2020 is here: Are you ready? Discuss Best Practices for Successful Communications Strategies during Today's Complex Healthcare Environment

Industry Executives Share Insights on Internal and External Structures, Roles, and Clarity Trends

OWN YOUR BRAND
Geoff Curtis,
Senior Vice President, Corporate Affairs and Chief Communications Officer,
HORIZON PHARMACEUTICALS

ADVOCACY
Carrie Fernandez,
Lead, U.S Communications,
BRISTOL-MYERS SQUIBB

BLEND
Heather Hunter,
Vice President, Communications,
VENATORX PHARMACEUTICALS

DEVELOP STRUCTURE
Agatha Newman,
Director, Medical and Development Communications,
ASTELLAS

APPROACH NEW AREAS
Kristen Klasey,
Director, Global Oncology Communications,
NOVARTIS

TELL THE STORY
Mary Richardson,
Communications leader, R&D Innovation,
JOHNSON AND JOHNSON MEDICAL DEVICES

COMMUNICATE VALUES
Tierney Saccavino,
Executive Vice President, Corporate Communications,
ACORDA THERAPEUTICS

DIVERSIFY
Karl Uhlendorf,
Director, Communications and Advocacy
ASTELLAS

**2019 Event Highlights:**

- With more than 150 attendees, 25+ Sessions, and 30+ speakers, this conference is the ideal place for invaluable networking and continued conversations.
- Explore organizations’ “10-year plans” now that 2020 is around the corner.
- Back by popular demand, join industry peers at our networking dinner at the conclusion of the first day.
- Gain insights from leaders with firsthand experience with all new case studies.
- The only communications event for peer learning and networking exclusively for the life science community.
- In-depth conversations to explore and differentiate what has changed in our industry and what is exactly the same.
Dear Colleague,

Public Relations have the power to develop a company’s credibility, reputation, and recognition. In the dynamic, competitive, and highly regulated world of healthcare, companies require PR professions to help understand where their brand is needed and the strategy on how to get there. This can include being steady growth, entering a new sector, funding to bring innovations to market, and public offering. When it comes to PR and the life science industry, it is imperative for communication professionals to ensure that all types of innovative strategies are utilized more extensively throughout the process of connective with patients, physicians, and all stakeholders.

The 15th Public Relations and Communications Summit is designed to help industry professionals understand the strategies and goals of a company for 2020. As 10-year plans are almost at an end, you will be able to understand what has changed and what has stayed exactly the same. 2020 is here; are you ready?

Last year, you learned how to move outside of your bubble, this year professionals are willing to take the next step and implement career risks and challenges for the future of your organization. To improve the impact pharmaceutical PR and corporate communications have on their patients, media relations, and internal and external stakeholders, it is important to measure which outlets work best in communicating the message.

On behalf of our Advisory Board and Novo Nordisk, our host for 2019, we look forward to welcoming you to the Novo Nordisk headquarters in Plainsboro, NJ for two days dedicated to strategic thinking, hands-on learning, and opportunities to connect with industry colleagues.

Sincerely,

Jenna Castellano
Conference Production Director
ExL Events, a division of Questex LLC

Who Should Attend
Pharmaceutical, Biotechnology, and Medical Device Public Relations Practitioners whose responsibilities include:
✓ Communications: Corporate/Brand/Internal/External/Integrated/Multichannel
✓ Public/Media Relations
✓ Marketing
✓ Public/Government Affairs
✓ Public Policy
✓ Community/Advocacy Relations

This event is also of interest to agencies and other vendors that support those who work in public relations, public affairs, and communication roles at life sciences companies, such as communications agencies, publications, and data analytics firms.

Venue Information
ExL Events is pleased to bring the PR Summit to The Marie Krogh Center at Novo Nordisk headquarters in Plainsboro, NJ. We would like to express our gratitude to Novo Nordisk for opening their doors and hosting this event in their conference facility.

Novo Nordisk
The Marie Krogh Center
800 Scudders Mill Rd
Plainsboro Township, NJ, 08536

To register, call 201 871 0474 or CLICK HERE
ExL Events’ Networking Dinner
Back by popular demand, join industry peers for a night of drinks, dinner, and dialogue. With no agenda or assigned seating, all conference attendees* are able to freely network and engage in a casual conversation with other like-minded professionals.

*Additional Registration Is Required.

Now entering our 15th year, the PR & Communications Summit is the only industry event for public relations and communication executives in the life science. If you would like to highlight your company or your offerings to our unique audience, contact Jason Mercado at 212.400.6236 or jmercado@exlevents.com to learn more about sponsorship and exhibition opportunities.

Hotel Accommodations
Princeton Marriott at Forrestal
100 College Rd / Princeton, NJ 08540
To make reservations, guests can call 1-800-228-9290 or 609-452-7800 and request the group rate for ExL’s PR Summit. You may also make reservations online using the following weblink: https://bit.ly/2TDU3bJ
The group rate is available until July 1, 2019. Please book your room early, as rooms available at this rate are limited.

*ExL Events is not affiliated with Exhibition Housing Management (EHM)/Exhibitors Housing Services (EHS) or any third-party booking agencies, bureaus or travel companies. ExL Events is affiliated with event company Questex, LLC. In the event that an outside party contacts you for any type of hotel or travel arrangements, please disregard these solicitations and kindly email us at info@exlevents.com. ExL has not authorized these companies to contact you and we do not verify the legitimacy of the services or rates offered. Please book your guest rooms through ExL’s reserved guest room block using the details provided.

See what past attendees have to say about the event:
“It’s really important to have this conference as it’s the only forum where it is just us in public relations and communications, where we can share information and best practices.”
—Director, Public Relations, Immunology and Inflammation, CELGENE

“The greatest benefit was how to effect change in an organization through communications — beyond the brand or logo, it’s about living the values of the company to ultimately positively impact patients.”
—VP Communications, VENATORX PHARMACEUTICALS

“Great way to open up in sharing best practices. I found it very useful and I look forward to bringing it to my CMO.”
—Associate Director, ASTELLAS

“Overall the best ExL conference I have attended. Content was excellent.”
—EVP Corporate Comp, ACORDA THERAPEUTICS

“Speakers were prepared, well researched, with great examples and theory.”
—VP Public Affairs, DCCA

2018 Registration Breakdown

- 53% Pharma
- 21% PR Agency
- 13% Vendor
- 8% Marketing/Communications Company
- 5% Non-Profit

2018 Registration Breakdown

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5%
Define Diversity in the Workplace — How to Make Your Organization Diverse and Inclusive, and How This Is Properly Communicated
- Compare and contrast industry-employee breakdown
- Discuss the significant decrease of women's trust of men in the workplace
- Explore how diversity in the workplace can improve retention
  Jennifer Saputo, Director of Communications, Culture and Patient Focus, ASTELLAS PHARMACEUTICALS
  Eloiza Domingo-Synder, Head of D&I, ASTELLAS PHARMACEUTICALS

Networking and Refreshment Break

Panel: Improve Relationships Between Agencies and Clients
- Listen and brainstorm with your agency, utilizing their expertise
- Best bang for our buck: Getting the best value for your money while maintaining strong relationships
- Learn best practices on building relationships and working together
  Donna Cusano, Head, Primary Care Sales Communications, SANOFI

CASE STUDY: When Established Companies Enter the Field of Gene Therapy
- Learn how a rare disease biotech entered a new field within its existing therapeutic areas
- Manage internal teams and processes to prepare for and execute a smooth integration
- Communicate the value of an expanded portfolio and how gene therapy fits with the overall company vision and strategy
- Develop a broad communications strategy to engage new and existing stakeholders in the community
  Sara Pellegrino, Vice President, Investor Relations and Corporate Communications, AMICUS THERAPEUTICS
  Allen Reha, Vice President, Program Management, AMICUS THERAPEUTICS

Panel: Navigate the Intersection of Communications and Patient Advocacy
- Harness the insights and networks of patient advocacy groups to communicate your target audience
- Discuss best practices for partners with an advocacy group, and explore the difference between a partnership and a sponsorship
- Explore what internal patient advocacy executives think all communicators should know and what gets lost in translation
  Moderator: Deborah Fowler, Managing Partner, GREEN ROOM COMMUNICATIONS
  Jayne Gershkowitz, Amicus Chief Patient Advocate, AMICUS THERAPEUTICS
  Karen Hagens, Head of U.S. Pharma Communications, GSK

Networking Reception Sponsored by GCI Health

ExL Events’ Networking Dinner

Conference Day One Concludes
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Details</th>
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<tbody>
<tr>
<td>8:00</td>
<td>Continental Breakfast</td>
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<tr>
<td>8:45</td>
<td><strong>Digital Innovations and Communications</strong></td>
<td><strong>Organization and Structural Development and Strategies</strong></td>
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<td><strong>PANEL:</strong> Get created with Employee Engagement</td>
<td><strong>PANEL:</strong> Develop Organization Structure With Mid-Level Professionals</td>
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<td></td>
<td>• Why it is important to engage with employees in meaningful ways.</td>
<td>• Understand the benefit of an HBA Rising Stars</td>
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<td>• How to go about reaching employees who are being bombarded with emails daily.</td>
<td>• Own your career in healthcare</td>
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<td>• How to use unique vehicles to reach employees i.e. video and visual content</td>
<td>• Analyze solid career advice and mid-career mentorship — how professionals look at their career</td>
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<td>• Case study on client campaigns.</td>
<td>paths and where you want to accelerate</td>
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<td><strong>Moderator:</strong> Reni Mitchell, Divisional Vice President, MULTIVU</td>
<td><strong>Moderator:</strong> Agatha Newman, Director, Medical and Development Communications, ASTELLAS PHARMACEUTICALS</td>
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<td>Rum Ekhtiar, Founder and Partner, RUM&amp;CO (formerly Per Se Partners)</td>
<td>Kristen Klacey, Director Global Oncology Communications, NOVARTIS</td>
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<td>Jillian Breslin, Senior Producer, MULTIVU CREATIVE</td>
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<td>Sonali Patel, Lead Designer, MULTIVU CREATIVE</td>
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<tr>
<td>9:30</td>
<td><strong>CASE STUDY:</strong> Navigate Content and Strategy for Your Next Campaign</td>
<td><strong>Differentiate the Roles of Marketing and Corporate Communications</strong></td>
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<tr>
<td></td>
<td>• Develop campaigns to reach your target audience and how to amplify the process</td>
<td>• Understand what is appealing to marketers and the capabilities the future holds</td>
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<td>• Fulfill specific brand reputation from digital and social media marketing</td>
<td>• Bridging the gap from C-suite strategy and other leadership positions and handling different initiatives</td>
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<td>• Explore content and analytics for strategies to redefine your approach and targeting</td>
<td>• Partner with marketing to build more integrated communications strategies</td>
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<td><strong>Gaetan Akinrolabu, Associate Director, Social Media Publishing and Strategy, Corporate Affairs and Investor Relations, BRISTOL-MYERS SQUIBB</strong></td>
<td>• Grow the business from a commercial and strategic plan standpoint: Implementing the scientific process</td>
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<td>10:15</td>
<td><strong>Tell the Story of Artificial Intelligence, Machine Learning, and Big Data</strong></td>
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<td>• Explore examples of AI and machine learning within and outside of the healthcare industry</td>
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<td>• What does AI mean for early disease detection, and R&amp;D Strategy Shifts from company pipelines?</td>
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<td>• Understand the impact these technologies have on improving access to high-quality care around the world</td>
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<td>• Discuss AI: Why do you hear it everywhere?</td>
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<td><strong>Mary Richardson, Communications Leader, R&amp;D Innovation, JOHNSON &amp; JOHNSON MEDICAL DEVICES</strong></td>
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<td>11:00</td>
<td>Networking and Refreshments Break</td>
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<td>11:30</td>
<td><strong>CASE STUDY:</strong> Digital Media to Tell Your Corporate Narrative</td>
<td>**Mergers and Acquisitions: Confluence Primary Care and Specialty Markets</td>
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<td></td>
<td>• Understand social media from an influencer perspective</td>
<td>• Explore given opportunities for talent management when targeting your audience</td>
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<td>• Engage customers on social media with brand storytelling</td>
<td>• Tailor your pipeline for specialty medicines to target niche markets for significant unmet needs</td>
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<td>• Discover trends and tips on how to maximize program results through digital avenues</td>
<td>• Deal with commoditization to give payers greater control</td>
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<td><strong>Erica Puntel, Associate Director, U.S. Communications ~ Digital, UCB</strong></td>
<td><strong>Sarah Connors, Senior Director, Product Communications, AMAG PHARMACEUTICALS</strong></td>
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<td><strong>Tierney Saccavino, Executive Vice President, Corporate Communications, ACORDA THERAPEUTICS</strong></td>
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MAIN CONFERENCE DAY TWO
TUESDAY, JULY 23, 2019

12:15 Networking Luncheon

1:15 Chairperson’s Opening Remarks

1:30 New Age of Communication: Nominate Your Colleague at This Years Summit
   • Based on our Advisory Board Feedback we’d like to showcase snapshot presentations from Rising Stars in the Public Relations and Communications field in your organization. Each nominee will be reviewed up to 30 days before the Summit. Winning nominees will be ask to present based on their project, case study, or initiative based off their career success.
   To nominate your Rising Star, contact Jenna Castellano at jcastellano@questex.com

1:45 Now You See Me: Owning Your Personal Brand in the Digital Age
   • Implement the requirements necessary to present yourself as an approachable and credible way
   • Explore social branding and provide road maps for building a powerful online presence for you and your organization
   • Ignite trust, loyalty, and engagement between an organization and their people
   Yolanda Smith, Director — External Relations U.S. Medical, ELI LILLY AND COMPANY

2:45 PANEL: The Millennial Approach to Healthcare: Lazy or Babyboomers?
   • Do social media channels push greater lifestyles and emphasis on their personal health?
   • Improve the trust of those who are skeptical at heart
   • Approach millenials with visual content (Snapchat and Instagram): How storytelling can build connections
   Madeline Gooding, Associate Director, Corporate Communications, PACIRA PHARMACEUTICALS
   Liz Presson, Digital Media and Community Experience, OPTICON MEDICAL
   Julia Jackson, Practice Leader, US Public Relations and Marketing Communications, UNLIMITED GROUP

3:15 Networking Break

3:30 PANEL: Define the Value of Corporate Affairs in the C-Suite Position and Functions
   • Bridge the gap from C-suite strategy and other leadership positions
   • Explore the process of how long this process would take
   • Translate the value for individuals based on their position
   Geoff Curtis, Senior Vice President, Corporate Affairs and Chief Communications Officer, HORIZON PHARMACEUTICALS
   Agatha Newman, Director, Medical and Development Communications, ASTELLAS PHARMACEUTICALS

4:15 Address Marketing Language: “Sell” Your Strategy Tactics and Develop Yourself As a KOL
   • Understand the tactics and digital tools for online development
   • Position your ideas in a better light to increase your chances of approval from senior leadership, legal, and regulatory stakeholders
   • Leveraging resources to make sure your brand makes the cut through research
   Omar Khateeb, Director of Growth Marketing and Branding, POTRERO MEDICAL

4:45 Conference Concludes

Media Partners

To register, call 201 871 0474 or CLICK HERE
**WAYS TO REGISTER**

Phone: 201 871 0474  
Fax: 253-663-7224  
Email: register@pmaconference.com  
Mail: PMA Conference Management  
PO Box 2303  
Falls Church VA 22042

**GROUP DISCOUNT PROGRAMS**

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

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

*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, please call +1 201 871 0474.*

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**EARLY BIRD PRICING — Register by June 7, 2019**

<table>
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<th>Registration Type</th>
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<tr>
<td>Conference — Pharma/Biotech/Medical Technology</td>
<td>$1,695</td>
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<tr>
<td>Conference — Agencies/Solution Providers</td>
<td>$1,895</td>
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<td>Add On: Dinner</td>
<td>$200</td>
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<tr>
<td>Conference + Dinner — Pharma/Biotech/Medical Technology</td>
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**STANDARD PRICING — Register After June 7, 2019**

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<td>Conference + Dinner — Pharma/Biotech/Medical Technology</td>
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<tr>
<td>Conference + Dinner — Agencies/Solution Providers</td>
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**ONSITE PRICING**

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<td>Add On: Dinner</td>
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<tr>
<td>Conference + Dinner — Pharma/Biotech/Medical Technology</td>
<td>$2,145</td>
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<tr>
<td>Conference + Dinner — Agencies/Solution Providers</td>
<td>$2,345</td>
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Includes Sales Tax and Service Fees

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**TERMS AND CONDITIONS:**

By registering for an ExL Events (“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:**

Make checks payable to PMA Conference Management and write 777019 on your check. 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 RESPONSIBILITY:**

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 email cancel@exlevents.com.

**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 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.

**SUBSTITUTION CHARGES:**

There will be an administrative charge of $300 to substitute, exchange and/or replace attendance badges with a colleague within five business days of any ExL 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.

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