The Only Communications Event for Peer Learning and Unparalleled Networking Exclusively for the Life Sciences Community

12th Annual
PUBLIC RELATIONS & COMMUNICATIONS SUMMIT

July 26-27, 2016
Headquarters | New York City

CONFEREE CHAIR
Robert E. Libbey
Content Creation Lead-Reputation Communications, PFIZER INC.

Communicators at the Center of Healthcare Evolution

CONFEREE CHAIR
Mary Lou Ambrus
Senior Vice President, Communications, PFIZER INC.

CONFERENCE CHAIR

Mary Kathryn Steel
Director, Corporate Communications, ABBVIE

Tierney Saccavino
Executive Vice President, Corporate Communications, ACORDA THERAPEUTICS

Candace Steele Flippin, APR
Vice President, External Communications, ST. JUDE MEDICAL

Robert Zirkelbach
Senior Vice President of Communications, PhRMA

Kimberly Whitefield
Corporate Communications/Public Relations, OTSUKA AMERICA PHARMACEUTICAL, INC.

Marquee Partner:
Sponsors:

www.exlevents.com/PR
Dear Colleague,

As a communications expert in the life sciences, your role is an integral part of your company’s success (or failure). The healthcare industry as a whole is evolving under intense public scrutiny, which means your communications strategy can put your company in the spotlight — either positively or negatively. Based on this trend, we have revamped the program for the 12th Public Relations & Communications Summit to ensure you gain insights into all of the overarching healthcare developments and what they mean for you. These talks are designated as centerpiece presentations because they highlight the most important topics impacting the industry and explore them from a communicator’s point of view. We’ve also added more networking opportunities than ever before, including a dinner and collaborative work group, to ensure you gain wisdom from all attendees as opposed to just the speakers. Not only will you learn new approaches and tactics to drive your communications strategies forward, you’ll also make new connections from around the world.

Last year was our best-attended Public Relations & Communications Summit to date. More than 175 life science communicators came together to learn from one another over the course of two action-packed days. Industry leaders shared their insights with attendees, and the content resonated. This year’s event is sure to provide you with perspectives and contacts that are necessary to ensure your personal success, as well as your company’s success.

On behalf of our advisory board and our host for 2016, we look forward to welcoming you to the Pfizer headquarters in New York City for a two-day event dedicated to strategic thinking, hands-on learning and the unique opportunity to connect with industry colleagues.

Sincerely,

Bryon Main
Sarah Goldsmith

Distinguished Advisory Board Members:

- Cathy Cantone, Senior Director, Public Relations, CELGENE
- Tom Jones, Senior Vice President, MAKOVSKY + CO.
- David Krawitz, Executive Director, Corporate Affairs, AMGEN
- Andrew Lewis, Head of Communications, Global Medical and Development, ASTELLAS PHARMA
- Robert E. Libbey, Content Creation Lead-Reputation Communications, PFIZER INC.
- Chris Loder, Senior Director of Worldwide Communications and Head of US Media Relations, BAYER HEALTHCARE
- Margaret Long, Vice President, Business Communications and Stakeholder Engagement, ASTELLAS
- Wendy Lund, CEO, GCI HEALTH
- Tierney Saccavino, Executive Vice President, Corporate Communications, ACORDA THERAPEUTICS

Who Should Attend?
This conference is designed for pharmaceutical, biotechnology and medical technology public relations, public affairs and communications practitioners with responsibilities in the following areas:

- Public/Media Relations
- Communications: Corporate, Brand, Internal, External, Integrated, Multichannel
- Marketing
- Public/Government Affairs
- Public Policy
- Investor Relations
- Community/Advocacy Relations
- Strategic Alliances

This event is also of interest to agencies and other vendors who support those that work in the public relations, public affairs and communication roles at life sciences companies including:

- Agencies
- Communication/Advertising Firms
- PR Software Companies
- Web/Social Media Analytical Providers
- Content Distribution Organizations

Venue Information:
ExL Pharma is pleased to bring the PR Summit to Pfizer’s headquarters, located in the heart of New York City. We would like to express our gratitude to Pfizer for opening up its doors and hosting this event in their conference facility.

Pfizer Headquarters
235 East 42nd Street
New York, NY 10017

ExL Pharma is reserving a small block of rooms at a hotel nearby. Additional information will be available shortly, please check the event website for additional information.
Centerpiece Topics and Speakers:

 Communications at the Epicenter

Mary Lou Ambrus, Senior Vice President, Communications
ACORDA THERAPEUTICS

Reputation Management and Crisis Communications

Mary Kathryn Steel, Director, Corporate Communications
ABBVIE

Patient Centricity

Candace Steele Flippin, APR, Vice President, External Communications
ST. JUDE MEDICAL

The Impact of the 2016 Presidential Election

Robert Zirkelbach, Senior Vice President of Communications
PhRMA

Articulate Value to Combat Negative Perceptions

Jill Dosik, Global President
GCI HEALTH

Mergers, Acquisitions and Other Newsworthy Events

Tierney Saccavino, Executive Vice President, Corporate Communications
ACORDA THERAPEUTICS

Jeff Macdonald, Senior Director, Corporate Communications
ACORDA THERAPEUTICS

Speaking Faculty:

Mary Lou Ambrus, PFIZER INC.
Drew Armstrong, BLOOMBERG NEWS
Greg Barber, THE WASHINGTON POST
Javier Boix, ABBVIE INC.
Darren Bosik, MARINA MAHER COMMUNICATIONS
Cathy Cantone, CELGENE
Katie Collins, TWITTER
Sharon Correira, NAVIDEA BIOPHARMACEUTICALS
Erin Crew, BOEHRINGER INGELHEIM
Lee A. Davies, MAKOVSKY + CO.
Kelly Dencker, COYNE PR
Jill Dosik, GCI HEALTH
Laura Finley DiBenedetto, ACORDA THERAPEUTICS
Katrina Gay, NAMI
Mary Halliwell, SANOFI US
Danielle Henbest, GREEN ROOM COMMUNICATIONS
Danielle Halstrom, BRISTOL-MYERS SQUIBB
Jan Hayoun, MARINA MAHER COMMUNICATIONS
Michael Levey, OLYMPUS
Robert E. Libbey, PFIZER INC.
Andrew Lewis, ASTELLAS PHARMA
Christine Lindenboom, ALNYLAM PHARMACEUTICALS
Margaret Long, ASTELLAS
Jeff Macdonald, ACORDA THERAPEUTICS
Scott Monty, SCOTT MONTY STRATEGIES, FORD MOTOR COMPANY
Tyler Marciniak, ASTELLAS
Peggy Neu, THE MONDAY CAMPAIGNS
Sara Pellegrino, AMICUS THERAPEUTICS
Liz Presson, OTICON MEDICAL
Maryellen Royle, TONIC LIFE COMMUNICATIONS
Tierney Saccavino, ACORDA THERAPEUTICS
Ed Silverman, STAT NEWS
Kerry Sparling, SIX UNTIL ME
Mary Kathryn Steel, ABBVIE
Candace Steele Flippin, APR, ST. JUDE MEDICAL
Silvia Taylor, SUCAMPO PHARMACEUTICALS, INC.
Karl Uhlenendorf, ASTELLAS
Julissa Viana, CELGENE
Rene Ward, BOEHRINGER INGELHEIM VETMEDICA, INC.
Susan Watkins, SANOFI PASTEUR
Alison Welz, MULTIVU
Kimberly Whitefield, OTSUKA AMERICA PHARMACEUTICALS, INC.
Alison Woo, BRISTOL-MYERS SQUIBB
Robert Zirkelbach, PhRMA

Speaker Spotlight

Scott Monty
FORD MOTOR COMPANY

No other sector faces criticism like pharma. It seems as if no one pays attention to all of the good work we do for humanity. We’re the only industry that is examined under a microscope by the federal government, no other sector faces criticism like pharma. It seems as if no one pays attention to all of the good work we do for humanity. We’re the only industry that is examined under a microscope by the federal government, no other sector faces criticism like pharma. It seems as if no one pays attention to all of the good work we do for humanity. We’re the only industry that is examined under a microscope by the federal government, no other sector faces criticism like pharma.

2016 Event Highlights:

✓ New centerpiece presentations highlight overarching industry trends and examine what they mean for you
✓ A new integrated workshop focused on today’s 24/7 news cycle provides you with context before you discuss the impact today’s news cycle has on the industry with colleagues and peers
✓ A dinner at the conclusion of the first conference day allows for continued conversations with speakers, sponsors and other conference attendees
✓ The opportunity to meet with more than 175 of your industry peers means you can form new relationships or reconnect with former contacts
✓ More case studies than ever before ensures you gain insights from leaders who have firsthand experiences
✓ A presentation by the former Global Digital and Multimedia Communications Manager for Ford Motor Company, shares how he used social media to differentiate Ford from the rest of the industry and create a sense of goodwill.

New! ExL Pharma’s Networking Dinner

Join industry peers for a night of drinks, dinner and dialogue. This year’s ExL dinner is open to all conference attendees* to ensure everyone comes together at one location. There’s no agenda or assigned seating, so you have the opportunity to rehash the day or join in conversations about whatever matters most to you with whomever you’d like.

*Additional registration is required.
7:30 Registration and Morning Coffee

8:30 Opening Remarks from Our Conference Chair and Host
Robert E. Libbey, Content Creation Lead - Reputation Communications, PFIZER INC.

9:00 Communicators at the Epicenter of a Company’s Success
• Determine why public relations and communications are increasing in importance, especially given recent negative press
• Leverage this increased importance to win more respect and bigger budgets within your organization
Mary Lou Ambrus, Senior Vice President, Communications, PFIZER INC.

9:30 A 360° View of Intracompany Collaboration
• Work toward internal collaboration to ensure external messaging is aligned
• Discuss the challenges facing each department based on internal and external barriers
• Adjust your perspective to take a more integrated approach to public relations and communications outreach
Margaret Long, Vice President, Business Communications and Stakeholder Engagement, ASTELLAS
Tyler Marciniak, Director Product Communications, ASTELLAS
Karl Uhrendorf, Director Government Communications and Stakeholder Engagement, ASTELLAS

10:00 Networking and Refreshment Break

10:30 Reputation Management and Crisis Communications
• Learn from recent public relations nightmares on how to best respond to negative press
• Train internal stakeholders on how to best respond to negative press prior to any crisis
Mary Kathryn Steel, Director, Corporate Communications, ABBVIE

11:15 Step Toward the Inner Circle: Garner Fresh Insights from Industry Newbies
• Gain insights from up-and-coming pharmaceutical communicators to identify new communication channels
• Analyze the trends these experts think will be the hot topics in 10 years
• Identify how the healthcare industry must adapt to keep up with customers’ evolving needs
Moderator: Liz Presson, Digital Media and Community Experience Manager, OTICON MEDICAL
Laura Finley DiBenedetto, Manager of Corporate Communications, ACORDA THERAPEUTICS
Danielle Henbest, Account Manager/Social Media Strategist, GREEN ROOM COMMUNICATIONS

12:00 Luncheon

1:00 Place Patients at the Center of Communication Efforts
• Define patient satisfaction — beyond just outcomes — to better understand how they experience healthcare and access
• Adjust your perspective to evaluate if you’re currently taking a customer-centric approach
• Bring the voice of the patient to life in a regulated industry
• Understand the risks of not having a patient-focused approach
Candace Steele Flippin, APR, Vice President, External Communications, ST. JUDE MEDICAL
Danielle Halstrom, Vice President and Head, R&D and Commercial Communications, BRISTOL-MYERS SQUIBB

1:30 Identify How Consumers’ More Active Role in Their Own Health Management Impacts Communication Strategies
• Quantify what the more engaged consumer wants from a healthcare company
• Network with organizations or individuals who patients trust, such as bloggers and patient advocates
Moderator: Maryellen Royle, President, TONIC LIFE COMMUNICATIONS
Cathy Cantone, Senior Director, Public Relations, CELGENE
Andrew Lewis, Head of Communications, Medical and Development, ASTELLAS PHARMA
Kerri Sparing, Writer/Editor, SIX UNTIL ME
Katrina Gay, National Director of Communications, NATIONAL ALLIANCE ON MENTAL ILLNESS (NAMI)

2:15 Bridge the Gap Between Healthcare and Technology: Communications Lessons Learned in Digital Medicine
• Anticipate interest from the general public to ensure communication will resonate with consumers
• Harness the buzz to position your company as a leading pharmaceutical organization
• Partner with ethics and data privacy experts on questions stemming from technologically advanced healthcare
• Hear from Otsuka as they share best practices and opportunities for improvement in public communications about new digital medicines
Kimberly Whitefield, Corporate Communications/Public Relations, OTSUCA AMERICA PHARMACEUTICAL, INC.

2:45 Networking and Refreshment Break

3:15 Navigate the Crossroads of Healthcare Policy and Election Year Politics
• Learn what PhRMA is doing to drive the industry’s priorities forward in this highly contested election year
• Explore how the outcome of the 2016 election may impact the biopharmaceutical industry
• Discuss how industry can best highlight the benefits it provides to patients and the United States economy
Robert Zirkelbach, Senior Vice President of Communications, PhRMA

3:45 Articulate Value to the Public in Order to Correct the Perception that Pharmaceutical Companies Put Profits Ahead of Care
• Develop a multipronged approach to address misconceptions on how drug prices are set, and encourage a conversation around how many consumers actually pay the list price
• Disseminate information on the percentage of gross profits that go back into R&D
• Showcase other positive aspects of your company (community involvement, partnering with nonprofits, etc.) to create a sense of goodwill with consumers
Jill Dosik, Global President, GCI HEALTH

4:30 Discover the Art of Differentiation: Separating Yourself from “Big Bad Pharma”
• Differentiate yourself from other companies within the industry that are receiving negative press
• Adopt a strong, proactive approach to combating negative attitudes
• Garner positive attention by highlighting the positive work your company does
Scott Monty, CEO and Founder, SCOTT MONTY STRATEGIES, former Global Digital and Multimedia Communications Manager, FORD MOTOR COMPANY

5:15 Evening Reception, sponsored by PhRMA

6:15 Evening Reception Concludes

6:45 ExL Pharma’s Networking Dinner
See page three for additional information.

9:00 Conference Day One Concludes
### Digital Communication
**Track Chair:** Peter Friedman, CEO, LIVEWORLD

#### Build a Social Strategy from the Ground Up
- Educate internal stakeholders and demonstrate value to gain internal buy-in
- Determine when you should push the envelope, and when it’s more beneficial to just respond to inquiries
- Develop test campaigns to ensure you’re on the right track
- Look for examples of success within the industry and outside of it

**Julissa Viana,** Senior Director, Corporate Communications and Global Social Media, CELGENE

#### The eInfluencer Super Model: Maximize Reach Through Predictive Analytics
- Leverage social media mapping to visually see how influencer messages are diffused
- Understand Agent Based Simulation Modeling to test potential reach among key patient/consumer targets
- Develop the optimal mix of influencers to engage and the potential audience size, conversation clusters and key profiles
- Create an earned media reach model to forecast product awareness, trial and conversion
- Determine how to optimize budget on e-influencers and reduce spending on traditional paid media

**Jen Hayoun,** Healthcare Digital Strategy Lead, MARINA MAHER COMMUNICATIONS

**Darren Bosik,** Vice President, Data and Analytics, MARINA MAHER COMMUNICATIONS

#### Storytelling in Micro-Minutes: Engage Consumers via Twitter
- Develop more engaging content by encouraging internal stakeholders to think more like journalists and have your communications department function more like a newsroom
- Harness the power of images and video to create more visually stimulating content
- Learn how Bristol-Myers Squibb increased their reach via Twitter by 1,200% in one year alone

**Alison Woo,** Corporate Digital and Social Media Strategy Lead, BRISTOL-MYERS SQUIBB

---

### Customer and Media Engagement
**Track Chair:** Erin Crew, Director, Media and Corporate Reputation, BOEHRINGER INGELHEIM

#### After the Sale: Leverage PR to Evolve Relationships with Hospitals After a Sale
- Identify key markets and customers (e.g., hospitals) who have previously purchased your product and are likely to purchase other products from your company and provide complimentary PR/publicity as additional ROI for them
- Partner with a third-party PR firm to conduct local market outreach in key markets
- Generate placements on local TV and radio stations, as well as local/regional newspaper articles to simultaneously highlight the hospital, physician and product
- Track the feedback, procedure inquiries and interest the hospital and doctors’ offices received as a result of its coverage to demonstrate its effectiveness
- Assess and evaluate interest from local surrounding hospitals regarding potential product purchases
- Integrate this program with other existing corporate and product-focused PR efforts

**Michael Levey,** Director of Public Relations and Communications, OLYMPUS

#### Adapt and Customize Media Outreach in Different Regions Around the World
- Understand cultural norms to better engage with media in different regions
- Discuss which channels are most appropriate (mass media, social media, etc) depending on regional differences
- Comply with local legal and regulatory climates to ensure appropriate outreach
- Leverage successes across regions when appropriate

**Susan Watkins,** Senior Director, Communications, SANOFI PASTEUR

### Internal Stakeholder Collaboration
**Track Chair:** Mary Halliwell, Head of North America Communications Ad-Interim and Head of Content and Channel Management, SANOFI US

#### Become a Change Agent to Drive Your Company Forward
- Ask the right questions to understand where your company must change in order to stay relevant
- Look to outside industries for innovative solutions to complex communication problems
- Learn how to engage with other stakeholders, including upper management, to gain internal buy-in
- Manage expectations and evaluate regularly to ensure successful execution

#### Leverage the Benefits of Strong Internal Communication
- Address the varying needs of different departments
- Outline cross-functional communication processes to help ensure external messaging is consistent across departments
- Repurpose or customize collateral developed by other stakeholders to increase resources at your disposal

**Sara Pellegrino,** Senior Director, Investor Relations, AMICUS THERAPEUTICS

#### Collaboration Done Right: Bring an Agency into the Mix to Increase Efficiency and Decrease Expenditures
- Evaluate agencies that are most likely to meet your needs
- Leverage an agency’s expertise to develop PR campaigns that may not have been feasible prior
- Develop open communication between you and the agency to ensure timely, cost-efficient work

**Kelly Dencker,** Senior Vice President, Health, COYNE PR
10:30

Cultivate Relationships with Doctors via Social Media Networks for Doctors

- Understand what information doctors ask one another via social media
- Discuss opportunities for you to participate in the discussion and provide value
- Analyze tracking mechanisms to evaluate the effectiveness of your efforts

11:00

Activate a Corporate Storytelling Paradigm

- Lead a communications culture shift by putting storytelling and insights at the forefront
- Listen to what's important to your influencers and act on it
- Leverage social media/digital channels and media outreach to effectively engage with your influencers
- Commit to measure and be measured

Javier Boix, Senior Director, StoryLab, Corporate Communications, ABBVIE INC.

11:30

Make the Most of a “Case of the Mondays”:
Why Mondays Are the Best Days to Share Health Information

- Understand how The Monday Campaigns is making healthcare information more accessible to the public
- Discuss why consumers are most receptive to information on Mondays
- Harness the “Monday effect” to better engage with the public

Peggy Neu, President, THE MONDAY CAMPAIGNS

12:00

Luncheon

Networking and Refreshment Break

Manage Internal Communication During Times of Flux

- Take control over internal and external communication to provide timely, accurate and respectful information to all stakeholders
- Create an integrated change management strategy to keep conversations constructive and progressive
- Strategize how to stop fighting the rumor mill and utilize it to your advantage
- Build communication competency across the organization

Rene Ward, Director, Public Relations and Internal Communications, BOEHRINGER INGELHEIM VETMEDICA, INC.

1:00

Manage Expectations and Communications in the Era of the 24/7 News Cycle

Gone are the times of the five-day workweek, the evening news and the morning news. Now our customers expect responses around the clock and news breaks via social media. Stories, especially negative ones, can go viral in a matter of minutes. What’s a communicator in a highly regulated market to do? Learn more about the 24/7 news cycle from the experts, then break

Workshop Leaders: Lee A. Davies, Senior Vice President, Director of Client Services, Health Practice, MAKOVSKY + CO.
Ed Silverman, Senior Writer, Pharmalot Columnist, STAT NEWS
Greg Barber, Director of Digital News Projects, THE WASHINGTON POST
Drew Armstrong, Team Leader, U.S. Health Care & Science, BLOOMBERG NEWS
Katie Collins, Senior Healthcare Strategist, TWITTER

1:30

Think Like a Biotech: Lessons Learned from Smaller, More Agile Companies

- Discuss tips and tricks to make your lean budget feel more robust
- Weigh the pros and cons of bringing in external resources as opposed to strained existing resources
- Discuss the importance of coordinating on investor relations efforts
- Develop a communications strategy with messaging all partners can agree on
- Ensure your product gets proper attention from your partners

Christine Lindenboom, Vice President, Investor Relations and Corporate Communications, ALNYLAM PHARMACEUTICALS
Silvia Taylor, Senior Vice President, Investor Relations and Corporate Affairs, SUCAMPO PHARMACEUTICALS, INC.
Sara Pellegrino, Senior Director, Investor Relations, AMICUS THERAPEUTICS
Sharon Correia, Senior Director, Corporate Communications, NAVIDEA BIOPHARMACEUTICALS

2:30

Communications Amidst Mergers, Acquisitions and Other Newsworthy Events

- Determine how to best disseminate information about new priorities and budget cuts to ensure stakeholders feel well-informed and have realistic expectations
- Manage your company’s image externally to ensure shareholders and other stakeholders remain calm
- Avoid internal disruption by providing open communication when integrating a new team

Tierney Saccavino, Executive Vice President, Corporate Communications, ACORDA THERAPEUTICS
Jeff Macdonald, Senior Director, Corporate Communications, ACORDA THERAPEUTICS

3:30

PANEL

“One of the best I’ve been to.”
—PR Director, SANOFI PASTEUR

“Great meeting!”
—Executive Director, PR, BOEHRINGER INGELHEIM

“Great energy, great info!”
—Manager, Corporate Reputation and Social Media, SANOFI US

4:15

Conference Concludes
Media Partners:

- Cutting Edge Information
- Pharma Marketing News
- Voice 360
- Pharmaphorum
- Tech Networks
- FiercePharma
- O'Dwyers
- PharmCast
- Medtube
- BioPharma Dive

Terms and Conditions: By registering for an ExL Events, Inc. (“ExL”) event, you agree to the following set of terms and conditions listed below:

Registration Fee: The fee includes the conference, all program materials, and designated continental breakfasts, lunches, and refreshments.

Payment: Please make checks payable to: “PMA” You may also use Visa, MasterCard, Discover or American Express. Payments must be received in full by the conference date. Any discount applied cannot be combined with any other offer and must be paid in full at the time of order. Parties must be employed by the same organization and register simultaneously to realize group discount pricing options.

Cancellation and Refund Policy: If you cancel your registration for an upcoming ExL event, the following policies apply, derived from the Start Date of the event:

- Four weeks or more: A full refund (minus a $295 processing fee) or a voucher to another ExL event valid for 12 months from the voucher issue date.
- Less than four weeks: A voucher to another ExL event valid for 12 months from the voucher issue date.
- Five days or less: A voucher (minus a $395 processing and documentation fee) to another ExL event valid for 12 months from the voucher issue date.

To receive a refund or voucher, please contact our offices at (201) 871-0474.

Credit Vouchers: Credit vouchers are valid for 12 months from date of issue. Credit vouchers are valid toward one (1) ExL event of equal or lesser value. If the full amount of said voucher is not used at time of registration, any remaining balance is not applicable now or in the future. Once a credit voucher has been applied toward a future event, changes cannot be made. In the event of cancellation on the attendees’ behalf, the credit voucher will no longer be valid.

ExL Events, Inc. does not and is not obligated to provide a credit voucher to registered attendee(s) who do not attend the event they registered for unless written notice of intent to cancel is received and confirmed prior to the commencement of the event.

Group Discount Program

*Offers may not be combined. Early bird rates do not apply. To find out more on how you can take advantage of these group discounts, contact our offices at (201) 871-0474.

25% Off
For every three simultaneous registrations from your company, you will receive a fourth complimentary registration to the program (must register four at one time). This is a savings of 25% per person.

15% Off
Can only send three? You can still save 15% off of every registration.

Substitution Charges: There will be an administrative charge of $300 to substitute, exchange, and/or replace attendee badges with a colleague occurring within five business days of the conference.

ExL Events reserves the right to cancel any conference it deems necessary and will not be responsible for airfare, hotel, or any other expenses incurred by registrants.

ExL Events’ liability is limited to the conference registration fee in the event of a cancellation and does not include changes in program date, content, speakers, and/or venue.

*The opinions of ExL’s conference speakers do not necessarily reflect those of the companies they represent, nor ExL Events, Inc.

Please Note: Speakers and agenda are subject to change without notice. In the event of a speaker cancellation, significant effort to find a suitable replacement will be made. The content in ExL slide presentations, including news, data, advertisements, and other information, is provided by ExL’s designated speakers and is designed for informational purposes for its attendees. It is NOT INTENDED for purposes of copywriting or redistribution to other outlets without the express written permission of ExL’s designated speaking parties. Neither ExL nor its content providers and/or speakers and attendees shall be liable for any errors, inaccuracies or delays in content, or for any actions taken in reliance thereon.

ExL EVENTS, INC. EXPRESSLY DISCLAIMS ALL WARRANTIES, EXPRESSED OR IMPLIED, AS TO THE ACCURACY OF ANY CONTENT PROVIDED, OR AS TO THE FITNESS OF THE INFORMATION FOR ANY PURPOSE. Although ExL makes reasonable efforts to obtain reliable content from third parties, ExL does not guarantee the accuracy of, or endorse the views or opinions given by any third-party content provider. ExL presentations may point to other websites that may be of interest to you, however ExL does not endorse or take responsibility for the content on such other sites.

Conference — Pharma/Biotech/Medical Technology $1,695
Conference — Agencies/Solution Providers $1,895

Standard Pricing — Register after 6/10/2016
Conference — Pharma/Biotech/Medical Technology $1,895
Conference — Agencies/Solution Providers $2,095

Includes Sales Tax and Service Fees

Upgrade your event experience with the ExL PR Summit Dinner $150

For more information about our upcoming events, please go to http://pmaconference.com.