



July 22-23, 2019  
The Marie Krogh Center  
Novo Nordisk Inc.  
Plainsboro, NJ

eX<sup>l</sup>  
pharma

15th

# PUBLIC RELATIONS & COMMUNICATIONS SUMMIT

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

## CONFERENCE CO-CHAIRS



**Anna Frable**  
Vice President, U.S.  
Communications  
**NOVO NORDISK**

**Wendy Lund**  
Chief Executive Officer  
**GCI HEALTH**



## KEYNOTE PRESENTER



**Gary Cohen**  
Executive Vice President, Global Health,  
President of the BD Foundation,  
**BECTON DICKINSON**

## 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

## MARQUEE PARTNER

**gci health**

## Follow Us On

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ExL Pharma PR &  
Communications  
Strategy Group

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## Distinguished Advisory Board Members:

**Karen Carolonza**, Managing Partner,  
**GREEN ROOM COMMUNICATIONS**

**Sara Pellegrino**, Vice President,  
Investor Relations and Corporate  
Communications, **AMICUS**  
**THERAPEUTICS**

**Agatha Newman**, Associate  
Director, Medical and Development  
Communications, **ASTELLAS**  
**PHARMACEUTICALS**

**Wendy Lund**, CEO, **GCI HEALTH**

**Tierney Saccavino**, Executive Vice  
President, Corporate Communications,  
**ACORDA THERAPEUTICS**

**Madeline Gooding**, Associate Director,  
Corporate Communications, **PACIRA**  
**PHARMACEUTICALS**

**Erica Puntel**, Associate Director, U.S.  
Communications – Digital, **UCB**

**Amy Atwood**, Head of  
Communications, Vaccine Business  
Unit, **TAKEDA**

**Anna Frable**, Vice President, U.S.  
Communications, **NOVO NORDISK**

**Danielle Halstrom**, Vice President and  
Head, **BRISTOL-MYERS SQUIBB**

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 professionals 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*

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.

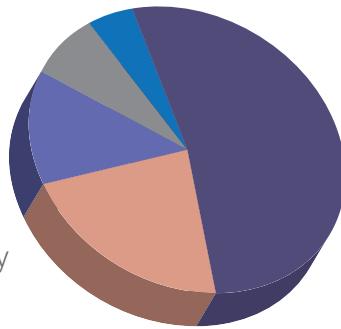
**Novo Nordisk**  
The Marie Krogh Center  
800 Scudders Mill Rd  
Plainsboro Township, NJ, 08536



To register, call 201 871 0474 or [CLICK HERE](#)

## 2018 Registration Breakdown

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



### 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](mailto: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](mailto: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 bring 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**



7:30	Registration and Continental Breakfast		
8:30	<b>Opening Remarks</b> <i>Anna Frable, Vice President, U.S. Communications, NOVO NORDISK</i>		
8:45	<b>Opening Keynote Session</b> As the Pharmaceutical and Biotechnology industries continue to evolve so has the importance of public relations and communications. From communicating during crises to furthering reputation from a pre-launch to post-launch phase, it is important for communication professions to increase high levels of corporate social responsibility. Understanding best practices to maintain internal and external communications will be a key indicator of how to take on career risks in 2020.		
9:15	<b>KEYNOTE SESSION: Social Innovation: Making an Impact in Global Public Health Efforts</b> <ul style="list-style-type: none"> <li>Learn about ongoing and emerging health threats that may or may not be covered by the media</li> <li>Discover different ways that the business sector can achieve positive societal impact</li> <li>Understand how collaboration between the business, government and NGO sectors can address major social and health challenges</li> </ul> <i>Gary Cohen, Executive Vice President, Global Health, BD (Becton, Dickinson and Co.) and President, BD FOUNDATION</i>	PANEL	
10:00	Networking Break		
10:30	<b>PANEL: Do Not Go Gently, Go Boldly in Your Messaging Campaigns</b> <ul style="list-style-type: none"> <li>Explore big pharma's campaign to save its reputation</li> <li>Understand what digital platforms were used most effectively for its target audience</li> <li>Utilize paid advertising for complimenting organic public affairs efforts</li> <li>Discuss if the campaign will move the needle forward within the industry</li> </ul> <i>Karl Uhlendorf, Director, Communications and Advocacy, ASTELLAS</i>	CASE STUDY	
11:15	<b>2020: 20 things you can do to prepare for the next era in healthcare communications</b> <ul style="list-style-type: none"> <li>Understanding the technology trends in both healthcare delivery and ways of communicating that are fundamentally changing the healthcare landscape</li> <li>Implementing storytelling strategies that speak to the person, not the patient</li> <li>Utilizing your company culture as a strategic competitive advantage to attract top-talent that will propel your organization's reputation and brands through the next decade</li> <li>Internal and External Members of the GCI Health Family</li> </ul> <i>Wendy Lund, CEO, GCI HEALTH</i>	PANEL	
12:00	Networking Luncheon		
1:00	<b>CASE STUDY: Bouncing Back From Career Curveballs</b> <ul style="list-style-type: none"> <li>Discover new ways of looking at your career</li> <li>Learn questions to ask yourself as you navigate your career</li> <li>Explore mechanisms for dealing with career curveballs</li> <li>Recognize the control you have over your journey</li> </ul> <i>Amy Atwood, Head of Vaccine Communications, TAKEDA</i>	CASE STUDY	
1:45	<b>Define Diversity in the Workplace – How to Make Your Organization Diverse and Inclusive, and How This Is Properly Communicated</b> <ul style="list-style-type: none"> <li>Compare and contrast industry-employee breakdown</li> <li>Discuss the significant decrease of women's trust of men in the workplace</li> <li>Explore how diversity in the workplace can improve retention</li> </ul> <i>Jennifer Saputo, Director of Communications, Culture and Patient Focus, ASTELLAS PHARMACEUTICALS</i> <i>Eloiza Domingo-Synder, Head of D&amp;I, ASTELLAS PHARMACEUTICAL</i>		
2:30	Networking and Refreshment Break		
3:00	<b>PANEL: Improve Relationships Between Agencies and Clients</b> <ul style="list-style-type: none"> <li>Listen and brainstorm with your agency, utilizing their expertise</li> <li>Best bang for our buck: Getting the best value for your money while maintaining strong relationships</li> <li>Learn best practices on building relationships and working together</li> </ul> <i>Donna Cusano, Head, Primary Care Sales Communications, SANOFI</i>	PANEL	
3:45	<b>CASE STUDY: When Established Companies Enter the Field of Gene Therapy</b> <ul style="list-style-type: none"> <li>Learn how a rare disease biotech entered a new field within its existing therapeutic areas</li> <li>Manage internal teams and processes to prepare for and execute a smooth integration</li> <li>Communicate the value of an expanded portfolio and how gene therapy fits with the overall company vision and strategy</li> <li>Develop a broad communications strategy to engage new and existing stakeholders in the community</li> </ul> <i>Sara Pellegrino, Vice President, Investor Relations and Corporate Communications, AMICUS THERAPEUTICS</i> <i>Allen Reha, Vice President, Program Management, AMICUS THERAPEUTICS</i>	CASE STUDY	
4:15	<b>PANEL: Navigate the Intersection of Communications and Patient Advocacy</b> <ul style="list-style-type: none"> <li>Harness the insights and networks of patient advocacy groups to communicate your target audience</li> <li>Discuss best practices for partners with an advocacy group, and explore the difference between a partnership and a sponsorship</li> <li>Explore what internal patient advocacy executives think all communicators should know and what gets lost in translation</li> </ul> <i>Moderator: Deborah Fowler, Managing Partner, GREEN ROOM COMMUNICATIONS</i> <i>Jayne Gershkowitz, Amicus Chief Patient Advocate, AMICUS THERAPEUTICS</i> <i>Karen Hagens, Head of U.S. Pharma Communications, GSK</i>	PANEL	
5:00	<b>Networking Reception Sponsored by GCI Health</b> 		
6:00	ExL Events' Networking Dinner		
8:30	Conference Day One Concludes		

8:00

Continental Breakfast

	Digital Innovations and Communications	Organization and Structural Development and Strategies	Communication Process and Protocols
8:45	<p><b>PANEL: Get created with Employee Engagement</b></p> <ul style="list-style-type: none"> <li>• Why it is important to engage with employees in meaningful ways.</li> <li>• How to go about reaching employees who are being bombarded with emails daily.</li> <li>• How to use unique vehicles to reach employees i.e. video and visual content.</li> <li>• Case study on client campaigns.</li> </ul> <p><b>Moderator: Reni Mitchell, Divisional Vice President, MULTIVU</b></p> <p>Rum Ekhtiar, Founder and Partner, RUM&amp;CO (formerly Per Se Partners)</p> <p>Jillian Breslin, Senior Producer, MULTIVU CREATIVE</p> <p>Sonali Patel, Lead Designer, MULTIVU CREATIVE</p>	<p><b>PANEL: Develop Organization Structure With Mid-Level Professionals</b></p> <ul style="list-style-type: none"> <li>• Understand the benefit of an HBA Rising Stars</li> <li>• Own your career in healthcare</li> <li>• Analyze solid career advice and mid-career mentorship – how professionals look at their career paths and where you want to accelerate</li> </ul> <p><b>Moderator: Agatha Newman, Director, Medical and Development Communications, ASTELLAS PHARMACEUTICALS</b></p> <p>Kristen Klasey, Director Global Oncology Communications, NOVARTIS</p>	<p><b>Blend the Internal and External Roles Within an Organization</b></p> <ul style="list-style-type: none"> <li>• Leverage and look beyond C-level and how to improve your branding</li> <li>• Differentiate the investor and corporate side and how new ideas go into marketing strategies</li> <li>• Navigate your career strategy and the differences in the communications role between large and small pharma</li> </ul> <p><b>Heather Hunter, Vice President, Communications, VENATORX PHARMACEUTICALS</b></p>
9:30	<p><b>CASE STUDY: Navigate Content and Strategy for Your Next Campaign</b></p> <ul style="list-style-type: none"> <li>• Develop campaigns to reach your target audience and how to amplify the process</li> <li>• Fulfill specific brand reputation from digital and social media marketing</li> <li>• Explore content and analytics for strategies to redefine your approach and targeting</li> </ul> <p><b>Gaetan Akinrolabu, Associate Director, Social Media Publishing and Strategy, Corporate Affairs and Investor Relations, BRISTOL-MYERS SQUIBB</b></p>	<p><b>Differentiate the Roles of Marketing and Corporate Communications</b></p> <ul style="list-style-type: none"> <li>• Understand what is appealing to marketers and the capabilities the future holds</li> <li>• Bridging the gap from C-suite strategy and other leadership positions and handling different initiatives</li> <li>• Partner with marketing to build more integrated communications strategies</li> <li>• Grow the business from a commercial and strategic plan standpoint: Implementing the scientific process</li> </ul>	<p><b>Change Management and Employee Sustainability Within Internal Pharmaceutical Communications:</b></p> <ul style="list-style-type: none"> <li>• Support and develop critical leadership for the future of communication departments</li> <li>• Minimize negative impact and staying positive during crisis situations</li> <li>• Navigate vendor relationships in external roles</li> </ul>
10:15	<p><b>Tell the Story of Artificial Intelligence, Machine Learning, and Big Data</b></p> <ul style="list-style-type: none"> <li>• Explore examples of AI and machine learning within and outside of the healthcare industry</li> <li>• What does AI mean for early disease detection, and R&amp;D Strategy Shifts from company pipelines?</li> <li>• Understand the impact these technologies have on improving access to high-quality care around the world</li> <li>• Discuss AI: Why do you hear it everywhere?</li> </ul> <p><b>Mary Richardson, Communications Leader, R&amp;D Innovation, JOHNSON &amp; JOHNSON MEDICAL DEVICES</b></p>	<p><b>PANEL: Stay Compliant With New Regulations While Utilizing All-New Media Channels</b></p> <ul style="list-style-type: none"> <li>• Discuss how the internal communicator has evolved in a way that is different from the traditional</li> <li>• Explore the up-and-coming media podcasts, trades, and new national endpoints</li> <li>• Take a look into the future of public relations and marketing for 2020 and what you need to do to prepare</li> </ul> <p><b>Helen Tarleton, Lead, Internal Communications, UCB</b></p>	<p><b>Look Beyond the Standard Communicator From an External Perspective</b></p> <ul style="list-style-type: none"> <li>• Understand why blending internal and external communications is so important</li> <li>• Explore communication professionals in the business decision and their impact</li> <li>• Discuss cross-industry tactics on out-of-the-box thought leadership to an organization's media channels</li> </ul> <p><b>Gwen Fisher, Head of Portfolio Communications, SHIRE</b></p>
11:00	Networking and Refreshments Break		
11:30	<p><b>CASE STUDY: Digital Media to Tell Your Corporate Narrative</b></p> <ul style="list-style-type: none"> <li>• Understand social media from an influencer perspective</li> <li>• Engage customers on social media with brand storytelling</li> <li>• Discover trends and tips on how to maximize program results through digital avenues</li> </ul> <p><b>Erica Puntel, Associate Director, U.S. Communications – Digital, UCB</b></p>	<p><b>Mergers and Acquisitions: Confluence Primary Care and Specialty Markets</b></p> <ul style="list-style-type: none"> <li>• Explore given opportunities for talent management when targeting your audience</li> <li>• Tailor your pipeline for specialty medicines to target niche markets for significant unmet needs</li> <li>• Deal with commoditization to give payers greater control</li> </ul> <p><b>Sarah Connors, Senior Director, Product Communications, AMAG PHARMACEUTICALS</b></p>	<p><b>Communicate the New Revitalization on What Value Is and How It Resonates</b></p> <ul style="list-style-type: none"> <li>• Bring value to life within an organization</li> <li>• Communicate a value proposition that resonates with stakeholders internally and externally</li> <li>• Explore the industry's reputation and discuss how it impacts individual organizations</li> </ul> <p><b>Tierney Saccavino, Executive Vice President, Corporate Communications, ACORDA THERAPEUTICS</b></p>

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 asked 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](mailto:jcastellano@questex.com)

### 2:15 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 millennials 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

PANEL

PANEL

### Media Partners



# WAYS TO REGISTER

 **Phone:** 201 871 0474

 **Fax:** 253-663-7224

 **Online:** [CLICK HERE](#)

 **Email:** [register@pmaconference.com](mailto:register@pmaconference.com)

 **Mail:** PMA Conference Management  
PO Box 2303  
Falls Church VA 22042

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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 must be employed by the same organization and register simultaneously to realize group discount pricing options.

**\*\*Please Note:** 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.\*\*

### 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.

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- 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](mailto: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.

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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.

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**SAVE  
25%**

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.

**SAVE  
15%**

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.\**