

Veeva Commercial & Medical SUMMIT Europe

Intelligent Engagement

3 - 5 December 2019
Barcelona | Spain

Data & Insights	Medical Stakeholder Engagement	Digital Marketing Engagement	Sales & Multichannel Execution	Veeva Products Deep Dive & Demos	Mini-theaters	
					Learning about Veeva Solutions	Veeva Solutions Spotlight
					Veeva & U	Veeva Services
A strong data foundation is crucial for your digital transformation. It enables intelligent engagement powered by AI. Join industry leaders and learn how you can leverage data and technology to uncover and deliver business insights faster for better customer engagement.	With more volume of complex medicine and personalized therapies, pharmas are restructuring operating models with medical and commercial teams aligning to address scientific concerns and achieve goals. This track will explore how companies are driving the impact of Medical Affairs in the precision medicine landscape.	Intelligent customer engagement requires marketing teams to deliver the right message to the right customer at the right time, no matter what the channel. Join industry leaders to learn how to implement a successful omnichannel marketing strategy built on content.	Execution matters. Translating plans into successful tactics requires clear direction and aligned capabilities. Join this track to hear how companies are leveraging multichannel to impact commercial performance and communicate more effectively.	Deep dive on Veeva's commercial products, see live demos and learn more from Veeva product leads.	Start your Veeva Summit journey with sessions in local languages and get up to speed on Veeva solutions.	Get started or go further in your Veeva journey.
					Hear how you can accelerate the adoption and success of your Veeva programs.	Leverage best practices from over 10 years of experience from the Veeva Services team.

Special Interest Groups *By invitation only*

Consumer Health Meet & Greet / Animal Health Meet & Greet | Tuesday, 3 December | 15:00 - 15:45

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

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

Tuesday, 3 December 2019

From 10:00	Registration Opens	
12:00 - 13:30	Partner Forum (Room H2, Level -1) <i>By invitation only</i>	
12:00 - 15:00	Executive Program <i>Registration is now closed</i> Content Excellence roundtable (Room B1, Level -1) Data Leaders Forum (Room B2, Level -1)	
14:00	Innovation Hub Opens	
14:00 - 14:20	Summit Orientation and Meet & Greet in Local Languages English/German/Italian/Spanish (Level 0) French (Level -1)	
14:30 - 16:20	Mini-theater Sessions Learning About Veeva Solutions	
	WEST, Level 0	EAST, Level 0
	Veeva Commercial Cloud: Take Customer Engagement to the Next Level	Veeva CRM Events Management: Manage Live & Virtual Events
	Veeva CRM: Effective Field Execution	Multichannel Execution: Effective Remote HCP Engagement
	Vault MedComms: Efficient Scientific Communications	Veeva CRM MyInsights: Actionable Field Insights
	Veeva OpenData: Real-time Customer Reference Data	Vault PromoMats: Integrated Digital Asset Management
	Deep Dive Sessions Global to Local: A Brand Manager's View (Room H3, Level -1) Day in The Life of a Rep (Room H3, Level -1)	
15:00 - 15:45	Consumer Health Meet & Greet / Animal Health Meet & Greet (Speakers Lounge) <i>By invitation only</i>	
17:00 - 18:30	Opening Keynote (Auditorium) Welcome and Company Updates Chris Moore, <i>Veeva</i> Executive Fireside Chat: Advancing Digital Strategies for Greater Commercial Impact Dan Atkins, Vice President, Digital Innovation & Insight, <i>Shionogi</i> Gerhard Arnhofer, Vice President, Head of Integrated Multichannel Marketing, <i>Bayer</i> Vision for Commercial David Logue, <i>Veeva</i>	
18:30 - 20:30	Welcome Reception (Innovation Hub, Level 0)	

Wednesday, 4 December 2019

08:00 - 08:45	Welcome Refreshments – Meet the Experts (Innovation Hub, Level 0)						
08:00 - 08:45	Community Breakfasts <i>Pre-registration required</i> Medical Affairs (Room B1, Level -1) Commercial Content (Press Room 2, Level 1) Data & Insights (Room BCI, Level -1) Medical Devices & Diagnostics (Room D6, Level -1)						
09:00 - 10:00	Product Keynote (Auditorium) Commercial Cloud Roadmap Arno Sosna & Povilas Petkevicius, Veeva						
10:15 - 16:15	Conference Sessions						
	Data & Insights	Medical Stakeholder Engagement	Digital Marketing Engagement	Sales and Multichannel Execution	Veeva Products Deep Dive	Veeva & U Mini-theater	Veeva Solutions Spotlight Mini-theater
	📍 Room H1, Level -1	📍 Room A, Level -1	📍 Room H2, Level -1	📍 Room J, Level -1	📍 Room H3, Level -1	📍 West, Level 0	📍 East, Level 0
	Boehringer Ingelheim: Improving Customer Experience Through Data & Insights	GSK: Driving the Impact of Medical Affairs in the Era of Precision Medicine	GSK: Data-driven Marketing as a Precursor to Intelligent Engagement, at Pace & Scale	Novartis: Imagining the Customer Journey of Tomorrow			
	11:00 - 11:30 Break - Meet the Experts and Speakers (Innovation Hub, Level 0)						
	Bayer: Delivering Value to Customers Faster	Arena: Site Engagement is a Team Sport	Shionogi: The Foundations for Connected Content	Grünenthal: Working Multichannel Magic by Creating Content the Smart Way	Deep Dive & Demo: Veeva CRM Events Management and Engage Webinar	Getting Ready for Auto Claims Linking in Veeva Vault PromoMats	Driving an Innovative & Flexible Approach to Account Planning
	Intercept & Shionogi: Applying Data Best Practices for Regional Excellence	Amgen: Evolving Self-serve Medical Information through Portals	Novo Nordisk: Delivering Omnichannel Marketing with Modular Content	GSK Consumer Health: Remote as a New Engagement Channel	Deep Dive & Demo: Veeva OpenData	Multichannel Content: Landscape, Integration, and Tactics	Pharmacy Sales Execution with Veeva CRM
	13:00 - 14:00 Lunch - Meet the Experts (Innovation Hub, Level 0)						
	Alexion: Data Quality – the Key Asset for Optimal KAM and Risk Minimization	UCB: Using Stakeholder Communities to Improve Account Management <i>Also featured in the Sales & Multichannel Execution Track</i>	Genentech: A New Approach to Agency Partnerships Driving a Successful Content Strategy	Accenture: Powering the Human Connection to Fuel Magnificent HCP Experiences <i>Also featured in the Digital Marketing Engagement Track</i>	Deep Dive & Demo: Veeva Vault PromoMats	Top 5 Veeva CRM Features you Should be Using	Closing the Content Loop: Reuse, Personalize, Measure

Wednesday, 4 December 2019 (continued)

10:15 - 16:15	Conference Sessions (continued)						
	Data & Insights	Medical Stakeholder Engagement	Digital Marketing Engagement	Sales and Multichannel Execution	Veeva Products Deep Dive	Veeva & U Mini-theater	Veeva Solutions Spotlight Mini-theater
	📍 Room H1, Level -1	📍 Room A, Level -1	📍 Room H2, Level -1	📍 Room J, Level -1	📍 Room H3, Level -1	📍 West, Level 0	📍 East, Level 0
	AAA: Improving Field Force Experience with Real-time Insights on Scientific Experts	Veeva Vision: Transforming Strategic Scientific Engagement	MSD & Cognizant: Transforming Commercial Operations <i>Also featured in the Sales & Multichannel Execution Track</i>	LEO Pharma & Salesforce: Building an Automated Customer Journey <i>Also featured in the Digital Marketing Engagement Track</i>	Deep Dive & Demo: Veeva CRM Engage Meeting	Accelerate End-user Adoption with the Veeva Adoption Framework	Getting Support Across your Entire Content Journey
	Alnylam: Empowering Reps with Actionable Insights	Novartis: Strengthening Relationships with Oncology Experts Globally	Merck: Lost in Translation – How Your Global Marketing Strategy Succeeds in Local Execution	Bayer & Aktana: Creating the Customer-centered Commercial Model with Intelligent Engagement	Deep Dive & Demo: Veeva Align for Roster Management	Global Implementation, Local Success	Getting Ready for Medical Information Transformation with Veeva Vault MedComms
	16:15 - 16:45 Break - Meet the Experts and Speakers (Innovation Hub, Level 0)						
17:00 - 18:00	Keynote: Are you match fit? A provocative approach to well-being Michael Mosley (Auditorium)						
18:40 - 19:00	Coaches will depart from the Fairmont Hotel entrance every 5 minutes, and at 18:45 from the Sofia Hotel entrance						
19:00 - 22:30	Evening Gala (Camp Nou) Return coaches to the event hotels will depart from 21:00, with the last coach departing at 22:30.						
22:00 - 01:00	After Party sponsored by Aktana (Fairmont Hotel - Garden Salon)						

Thursday, 5 December

08:00 - 08:45	Welcome Refreshments – Meet the Experts (Innovation Hub, Level 0)						
	Veeva Products Roadmap Sessions					Veeva Services Mini-theaters	
						📍 East, Level 0	📍 West, Level 0
09:00 - 09:30	Veeva Roadmap: Veeva CRM (Room J, Level -1)				09:00 - 11:00 Workshop: Making the Business Case for Martech & DAM (Room H3, Level -1)	Closing the Loop: Field Feedback with Veeva Align	Best Practices for Merging Vault Environments
09:45 - 10:15	Veeva Roadmap: Veeva Vault PromoMats (Room J, Level -1)	Veeva Roadmap: Veeva Align (Room H2, Level -1)				Data Switch: A Fast and Easy Proven Process for Success	Post-implementation: Driving Continuous Innovation
10:15 - 10:45	Meet the Experts (Innovation Hub, Level 0)						
10:30 - 12:00	Consumer Health Forum (Rooms D1 - D2, Level -1) <i>By invitation only</i>						
11:00 - 11:30	Veeva Roadmap: Veeva Network (Room H1, Level -1)	Veeva Roadmap: Veeva CRM Events Management & Veeva CRM Engage Webinar (Room J, Level -1)	Veeva Roadmap: Veeva Vault MedComms (Room H2, Level -1)	Salesforce Territory Management 2.0 (Room A, Level -1)	11:00 - 12:00 Workshop: How to Build a Successful Business Capability Roadmap (Room H3, Level -1)	Medium-size Businesses: Speed up Implementation & Time-to-market	Be Compliant with Local Regulations in Europe
11:45 - 12:15	Veeva Roadmap: Veeva OpenData (Room J, Level -1)	Veeva Roadmap: Veeva Oncology Link (Room H2, Level -1)		Moving to Salesforce Lightning (Room A, Level -1)			Boost Field Force Efficiency with Veeva CRM MyInsights Toolset
12:15 - 13:30	Lunch (Innovation Hub, Level 0)						
12:30 - 13:30	Animal Health Forum (Room B3, Level -1) <i>By invitation only</i>						
13:30	Summit Concludes						