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

Maximizing Investigator MEETINGS

May 17–18, 2018
Sheraton Philadelphia University City
Philadelphia, PA

Co-Chairs

Ryan Mazon
Senior Vice President
EDUCATIONAL MEASURES

Heidi Cocca
Global Meeting Manager
MERCK

Featured Speakers

Mozelle Goodwin
CMP, HMCC
Meeting Planner, Global Clinical Meeting Planning
EISAI INC.

Kimberly Guedes
Senior Director Clinical Operations
CENTREXION THERAPEUTICS

Kimberly Boynton, M.S.
Study Project Manager II
ABBVIE

Cynthia Baro
Senior Professional Meeting Partner,
GENENTECH

Learning Objectives

Strategic Relationships

- Cultivate a team atmosphere through productive dialogue between the sites and sponsors

Vendor Management

- Collaborate effectively with your CRO and meeting-planning vendor to build seamless investigator meetings

Meeting Strategies

- Create innovative meeting structures and employ adult learning principals to increase participation and engagement

Technology

- Utilize digital technologies and second screens to increase investigator participation and engagement with the clinical team

SPONSORED BY

EM EDUCATIONAL MEASURES

Small Planet

Dear Colleague,

Investigator meetings are essential to successfully train clinical sites as they directly affect a sponsor's ability to collect accurate safety and efficacy 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. Having the opportunity to discuss protocol-specific subjects directly with the sponsor is of great value for clinical sites.

It is important to communicate all essential information in the most time-efficient and engaging manner. Expert collaboration between the sponsor's clinical teams, meeting professionals, and vendors is required to execute productive and enjoyable investigator meetings.

Investigator buy-in on the study objectives and well-trained clinical sites, confident in their ability to conduct the newly introduced study, are the hallmark of a successful investigator meeting. This event will serve as a platform to discuss strategies to streamline in-person or virtual investigator meetings, without forfeiting content. ExL's Maximizing Investigator Meetings conference is the industry's only conference for the clinical teams, meeting planners, and solution providers that collaborate to bring investigator meetings to fruition.

Sincerely,

Dario Cavaliere
Conference Production Director
ExL Events, a division of Questex, LLC

Venue Information

Sheraton Philadelphia University City
3549 Chestnut Street
Philadelphia, PA 19104

To make reservations, please call 1-888-627-7071 and request the negotiated rate for ExL's Maximizing Investigator Meetings. You may also book online at http://bit.ly/2Gk0ADg. The group rate is available until April 25, 2018. Please book your room early, as rooms available at this rate are limited.

**ExL Events, Inc. is not affiliated with Exhibition Housing Management (EHM)/ Exhibitors Housing Services (EHS) or any third-party booking agencies, housing bureaus, or travel and events companies. 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:

- Investigator Meetings
- Meeting Planning
- Clinical Operations
- Clinical Development
- Vendor Management
- Procurement
- Medical Affairs
- Medical Science Liaison
- Clinical Data Management/ Statistics
- Clinical Innovation
- Regulatory Affairs/ Compliance
- Medical Research/ Affairs
- Patient Recruitment/ Engagement
- Drug Safety
- Clinical Trial Management
- Clinical Liaison
- Clinical Research Associate; CRA
- Clinical Research Coordinator

This Conference Is Also Of Interest To:

- Meeting Planning Services
- Clinical Research Organizations
- Clinical/Quality Risk Consultants
- Functional Service Providers
- Patient Engagement and Retention Services
- Clinical Technology and Data Management Solution Providers

DAY ONE
Thursday // May 17

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

9:00 **Co-Chair's Opening Remarks**
Ryan Mazon, *Senior Vice President,* EDUCATIONAL MEASURES

9:15 **KEYNOTE:**
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

Heidi Cocca, *Global Meeting Manager,* MERCK

10:00 **Understand the Anatomy of a Well-Run Investigator Meeting**

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

Christina Gilbert, *Head of Operations,*
SMALL PLANET GROUP

10:45 **NETWORKING BREAK**

11:15 **Blueprint for Success: Key Design Elements for Investigator Meeting Architects**

- Build a foundation that can balance an enjoyable experience and a productive meeting
- Ensure effective training by developing meaningful collaboration with those that create the content
- Employee meeting planning strategies to build an atmosphere that is dynamic, educational, and comfortable

Cynthia Baro, *Senior Professional Meeting Partner,*
GENENTECH

12:00 **Leverage Digital Solutions to Increase Engagement and Gather Investigator Feedback Data**

- Utilize software that tracks saved, annotated, and questioned slides
- Promote investigator engagement during an in-person meeting through software that allows presenters to receive questions from the audience anonymously
- Understand the impact of a second screen during presentations/forums

Ryan Mazon, *Senior Vice President,* EDUCATIONAL MEASURES

12:45 **NETWORKING LUNCHEON**

1:45 **INTERACTIVE WORKSHOP:**

Build Better Investigator Meetings
Devoting resources to clinical site training through investigator meetings will no doubt position a clinical trial for success. Investigator buy-in on the study objectives and well-trained clinical sites, confident in their ability to conduct the newly introduced study, are the hallmark of a successful investigator meeting. The hurdles and challenges of creating this specialized meeting are more convoluted than it may appear on the surface. This work will provide attendees with a unique, interactive opportunity to identify strategies to build investigator meetings that are effective without sacrificing enjoyment.

Develop Strategies to Overcome Typical Investigator Meetings Pain Points

- Determine meeting structures to build a sense of community and investigator buy-in while communicating essential regulatory and clinical information
- Strategies to virtually engage investigators and research coordinators
- Create uncommon opportunities for KOLs and clinical site staff to engage about the protocol details
- Deciding between virtual and in-person meetings

Identifying Ways to Facilitate Discussion When the Crowd Is Timid
In-person investigator meetings can often lead to protocol amendments. It is essential to create a meeting structure where site and pick the brain of the sponsor and bring their expertise to study.

- Create group-specific breakout sessions
- Principal investigators and site coordinators breakouts encourage peer-to-peer engagement
- Utilizing polling to facilitate discussion about investigator concerns

Kimberly Boynton, M.S., *Study Project Manager II,* ABBVIE

There will be a half-hour networking break during the workshop.

4:45 **Co-Chairs' Closing Remarks**
Ryan Mazon, *Senior Vice President,* EDUCATIONAL MEASURES
Heidi Cocca, *Global Meeting Manager,* MERCK

5:00 **Day One Concludes**

DAY TWO
Friday // May 18

8:00 **Continental Breakfast**

9:00 **Co-Chairs' Opening Remarks**
Ryan Mazon, *Senior Vice President,* EDUCATIONAL MEASURES
Heidi Cocca, *Global Meeting Manager,* MERCK

9:15 **Address Investigator Concerns Through Collaboration With Your CRO and Meeting Planning Vendor**
- Evaluate the landscape of expected regulatory changes and understand the role of open payments in planning investigator meetings
- Discuss the appropriate metrics and analytical tools to analyze investigator engagement with presentation materials
- Understand how to effectively address the concerns of investigators, vendors, and the clinical team

Mozelle Goodwin, *Meeting Planner, Global Clinical Meeting Planning,* EISAI INC.

10:00 **Innovative Structures to Engage Investigators and Ensure EDC Protocol Compliance**
- Implement interactive workshops and demonstrations throughout the day to maintain engagement
- Distribute handheld devices that prompt investigators to ask questions about protocol and all aspects of compliance
- Identify what concerns the principal investigators and their teams have about the study during the meeting to ensure electronic data capture (EDC) tools are well understood and used properly

Michael French, *Senior Field Clinical Research Associate,* ABBOTT

10:45 **NETWORKING BREAK**

11:15 **Strategies to Streamline Investigator Meeting Execution**
- Mobilize the right workforce early and often in the planning process
- Craft content that resonates with your audience
- Create an environment that energizes, informs, and enhances learning
- Develop meaningful metrics for measuring success

Kimberly Guedes, *Senior Director Clinical Operations,* CENTREXION THERAPEUTICS

12:00 **Strategies to Discuss Effective Patient Recruitment During Investigator Meetings**
- Consider the unique challenges sites will face during recruitment for a particular study
- Allocate time and resources to address concerns investigators have regarding recruitment
- Communicate strategies for early patient recruitment and treatment adherence

Heather Hernandez, *Director of Business* Development, SEEKER HEALTH; *Former Clinical Operations Manager,* MENLO THERAPEUTICS, INC.

12:45 **NETWORKING LUNCHEON**

1:45 **Considerations for Allocating Resources for Digital Vs. In-Person Investigator Meetings**
- Consider the team atmosphere and advantages of hosting in-person meetings
- Discuss the impact on costs to host investigator meetings online
- Post portions of the content online, to focus on robust protocol training in person
- Identify strategies to maintain investigator engagement during virtual IMs

Jean Mastrangelo, *Senior Clinical Operations Manager,* LUYE PHARMA GROUP LTD

2:30 **PANEL DISCUSSION:**

Apply Creative Agenda Structures and Organization to Impact Engagement and Retention

This panel is an opportunity to learn how innovative meeting structures and demonstrations make investigator meetings much less tedious.
- Design and help conduct interactive training activities that improve retention and increase excitement
- Facilitate the flow between presentations and interactive portions
- Employ adult learning principles to ensure effective communication

Panelists:

Cynthia Baro, *Senior Professional Meeting Partner,* GENENTECH

Jean Mastrangelo, *Senior Clinical Operations Manager,* LUYE PHARMA GROUP LTD

Mozelle Goodwin, *Meeting Planner, Global Clinical Meeting Planning,* EISAI

Irena Dabrowski, *Global Meeting Manager,* MERCK

3:30 **Co-Chairs' Closing Remarks**
Ryan Mazon, *Senior Vice President,* EDUCATIONAL MEASURES
Heidi Cocca, *Global Meeting Manager,* MERCK

3:45 **Conference Concludes**

REGISTRATION
to register CLICK HERE or

Call: 201 871 0474
fax: 253 663 7224
email: register@pmaconference.com/
web: http://pmaconference.com/
Mail: POB 2303 Falls Church Va 22042

REGISTRATION FEES

	Early Bird Pricing *Register by Friday, April 2, 2018*	Standard Pricing *Register After Friday, April 2, 2018*	Onsite Pricing
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.*

MEDIA PARTNERS

FACILITIES & DESTINATIONS
MEDtube sharing medical knowledge
pharmaLEADERS News. Resources. Community.
pharmaphorum bringing healthcare together
PharmaVOICE
PM360 THE ESSENTIAL RESOURCE FOR PHARMA MARKETERS
TECHNOLOGY NETWORKS

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 ExL Events and write [C1025] 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.
- 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.

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 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.*

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 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.