i>
15:00 - 15:30	Break - Meet the Experts						Partner Pavilion	

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

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Room Name	Oxford	Marsella	Lyon	Toulouse	Londres	Estraburgo	Bristol	Burdeos
17:00 - 17:30	Veeva Vault PromoMats at the Center of Multichannel CRM and the Digital Ecosystem - a Technical Integration Guide ▼ Product Deep Dive Sara Henderson, <i>Veeva</i>	Zinc MAPS to Veeva Vault PromoMats Upgrade: Why Now is the Time to Move Hamish Miller, Charlotte Eastlake, <i>Veeva</i>						
17:00 - 17:30	Maximizing Impact In Pharmacy Sales Rohan Poole, Bastien Mauclaire, <i>Veeva</i>						Stuttgart	
17:00 - 17:30	GDPR Compliance in Practice K Royal, <i>TrustArc</i> ; Ashley Slavik <i>Veeva</i>						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.							

Thursday, 30 November

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07:30 - 08:20	Breakfast - Meet the Experts (Partner Pavilion)								
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Room Name	Oxford	Marsella	Lyon	Toulouse	Londres	Estraburgo	Berlin	Bristol	Burdeos
08:30 - 09:00	<p>Real-world Lessons in Moving from Zinc MAPS to Veeva Vault PromoMats: Developing an Integrated Digital Supply Chain at Shire</p> <p>Naomi O'Connell, Shire</p>	<p>Veeva & U: Getting the Most from Customer Success, Managed Services, and the Global Service Center</p> <p>Naomi Boyd Veeva</p>	<p>Panel Discussion: Optimizing Medical Science Liaison Success, a Panel with MSLs and MSL Leaders</p> <p>Samuele Zago, AstraZeneca Paul Williams, Takeda Glen Morris, BMS</p>	<p>Veeva Medical CRM and Oncology Link: Driving Exceptional Stakeholder Engagement</p> <p>▼ Product Deep Dive</p> <p>▲ Repeat</p> <p>Harvey Thandi, Veeva</p>	<p>Veeva CRM Engage Meeting: Learning from the Early Adopters</p> <p>▼ Product Deep Dive</p> <p>Chris Wade, Leticia Gutierrez, Veeva</p>	<p>Veeva CRM Events Management: Delivering HCP Value and Improving Compliance</p> <p>▼ Product Deep Dive</p> <p>Matthieu Couraud, Martino Tomizioli, Veeva</p>	<p>Implementing Veeva Align - A Technical Overview</p> <p>▼ Product Deep Dive</p> <p>Ben Lawson, Veeva</p>	<p>Establishing a Data Foundation for Commercial Operations</p> <p>Rebecca Silver, Veeva</p>	<p>Veeva CRM MyInsights: Data Visualizations to Empower CRM Users</p> <p>▼ Product Deep Dive</p> <p>▲ Repeat</p> <p>Donal McConnell, Valentin Cuesta, Veeva</p>

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Room Name	Oxford	Marsella	Lyon	Toulouse	Londres	Estraburgo	Berlin	Bristol	Burdeos
09:10 - 09:40	<p>Workshop: Driving Real World Value in the Digital Supply Chain</p> <p>Huw Jenkins, Callum Hawes, Audrey Gent, Veeva</p>	<p>Brand Portal: A Digital Showcase for Brand Managers</p> <p>▼ Product Deep Dive</p> <p>▲ Repeat</p> <p>Kevin Ligget, Rob Best, Veeva</p>	<p>Veeva CRM MyInsights for Medical Teams</p> <p>▼ Product Deep Dive</p> <p>Abdel Batel, Harvey Thandi, Veeva</p>	<p>Veeva Vault MedComms: Managing Compliant Scientific Content</p> <p>▼ Product Deep Dive</p> <p>Myriel Penoy, Veeva</p>	<p>Veeva & U: Accelerating Veeva CRM Approved Email Success</p> <p>▼ Product Deep Dive</p> <p>Bas van de Kamp, Veeva</p>	<p>Workshop: Can Collaboration Between Incentive Management and CRM Drive Revenue Growth?</p> <p>George Georgopoulos, Vassilis Riskas, Aqurance</p>	<p>Veeva Vault PromoMats at the Center of Multichannel CRM and the Digital Ecosystem - a Technical Integration Guide</p> <p>▼ Product Deep Dive</p> <p>▲ Repeat</p> <p>Sara Henderson, wVeeva</p>	<p>Workshop: More Engagement With Better Insights</p> <p>Antonio Pregueiro, Highpoint</p>	<p>Align Biopharma: Driving Standards for Digital Engagement with HCPs</p> <p>Henry Levy, Veeva</p>
09:50 - 10:20				<p>Veeva & U: Improving Stakeholder Experience through Compliant Collaboration</p> <p>▲ Repeat</p> <p>Loic Senechal, Susan Plant, Veeva</p>	<p>Multichannel Veeva CRM: The Heart of Successful Customer Engagement</p> <p>Chris Wade, Eleni Tragousti, Veeva</p>		<p>Learn How Companies are Accelerating their Veeva CRM Events Management Implementations with Veeva Professional Services and the New Quick Start Program</p> <p>Abdel Patel, Veeva</p>		<p>Data Switch: A Proven Process for Success</p> <p>▼ Product Deep Dive</p> <p>▲ Repeat</p> <p>Reinaldo Santos, Veeva</p>
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	Estraburgo	Bristol	Burdeos
11:00 - 11:30	Veeva Vault PromoMats Roadmap	Veeva Medical and KAM Roadmap	Veeva CRM Events Management & Veeva CRM Engage Webinar roadmap	Veeva CRM Roadmap	Veeva Align Roadmap	Veeva OpenData Roadmap	Veeva Network Roadmap
	Dom Eaton, Manaphan Huntrakoon, <i>Veeva</i>	Leticia Gutierrez, Adam McMillan, <i>Veeva</i>	Arpad Laczkovszki, <i>Veeva</i>	Povilas Petkevicius, <i>Veeva</i>	Neal Mundy, <i>Veeva</i>	Angelique Aldaya, <i>Veeva</i>	Fernando Pingitore, Patrick Kübler, <i>Veeva</i>
11:40 - 12:10	Veeva Vault PromoMats Roadmap ▲ Repeat	Veeva Medical and KAM Roadmap ▲ Repeat	Veeva CRM Events Management & Veeva CRM Engage Webinar Roadmap ▲ Repeat	Veeva CRM Roadmap ▲ Repeat	Veeva Align Roadmap ▲ Repeat	Veeva OpenData Roadmap ▲ Repeat	Veeva Network Roadmap ▲ Repeat
	Dom Eaton, Manaphan Huntrakoon, <i>Veeva</i>	Leticia Gutierrez, Adam McMillan, <i>Veeva</i>	Arpad Laczkovszki, <i>Veeva</i>	Povilas Petkevicius, <i>Veeva</i>	Neal Mundy, <i>Veeva</i>	Angelique Aldaya, <i>Veeva</i>	Fernando Pingitore, Patrick Kübler, <i>Veeva</i>
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