

Day One, Monday October 20th, 2014

- 8:30-9:15** Registration
- 9:15-9:45** **HBA Opening**
Gaia Piraccini, 2014 HBA Europe Chapter President
- 9:45-10:00** **Welcome to Summit from Sponsor Company**
Patrick Flochel, Global Pharmaceutical Sector Leader, EY
- 10:00-10:15** **Welcome to Summit from EY Location Managing Partner**
Philipp Turowski, Market and Assurance Leader, EY
- 10:15-10:45** **Welcome Address from 2014 HBA President**
Jeanne Zucker, 2014 HBA President
- 10:45-11:00** Coffee break
- 11:00-11:25** **Global Healthcare Outlook 2014**
Patrick Flochel, Global Pharmaceutical Sector Leader, EY
- 11:25-11:45** **Measuring Engagement: The Future of Clinical Development**
Michelle Marlborough, VP of Product Strategy, Medidata Solutions
- 11:45-12:35** **Successful Pharmaceutical Strategies in Emerging Markets Panel Discussion**
Frédérique Santerre, Global Head, Access to Health, Merck Group
Tanya Monga, Head of the Pharma Program Office, Roche
Ulrich Koch, VP, Negotiations, Bayer Pharma
Tina Goyal, Global Commercial Operations, Novartis Pharma AG
Tania Holt, Associate Principal, McKinsey & Company
- 12:35-13:15** Lunch and networking
- 13:15-13:45** **Time for diversity - Driving performance in Europe's boardrooms**
Julie Teigland, Managing Partner EMEIA Accounts, EY
- 13:45-14:15** **Digital Transformations in Pharma**
Roberto Ascione, President, Razorfish Healthcare
- 14:15-14:45** **Building a Better Working World through Innovation**
Susanne Wosch, Senior Manager GSA, EY
Chris Moore, EMEIA Life Science Advisory Leader, EY
- 14:45-15:15** **Big Data in Pharma and Biotech- Impact and Opportunity**
Drazen Nikolic, EMEIA Advisory Center Enterprise Intelligence Segment Lead Partner, EY
- 15:15-15:45** **Executive Women: Strategies for Leveraging our Network Successfully**
Valerie Guertler-Doyle, Head TM Emerging Markets and D&I Novartis, Novartis Pharma AG
Jolanda Groenhuijzen, Managing Director, MyLanda GmbH
- 15:45-16:00** Coffee break
- 16:00-16:05** Workshops brief
Reema Marks, 2014 HBA Europe Chapter President Elect
- 16:05-18:10** Parallel workshops-Participants can select two workshops
- 16:10-17:10** **Workshop 1: Strategies for Executive Presence**
Dorothy Dalton, CEO, 3Plus International, Ltd.
- 17:10-18:10** **Workshop 2: Negotiation, Game or Competition?**
Eric Klaver, Director/Trainer, FourPlus Clinical

- 16:10-17:10** **Workshop 3: The Power of Mentoring-A panel discussion reflecting a way to boost your personal development with HBA Europe**
Tanja Keiper, Associate Director Clinical Operations, Merck Serono
And HBA Mentor Program Participants
- 17:10-18:10** **Workshop 4: On the Record: An Introduction to Media Training**
Jo Browning, Founder & Principal, Filshie Browning Associates
- 18:15-18:35** **HBA Awards Presentation**
Rikke Egelund Olsen, 2014 HBA Europe Chapter Director of Volunteer Engagement, Europe Chapter
Gaia Piraccini, 2014 HBA Europe Chapter President
- 18:35-18:45** **Day 1 Summary and Conclusions**
Gaia Piraccini, 2014 HBA Europe Chapter President
- 18:45-20:00** Networking Dinner

<p>Day Two, Tuesday October 21ST, 2014</p>
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- 8:20-8:50** Registration
- 8:50-9:20** **Day 2 Welcome - HBA Europe Annual Summit**
Gabriele Matthias, 2014 Europe Chapter Immediate Past President
- 9:20-9:50** **Navigating the Healthcare Sector Challenges**
Silvia Ondategui-Parra, Partner, MED Life Sciences & Healthcare Leader Global Market Access Leader, EY
- 9:50-10:20** **Digital Transformations in Healthcare**
Frank Kumli, Senior Manager GSA, EY
Caroline Falciola, Manager GSA, EY
- 10:20-10:50** **EY Progressions Report 2014: Navigating the Payer Landscape**
Iain Scott, Lead Analyst, Global Life Sciences Center, EY
- 10:50-11:00** Coffee break
- 11:00-11:30** **A World beyond Stereotypes**
Riccarda Zezza, CEO, Piano C
- 11:30-12:00** **More than Medicine: Strategies to Succeed in the Changing Healthcare Market**
Hilary Thomas, Partner, KPMG
- 12:00-12:05** Workshops brief
Reema Marks, 2014 HBA Europe President-Elect
- 12:05-12:40** Parallel Workshops-Participants can select one of three workshops
- 12:05-12:40** **Workshop 1: Leadership Credibility and Trust: The impact of culture**
Jeannette de Vigan, Founder and CEO, Message & Culture
- 12:05-12:40** **Workshop 2: Building a license to speak**
Helen Dunnett, Director, The Synergist
Kasia Hein-Peters, VP, Head of Marketing Dengue Vaccines, Sanofi Pasteur
- 12:05-12:40** **Workshop 3: Standing out in the crowd. How to make yourself more visible**
Sabine Hutchison, Managing Partner, Seuss Consulting
Kieran Canisius, Managing Partner, Seuss Consulting

12:45-13:00 **HBA European Annual Summit Conclusions and Closing**
Gaia Piraccini, 2014 HBA Europe Chapter President

13:00-14:00 Networking Lunch

14:00-15:00 **HBA Annual Business Meeting**