

# Veeva Commercial & Medical SUMMIT Europe

3 - 5 December 2018

Madrid Marriott Auditorium Hotel | Madrid

## The Era of Intelligent Engagement

Data & Insights Foundation	Customer Engagement Planning	Content Strategy & Management	Multichannel Execution	Veeva Products Deep Dive & Demos	Mini-theaters	
					Get Started with Veeva	Veeva & U
Excelling with a data and insights-driven approach requires quality data, using a single data model to uncover and deliver business insights faster and enable more informed execution for better customer engagement. Join industry leaders and learn how you can leverage data and technology as enablers of your digital business.	Defining the strategy and execution of customer engagement must be based on a complete understanding of the customer profile. Join this track to find out what approaches are used and how they are supported by ever-advancing technology and data solutions.	Intelligent content strategies enable your organization to build an integrated and responsive customer journey. Join industry leaders and learn how you can create a vision for end-to-end content management, facilitate global content reuse in your organization, and gain best practices for rolling out a digital supply chain.	Customer expectations and demand for multichannel experiences is growing rapidly, providing a great opportunity for the industry to drive better engagement. Join this track to hear how other companies that have faced these challenges and leveraged multichannel capabilities to communicate effectively across personal and digital touchpoints.	Deep dive on Veeva's commercial products, see live demos and learn more from Veeva product leads.	Learn how you can get started or go further in your Veeva journey leveraging best practices from over 10 years of experience from the Veeva Services team.	Hear how you and your company can accelerate the adoption and success of your Veeva programs, drive more intelligent engagement, and dive into use cases and trends that have influenced 2018 and beyond.

### Special Interest Groups *By invitation only*

**Consumer Health, Animal Health, and Medical Device & Diagnostics (MD&D) Meet and Greet** | Monday, 3 December | 15:15 - 16:00

**Consumer Health Forum** | Wednesday, 5 December | 10:30 - 12:00

**Animal Health Forum** | Wednesday, 5 December | 12:30 - 13:30

## Monday, 3 December

From 10:00	General Registration Opens
12:00 - 13:30	Partner Forum (Oxford) <i>By invitation only</i>
12:00 - 15:00	<b>Executive Roundtables</b> <i>By invitation only</i> Commercial Content Executive Roundtable (Birmingham) Commercial Excellence Roundtable (Liverpool) Data Privacy Officers (DPOs) Connect: Managing Personal Data in a GDPR and e-Privacy World (Manchester)
15:15 - 16:00	Consumer Health, Animal Health, and Medical Devices & Diagnostics - Meet and Greet (Meet and Greet Area) <i>By invitation only</i>
16:30 - 18:30	Welcome and Company Updates   Chris Moore, Matt Wallach, Veeva (Auditorium)
	Industry Perspectives: The Future of Customer Engagement   Amy Landucci, GSK, Vani Manja, Boehringer Ingelheim (Auditorium)
	Commercial Showcase   Jan van den Burg, Veeva (Auditorium)
	Commercial Product Direction   Arno Sosna, Povilas Petkevicius, Veeva (Auditorium)
18:30 - 20:30	Welcome Reception (Partner Pavilion)
19:00 - 19:30	Spanish Community Meet-up (Veeva & U booth - Partner Pavilion)

## Tuesday, 4 December

08:00 - 08:45	General Registration
08:00 - 08:45	Breakfast - Meet the Experts (Partner Pavilion)
08:00 - 08:45	<b>Community Breakfasts</b> Medical Community Breakfast (Frankfurt) Commercial Content Community Breakfast (Munich) Customer Data Community Breakfast (Düsseldorf)

## Tuesday, 4 December (continued)

09:05 - 09:45	Product Keynote   Dom Eaton, Rebecca Silver, Povilas Petkevicius, Veeva (Auditorium)						
09:45 - 10:00	Industry Cloud Strategic Partnerships   Wolfgang Lippert, Salesforce (Auditorium)						
10:15 - 10:45	Conference Sessions						
	Data & Insights Foundations	Customer Engagement Planning	Content Strategy & Management	Multichannel Execution	Veeva Products Deep Dive & Demos	Mini-theaters	
	📍 Bristol	📍 Estrasburgo	📍 Oxford	📍 Londres	📍 Burdeos & Marsella	📍 Mini-theater 1	📍 Mini-theater 2
	<b>Veeva Vision: Data &amp; Insights Foundation</b> Rebecca Silver, Veeva Gerhard Arnhofer, Bayer	<b>Veeva Vision: Customer Engagement Planning</b> Robert Groebel, Veeva	<b>Veeva Vision: Content Strategy &amp; Management</b> Emma Hyland, Veeva	<b>Veeva Vision: Multichannel Execution</b> Chris Wade, Veeva			
10:45 - 11:15	Break - Meet the Experts (Partner Pavilion)						
10:45 - 11:15	Break - Meet the Speakers (Partner Pavilion)						
10:45 - 11:15	French Community Meet-up (Veeva & U booth - Partner Pavilion)						
11:30 - 12:00	<b>Servier &amp; Cognizant: Real-life Examples on How Data Empowers Reps</b> Sebastien Richard, Servier Manish Thakkar, Cognizant	<b>Astellas: Real-life Examples of Effective Engagement with Oncology Experts</b> Sebastien Bayet, Lionel Cadot, Astellas Europe	<b>Shire: Realizing the Value from an End-to-end Digital Supply Chain</b> Ian Hale, Violette Jerome, Shire	<b>Teva: Delivering on the Promise of Multichannel Engagement</b> Davidek Herron, Hans Bogad, Teva	<b>Deep Dive &amp; Demo: Veeva Engage Meeting</b> Jörn Jackowski, Leticia Gutierrez, Veeva	<b>Veeva Vault Content Delivery: Powering the Compliant Web</b> Manaphan Huntrakoon, Huw Jenkins, Veeva	<b>Current Trends Driving Customer Engagement Excellence</b> Bas van de Kamp, Loyd Vidal, Veeva
12:15 - 12:45	<b>Indivior: Global Customer Data Deployment</b> Dianne Goodburn, Indivior	<b>Merck Animal Health: Smart Alignments for Better Strategy Realization</b> Arnold Verstraten, Berenger Pontis, Merck Animal Health	<b>Biogen, Eisai, Roche: Moving from Digital Supply Chain Vision to Reality</b> Johan Siverstrand, Biogen David Robertson, Eisai Samantha Knott, Roche	<b>Pfizer: Engaging Through Virtual Channels</b> Ryan Birch, Kolja Bialas, Pfizer	<b>Deep Dive &amp; Demo: Veeva Nitro Commercial Data Warehouse</b> Andrew Fuchs, Arno Sosna, Veeva	<b>Build Deeper Relationships with the Global Oncology Community</b> Tobias König, Alexander Emami, Veeva	<b>Veeva CRM MyInsights: Innovative Use Cases</b> Albert Almeyda, Loïc Senechal, Veeva

Tuesday, 4 December (continued)

12:45 - 13:45	Lunch - Meet the Experts (Partner Pavilion)						
13:15 - 13:45	UK and Ireland Community Meet-up (Veeva & U booth - Partner Pavilion)						
13:15 - 13:45	Meet the Speakers (Partner Pavilion)						
14:00 - 14:30	Conference Sessions (continued)						
	Data & Insights Foundations	Customer Engagement Planning	Content Strategy & Management	Multichannel Execution	Veeva Products Deep Dive & Demos	Mini-theaters	
	📍 Bristol	📍 Estrasburgo	📍 Oxford	📍 Londres	📍 Burdeos & Marsella	📍 Mini-theater 1	📍 Mini-theater 2
	<b>EVER Pharma, Medac, Pierre Fabre, Thea Pharma: Making the Switch to Better Customer Data</b>  Stefan Thaler, <i>EVER Pharma</i> Frederic Perthuis, <i>Medac</i> Marion Mimault, <i>Pierre Fabre</i> Aram Bosnakyany, <i>Thea Pharma</i>	<b>Industry Leader Panel: Optimizing Customer Engagement in a Collaborative and Compliant Manner</b>  Neil Stevens, <i>Bristol-Myers Squibb</i> David Eves, <i>Chugai Pharmaceuticals</i> Danie du Plessis, <i>Medical Affairs Professional Society (MAPS)</i> Rina Newton, <i>Complimed</i>	<b>Lundbeck: Transforming Ways of Working for Optimizing Content Re-use</b>  Vicky Lalumiere, <i>Lundbeck</i>	<b>Novartis &amp; Aktana: Leveraging AI to Build the New Commercial Engagement Model</b>  Eva Martins, <i>Novartis</i> Derek Choy, <i>Aktana</i>	<b>Deep Dive &amp; Demo: Veeva Vault Platform</b>  Avril England, <i>Veeva</i>	<b>Accelerate your Journey to Harmonized Business Processes</b>  Niall McConnell, <i>Celgene</i> Eduard Benasques, <i>Veeva</i>	<b>Monitoring Your Veeva Program Health</b>  Sally Eckhart, <i>Veeva</i> Geoff Peters, <i>Veeva</i>
	<b>Nanobiotix: Jumpstart Operations with Ready-to-use CRM, Customer Data, and Oncology Insights</b>  Mikaela Dimitriu, <i>Nanobiotix</i> Mercedes de Rink, <i>Nanobiotix</i>	<b>Medis: Go-to-market Strategy for Innovative Pharma Company in Central &amp; Eastern Europe</b>  Kristina Jeric, <i>Medis</i>	<b>The Medical Information Architecture of the Future</b>  Brian Harper, <i>Veeva</i>	<b>GSK: Building a Global and Personalized Engagement Channel</b>  Colin Williams, <i>GSK</i> Eduardo Corvacho, <i>GSK</i>	<b>Deep Dive &amp; Demo: Veeva Nitro Commercial Data Warehouse (repeat)</b>  Andrew Fuchs, <i>Veeva</i> Arno Sosna, <i>Veeva</i>	<b>Driving Successful Innovation in your Organization</b>  Samuela Bellini, <i>Veeva</i>	<b>Accelerate End-user Adoption &amp; Satisfaction</b>  Caroline Pettenuzzo, <i>Veeva</i> Felicity Heath, <i>Veeva</i>

## Tuesday, 4 December (continued)

	Conference Sessions (continued)						
	Data & Insights Foundations	Customer Engagement Planning	Content Strategy & Management	Multichannel Execution	Veeva Products Deep Dive & Demos	Mini-theaters	
	📍 Bristol	📍 Estrasburgo	📍 Oxford	📍 Londres	📍 Burdeos & Marsella	📍 Mini-theater 1	📍 Mini-theater 2
15:30 - 16:00	<b>Biogen, C-Clear, Grünenthal, GSK: Improving Field Team Effectiveness with Veeva CRM MyInsights</b> Johan Siverstrand, <i>Biogen</i> Kasim El Bastani, <i>C-Clear</i> Massimiliano Siciliano, <i>Grünenthal</i> Simon Hanley, <i>GSK</i>	<b>Key Account Management: Strategies &amp; Execution Best Practices</b> Robert Groebel, <i>Veeva</i>	<b>Connecting, Collaborating, Crushing it</b> Andrew Finlayson, <i>Accenture</i>	<b>Industry Leader Panel: Optimizing Execution of your Events Management Strategy</b> Sam Pinner, <i>Bayer</i> Jonathan Rasson, <i>Cvent</i> Steffen Esche, <i>PWC</i>	<b>Deep Dive &amp; Demo: Veeva Align, Territory Management &amp; Customer Targeting</b> Tobi Schürle, <i>Bayer</i> Neal Mundy, <i>Veeva</i>	<b>Veeva Vault PromoMats: Staying Ahead with Compliance</b> Rina Newton, <i>Complimed</i> Dom Eaton, <i>Tiffanj Reginato</i> , <i>Veeva</i>	<b>Digital Sales Content: From Conception to Execution - an Ideal World</b> Loyd Vidal, <i>Ramona Galantonu</i> , <i>Eleni Tragousti</i> , <i>Veeva</i>
16:00 - 16:45	Break - Meet the Experts (Partner Pavilion)						
16:00 - 16:45	Break - Meet the Speakers (Partner Pavilion)						
16:00 - 16:30	Italian Community Meet-up (Veeva & U booth - Partner Pavilion)						
17:00 - 18:00	How to Deviate: The Neuroscience of Seeing Differently   Beau Lotto (Auditorium)						
18:15 - 18:45	Coaches will depart from the Madrid Marriott Auditorium Congress Groups Entrance from 18:15 to 18:45.						
18:45 - 22:30	<b>Evening Event</b> Return coaches to the hotel will depart from 21:00, with the last coach departing at 22:30.						
22:30 - 00:30	After Party sponsored by Aktana (Marriott - Mezzanine level)						

Wednesday, 5 December

08:00 - 08:45	Breakfast - Meet the Experts (Partner Pavilion)							
08:15 - 08:45	DACH Community Meet-up (Veeva & U booth - Partner Pavilion)							
09:00 - 09:30	Roadmap Sessions					Veeva Products Deep Dive & Demos	Mini-theaters	
	📍 Londres	📍 Bristol	📍 Oxford	📍 Potsdam	📍 Estrasburgo	📍 Burdeos & Marsella	Get Started with Veeva	Veeva & U
	<b>Veeva Roadmap: Veeva CRM</b> Bastien Maucclair, Veeva	<b>Veeva Roadmap: Veeva Vault PromoMats</b> Dom Eaton, Manaphan Huntrakoon, Veeva				<b>Deep Dive &amp; Demo: Network Widget</b> Patrick Kübler, Benedict Lawson, Veeva	<b>Enabling Intelligent Execution at the Point of Sales: A Practical Guide for Pharmacy Sales &amp; Animal Health</b> Abdel Batel, Veeva	<b>Monitoring your Veeva Program Health (repeat)</b> Sally Eckhart, Geoff Peters, Veeva
09:45 - 10:15	<b>Veeva Roadmap: Veeva CRM (repeat)</b> Bastien Maucclair, Veeva	<b>Veeva Roadmap: Veeva Vault PromoMats (repeat)</b> Dom Eaton, Manaphan Huntrakoon, Veeva	<b>Veeva Roadmap: Veeva Align</b> Neal Mundy, Veeva			<b>Deep Dive &amp; Demo: Transforming Your Mobility Strategy with Veeva CRM</b> Jörn Jackowski, Jeroen van Hoek, Veeva	<b>Get Started with Accurate Customer Data Using Veeva OpenData</b> Benedict Lawson, Veeva	<b>Measuring End-user Adoption</b> Caroline Pettenuzzo, Loyd Vidal, Veeva
10:15 - 10:45	Break - Meet the Experts (Partner Pavilion)							
10:15 - 10:45	Break - Meet the Speakers (Partner Pavilion)							
10:30 - 12:00	Consumer Health Forum (Stuttgart) <i>By invitation only</i>							

Wednesday, 5 December (continued)

11:00 - 11:30	Roadmap & Workshop Sessions					Veeva Products Deep Dive & Demos	Mini-theaters	
							Get Started with Veeva	Veeva & U
	📍 Londres	📍 Bristol	📍 Oxford	📍 Potsdam	📍 Estrasburgo	📍 Burdeos & Marsella	📍 Mini-theater 1	📍 Mini-theater 2
	Veeva Roadmap: Veeva OpenData  Angelique Aldaya, Reinaldo Santos, Veeva	Veeva Roadmap: Medical Inquiry for Veeva Vault MedComms  Manaphan Hutrakoon, Brian Harper, Veeva	Veeva Roadmap: Veeva CRM Events Management and Engage Webinar  Erik Dozsa, Veeva				Get Started with Multichannel Cycle Planning using Veeva Align  Emily Kranz, Veeva	Digital Sales Content: From Conception to Execution - an Ideal World (repeat)  Loyd Vidal, Ramona Galantonu, Eleni Tragousti, Veeva
11:45 - 12:15	Veeva Roadmap: Veeva Network  Patrick Kübler, Fernando Pingitore, Veeva	Veeva Roadmap: Veeva Oncology Link  Alexander Emami, Veeva	Veeva Workshop: Vault PromoMats - Delivering a Successful End User Experience  Stacy Hardie, Saleha Begum, Charlotte Eastlake, Veeva	Veeva Workshop: Data Matters. Learn how Innovative Customer Reference Data can Power your Organization  Reinaldo Santos, Veeva	Veeva Workshop: Engage Meeting & Approved Email Best Practices  Jan van den Burg, Bas van de Kamp, Veeva	Deep Dive & Demo: Veeva Nitro Commercial Data Warehouse (repeat)  Andrew Fuchs, Arno Sosna, Veeva	Get Started with Events Advisory Services  Bertrand Bernard, Erik Dozsa, Veeva	Successful Multichannel Cycle Plan (MCCP) Deployment  Loïc Senechal, Jeroen van Hoek, Veeva
12:15 - 12:45								
12:30 - 13:30	Animal Health Forum (Stuttgart) <i>By invitation only</i>							
12:15 - 12:45	Meet the Speakers (Partner Pavilion)							
12:15 - 13:30	Lunch							
13:30	Summit Concludes							