The industry's ONLY conference for the clinical teams, meeting planners, and solution providers that collaborate to bring engaging investigator meetings to fruition.

2ND

Maximizing Investigator MEETINGS

May 14-15, 2019

The Inn at Penn, a Hilton Hotel

Philadelphia, PA

Co-Chairs

Heidi Cocca,
Associate Director, Meeting Management,
MERCK

Ryan Mazon,
Senior Vice President,
EDUCATIONAL MEASURES

Featured Speakers

Mozelle Goodwin, CMP, HMCC,
Meeting Planner, Corporate Operations,
EISAI, INC.

James Vachon, CMM,
Former Associate Director, Global Events, Meetings and Conventions,
TAKEDA PHARMACEUTICALS INTERNATIONAL CO.

Erin Desmet,
Head, Clinical Trial Learning and Development,
JANSSEN R&D

Jeffrey Cesari,
Worldwide Congress Manager,
BRISTOL-MYERS SQUIBB

Key Event Takeaways

- Implement a strategic meeting management plan that takes a look at investigator meetings as a whole process
- Discuss strategies for enhancing relationships between sites and sponsors through in-person and digital investigator meetings
- Apply digital solutions and creative technologies to the agenda structure to impact retention during the meeting and to gather data on investigator engagement feedback
- Utilize necessary resources that allow for an increase in productivity and focus
- Hear best practices for executing engaging investigator meetings that keep investigators attention while communicating essential information

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TO REGISTER, CALL 1-201-871-0474 OR Click Here

Dear Colleague,

Investigator meetings are essential to successfully train clinical sites as they directly affect a sponsor's ability to collect accurate data. A well-executed investigator meeting cultivates a crucial team atmosphere and is an opportunity for sites and sponsors to discuss the protocol, regulatory issues, enrollment criteria, and procedures. The importance of an IM cannot be overestimated, because it can dramatically affect patient enrollment and retention, as well as data quality.

Having the opportunity to discuss protocol-specific subjects directly with the sponsor is of great value for clinical sites. This event will present clinical operations/development personnel and meeting planners with strategies for executing engaging investigator meeting that keep physicians' attention.

ExL's Investigator Meetings Forum is the premier conference dedicated to developing compelling investigator meetings. This event blends the expertise of meeting planning, and clinical operations/development professionals to discuss strategies for executing engaging investigator meeting that communicate essential information while keeping participants engaged and compliant.

Attendees will learn how to:

- Implement a strategic meeting management plan that takes a look at investigator meetings as a whole process
- Discuss strategies for enhancing relationships between sites and sponsors through in-person and digital investigator meetings
- Apply digital solutions and creative technologies to the agenda structure to impact retention during the meeting and to gather data on investigator engagement feedback
- Utilize necessary resources that allow for an increase in productivity and focus
- Hear best practices for executing engaging investigator meetings that keep investigators attention while communicating essential information

I look forward to welcoming you to Philadelphia this May!

Sincerely,

Aimee Gutzler
Conference Production Director
ExL Events, a division of Questex, LLC

Venue Information

The Inn at Penn, a Hilton Hotel
3600 Sansom St.
Philadelphia, PA 19104

To make reservations, please call 215-823-6240 and request the negotiated rate for **ExL's 2nd Maximizing Investigator Meetings**. The group rate is available until **April 22, 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, housing 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.*

Sponsorship And Exhibition Opportunities

Do you want to spread the word about your organization's solutions and services to potential clients attending this event? Take advantage of the opportunity to exhibit, underwrite an educational session, host a networking event, or distribute promotional items to attendees. ExL Events will work closely with you to customize a package that will suit all of your needs.

Who Should Attend

This conference is designed for representatives from pharmaceutical, biotechnology, and medical device companies and advocacy groups with responsibilities in the following areas:

- Meeting Planning
- Clinical Operations/ Development
- Clinical Trials
- Clinical Data Management/Statistics
- Clinical Innovation
- Medical Education/CME
- Clinical Trial Leader
- KOL Management
- Legal/Compliance
- Safety/Adverse Event Reporting
- Patient Recruitment/ Engagement
- Investigator Meetings
- Study Managers

This Conference Is Also Of Interest To:

- Investigator Meeting Service Providers
- Site Management Organizations (SMOs)
- Academic CME Departments
- Clinical Research Organizations
- Clinical/Quality Risk Consultants
- Patient Engagement and Retention Services
- Clinical Technology and Data Management Solution Providers

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DAY ONE
Tuesday // May 14

8:00 **Registration Opens and Continental Breakfast**

9:00 **Co-Chair's Opening Remarks**

Ryan Mazon, *Senior Vice President,* **EDUCATIONAL MEASURES**
Heidi Cocca, *Associate Director, Meeting Management*, **MERCK**

9:15 **Master Investigator Meetings: The Investigator Wish List**

- Discuss the benefits and challenges of virtual vs. in person meetings
- Dive into the best time to have a meeting
- Optimize IM meeting content, utilizing the best content

William B. Smith, M.D., FACC, *President*,
NEW ORLEANS CENTER FOR CLINICAL RESEARCH

10:00 **Achieving Next-Level Value From Investigators' Meetings: From Data to Insights**

- Assess the value of defining measurable meeting goals/KPIs of investigator meetings
- Evaluate the spectrum of data capture opportunities
- Review industry benchmarks and investigate if regions play a role in engagement capture
- Examine scenarios where data captured is used to drive value

Ryan Mazon, *Senior Vice President,* **EDUCATIONAL MEASURES**

10:45 **NETWORKING BREAK**

11:15 **Maximize Your Audience and the Benefits of Virtual Investigator Meetings**

- Discuss presenter fitness and review meetings in a cost-effective way, maximizing your presenters
- Determine virtual meeting structures that are conducive to training, i.e., on-demand and virtual meetings
- Measure engagement with dynamic content and presentations, and as review best practices to virtually engage investigators and research coordinators

Tricia Gunter, BA, CCRP,
Senior Clinical Project Manager Global Medical Research,
KARYOPHARM THERAPEUTICS, INC

Jennifer J. Gaskin, CCRP, CMQ-OE,
Director, Global Medical Research,
KARYOPHARM THERAPEUTICS, INC

12:00 **How to Remain Compliant in the Ever-Changing Landscape of Investigator Meetings**

- Review compliance and regulatory aspects of investigator meetings
- Identify the differences in processes between the commercial and clinical teams
- Discuss the restrictions on meeting location and meal spend/caps
- Hone in on GDPR guidelines and the effects of obtaining sign-in sheets

James Vachon, CMM, *Former Associate Director, Global Events, Meetings and Conventions,*
TAKEDA PHARMACEUTICALS INTERNATIONAL CO.

12:45 **NETWORKING LUNCHEON**

1:45 **Capturing the Magic: Best Strategies to Document, Record, and Effectively Preserve the Investigator Meeting for Continued Education**

Moderated by:
Rick Ward, *Vice President, Commercial Operations,*
TRIFECTA

3:15 **NETWORKING BREAK**

3:45 **Strategic Meeting Management — One Meeting at a Time**

- Though there may not be a corporate SMMP in place, you can still plan strategically based on your portfolio of programs
- Reduce costs by looking at the whole process; strategize based on past, present and future programs in the pipeline
- Let it go — identify resources that can be outsourced to increase productivity, costs and focus
- Gain insider knowledge of the area and local meeting information by partnering with CVBs and DMCs

Mozelle Goodwin, CMP, HMCC, *Meeting Planner, Corporate Operations*, **EISAI INC.**

4:30 **Day One Concludes**

"ExL Events never disappoints. They provide a collaborative environment and most attendees are happy to network."
—**Janice Hutt**, *Chief Operating Officer,* **AVOCA GROUP**

"Very captivating, interesting, helpful and relevant. Thank you!" —*Sales and Marketing Coordinator,* **MEDICAL DYNAMICS**

DAY TWO
Wednesday // May 15

8:00 **Continental Breakfast**

9:00 **Co-Chairs' Opening Remarks**

Ryan Mazon, *Senior Vice President,* **EDUCATIONAL MEASURES**
Heidi Cocca, *Associate Director, Meeting Management*, **MERCK**

9:15 **The "Three Cs" of Investigator Meetings — Compliance, Consistency, and Cost-Effectiveness**

- Ensure internal, country, and ICH compliance
- Maintain consistency in line with industry norms regarding meals, accommodations, and payments
- Understand the balance between cost-effectiveness and investigator commitment
- Employ adult education learning principals — encourage interaction

Sonal Humane, *Director, Meeting Management,* **MERCK**

10:00 **Dive Into The Role of Investigator Meetings in a Comprehensive Site Training Plan**

Discuss how Investigator Meetings relate to other key elements of study site training, including:Delegation of Responsibility, Training Record Consolidation, Standard and Study-Specific Training, Self-Learning Modules, Training by CRAs at Study Sites, Just-in-Time Training Resources, Update and Reinforcement Training, Site Engagement over the Study Lifecycle

Bill Cooney, *President and CEO,* **MEDPOINT DIGITAL, INC.**

10:45 **NETWORKING BREAK**

11:15 **Conduct Programming Within Open Payments Guidelines**

- Utilization of CVB and/or DMC
- Discuss location consideration (instead of inner city, utilize suburb or second/third-tier cities — they usually have more to offer, try harder to get and keep business and most likely fall within meal caps with very little or no negotiations/compromises)
- Seek alternative options for meals — restaurants and/or catering facilities,dine-arounds, "on-own" with expense reimbursement

12:00 **Create an Investigator Meeting Team**

- Discuss relationship between third-party agencies, production teams, and associations in coordinating an investigator meeting
- Review day-to-day operations from meeting inception through completion

Moderator:
Jeffrey Cesari, *Worldwide Congress Manager,* **BRISTOL-MYERS SQUIBB**

Panelists:
Traci Feliu, *Meeting Manager, Commerical Planning and Operations,* **NOVO NORDISK INC.**

12:45 **NETWORKING LUNCHEON**

1:45 **Understand the Anatomy of a Well-Run Investigator Meeting**

- Create structured opportunities for sponsors to have free-form discussions with the clinical sites team
- Use on-demand virtual training to offset attendance and attrition resource allocation
- Invest in training to position your clinical trial for success

Erin Desmet, *Head, Clinical Trial Learning and Development*, **JANSSEN R&D**

2:45 **INTERACTIVE Q&A**

- Discuss choosing virtual vs. face-to-face meetings
- Review ways to increase engagement
- Develop strategies to overcome typical investigator meeting pain points

Mozelle Goodwin, CMP, HMCC, *Meeting Planner, Corporate Operations*, **EISAI INC.**

James Vachon, CMM, *Former Associate Director, Global Events, Meetings and Conventions,* **TAKEDA PHARMACEUTICALS INTERNATIONAL CO.**

3:30 **Conference Closing Remarks**

"Very insightful and structured. The topics were very well thought-out; very relative to the industry today."
—Senior Corporate Communication Project Manager, **PFIZER**

"So engaging! Very informative, well organized, great agenda." —**Marie Lacey**, *Project Manager, Meetings and Events,* **NOVARTIS**

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WAYS TO REGISTER

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Click here

@ register@pmaconference.com

/ 253 663 7224

PMA Conference Management
PO Box 2303 Falls Church VA 22042

REGISTRATION FEES

	Early Bird Pricing *Register by Friday, March 29, 2019*	Standard Pricing *Register After Friday, March 29, 2019*	Onsite Pricing
Vendor/Solution Provider	$1,895	$2,095	$2,295
Employees of Pharmaceutical, Biotechnology, and Medical Device Companies	$1,295	$1,495	$1,695
Third-Party Meeting Planners	$995	$1,195	$1,395

GROUP DISCOUNT PROGRAM

Save 25% per person when registering four

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.

Save 15% per person when registering three

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

**Offers may not be combined. Early Bird rates do not apply. To find out more about how you can take advantage of these group discounts, please call 201-871-0474.*

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

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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.

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- 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.

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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 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.*

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