



Agenda

All times listed are Central European Time (CET)

Sunday, 14 May 2023 –

Sunday	Half Day Field Medical Program Session Titles
13:00-13:20	Welcome
13:30-15:00	<p>Workshops: Choose 1 of 4 to Attend (*Indicates workshop will be offered again at another time on the agenda)</p> <ul style="list-style-type: none"> - Omni Channel Insights—Gathering Insights from Every Source, Channel & Function Ensuring Appropriate Analysis, Dissemination, and Action Cross-Functionally - Industry trends that should drive your decision-making for the future of Medical Affairs - Inspirational and innovative standalones – doing face-to-face right - The value of MSLs in clinical trials
15:00-15:30	Afternoon Coffee Break
15:30-17:00	<p>Workshops: Choose 1 of 4 to Attend (*Indicates workshop will be offered again at another time on the agenda)</p> <ul style="list-style-type: none"> - Effective paediatric patient engagement – no small feat! - How to be Confident that your MSL Insights will get the Right Response - Dare to Lead – Empowering Medical Affairs to show up as leaders* - Tricks to maximise learner engagement in the post-pandemic era
17:00-17:30	Wrap up and Session Overview

Sunday	Session Title
18:00 – 20:00	<p style="text-align: center;">Opening Night Networking Reception <i>(Exhibit Hall)</i> <i>Open to all conference badge holders at no additional charge</i></p> <p>Kick off the conference with this entertaining networking reception, providing an informal opportunity to meet and mingle with your Medical Affairs peers and industry leaders. Heavy hors d'oeuvres and beverages will be provided. Please note: full dinner service is not included. We recommend making dinner reservations at one of the many great restaurants nearby. Please feel free to reach out to the hotel concierge for recommendations.</p>

Networking / Exhibits / Meals	Workshops / Hot Topics	Plenaries
-------------------------------	------------------------	-----------



Agenda

All times listed are Central European Time (CET)

Monday, 15 May 2023

Monday	Session Title
08:00-09:00	<p style="text-align: center;">Breakfast <i>(Exhibit Hall)</i></p> <p style="text-align: center;">A continental breakfast will be available each morning and is included in attendees' registration fees.</p>
09:00-09:15	MAPS Opening Remarks & Welcome
09:15-10:15	Keynote Presentation
10:15-10:45	<p style="text-align: center;">Morning Break including Networking and Solution Provider Exhibits <i>Exhibit Hall</i></p>
10:45-12:15	<p>Workshops: Choose 1 of 4 to Attend (*Indicates workshop will be offered again at another time on the agenda)</p> <ul style="list-style-type: none"> - Medical engagement - Using data-driven segmentation methodologies - Patient Partners in Publications: Real-world Insights into Good Publication Practice - Translate patient insights into value for patients - Designing your content strategy for HCP Education Platform - hands on exercise
12:15-13:15	<p style="text-align: center;">Lunch including Networking and Solution Provider Exhibits <i>(Exhibit Hall)</i></p>
13:15-14:45	<p>Workshops: Choose 1 of 4 to Attend (*Indicates workshop will be offered again at another time on the agenda)</p> <ul style="list-style-type: none"> - Implementing a Successful Integrated Evidence Generation Approach: Breaking Down Cross-Functional Barriers Across the Product Life Cycle - Publications – Turning Them into the Centerpiece of a Omnichannel Communication Strategy - Environment Transformation: The Power of Medical Affairs in Non-Traditional Stakeholder Engagements - Expanding Medical Affairs Potential in Rare Diseases: Maximize Data and Expertise to Accelerate Breakthroughs From Clinical Development to Patients
14:15-15:15	<p style="text-align: center;">Afternoon Break including Networking and Solution Provider Exhibits <i>(Exhibit Hall)</i></p>



Agenda

All times listed are Central European Time (CET)

Monday	Session Title
15:15-16:00	<p style="text-align: center;">Get to Know MAPS</p> <p>Meet the FAWGS Chapter Meeting</p>
16:00-17:30	<p>Workshops: Choose 1 of 3 to Attend (*Indicates workshop will be offered again at another time on the agenda)</p> <ul style="list-style-type: none"> - Reimagining Scientific Engagement by Unlocking Value from Automation - Medical Science Liaisons (MSLs) and Real World Data (RWD) – Enhancing the role of the MSL with RWD generation, dissemination and relationship management - Insights into Action: Generating value by cross functional collaboration between medical information, field medical and beyond
18:00-20:00	<p style="text-align: center;">MAPS Offsite Networking Event</p> <p style="text-align: center;">Featuring great entertainment in a beautiful venue, you'll enjoy heavy hors d'oeuvres and beverages, and of course, great conversation.</p> <p style="text-align: center;">Open to all EMEA 2023 conference badge holders at no additional cost. Please note: full dinner service is not included. We recommend making dinner reservations at one of the many great restaurants nearby. Please feel free to reach out to the hotel concierge for recommendations.</p>



Agenda

All times listed are Central European Time (CET)

Tuesday, 16 May 2023

Tuesday	Session Title
08:00-09:00	<p style="text-align: center;">Breakfast <i>Trocadero (Exhibit Hall)</i></p> <p>A continental breakfast will be available each morning and is included in attendees' registration fees.</p>
09:00-10:30	<p>Workshops: Choose 1 of 3 to Attend (*Indicates workshop will be offered again at another time on the agenda)</p> <ul style="list-style-type: none"> - Research, co-create, pilot, test, repeat: How you can ensure your innovative digital communication tools delight your end users - A prescription for the pain of change management: modernising your approach to insights - Maximizing the Strategic Role of Medical Information
10:30-11:00	<p style="text-align: center;">Morning Break including Networking and Solution Provider Exhibits <i>Exhibit Hall</i></p>
11:00-12:30	<p>Workshops: Choose 1 of 4 to Attend (*Indicates workshop will be offered again at another time on the agenda)</p> <ul style="list-style-type: none"> - Dare to Lead – Empowering Medical Affairs to show up as leaders - Bridging The Insights Gap: Translating Medical Insights Into Strategic Impact - Disruptive Approaches driving Scientific Excellence across Medical Teams - Using patient experience to ensure relevance of post-launch activities – how Medical Affairs can support shared decision-making through effective patient engagement
12:30-13:30	<p style="text-align: center;">Lunch <i>Exhibit Hall</i></p>
13:30-15:00	<p>Workshops: Choose 1 of 4 to Attend (*Indicates workshop will be offered again at another time on the agenda)</p> <ul style="list-style-type: none"> - The Role of Medical Affairs in Establishing True Patient Engagement Across the Drug Development Lifecycle – Making it a Reality - Crafting Sound Medical Affairs (MA) Professionals – Cultivating Core Competencies and Mindset - Expanding the Horizons of Medical Excellence



Agenda

All times listed are Central European Time (CET)

Tuesday	Session Title
	- Advocating for your communications plan: securing investment through a strategic and outcomes-based approach
15:00-15:15	Transition to Closing Plenary
15:15-16:30	Closing Plenary