



**Where:** F. Hoffmann-La Roche Ltd, Bldg 683  
 Viaduktstrasse 31-35  
 4053, Basel  
 Switzerland

**When:** 22-23 October 2015

**Click here to register:** [www.HBAnet.org/Europe](http://www.HBAnet.org/Europe)

Time	Sessions	Speakers
<b>Day 1</b>		
14:00 - 15:00	<b>Registration</b>	
15:00 - 16:00	<b>Welcome</b>	<b>Bill Anderson</b> - Head of global product strategy, Roche Pharma <b>Sabine Hutchison and Maggie Pedersen</b> - HBA
16:00 - 16:45	<b>Thriving in Change, Powering Performance Be an Agent-de-Change</b>	<b>Catherine Sohn</b> Board director and dean's professor
16:45 - 17:20	<b>Rollercoaster Careers are Tough, but can be Fun</b>	<b>Ilaria Capua, DVM, PhD</b> Temporary member of the Italian Parliament
17:45 - 18:15	<b>Transfer to dinner venue</b>	
18:30 - 23:00	<b>Dinner</b>	
During dinner	<p><b>Key Note Address</b>            Against the backdrop of dramatic demographic shifts in our workforce, sustainable competitive advantage is increasingly tied to eliminating seemingly intractable gender inequities. One key strategy for effecting this objective is addressing cognitive bias and pernicious gender-based myths tied to ambition, competence and leadership. Learn why and how addressing these challenges has become a critical success factor and impactful approach for leveraging and advancing a more inclusive workplace.</p>	<p><b>Eleanor Tabi Haller-Jorden</b>            President and CEO            The Paradigm Forum GmbH            Strategic advisor, EDGE Strategy AG            Visiting scholar, IMD Business School</p>
<b>Day 2</b>		
Foyer Sessions	<p><b>Your Success Style: Find Your Power Color!</b>            Applying information about color meanings in business to enhance your own business profile and marketing.            Align Your Personal Style with Your Work Goals.            On going Session in Foyer (individual 15 minute sessions)</p>	<b>Natascha van der Zwaan</b> Stralend BV
08:30 - 8:45	<b>Welcome and introduction</b>	<b>Tatyana Staneva</b> Regional business director for CEE, Merck Serono, Merck KGaA
8:45 - 10:00	<p><b>Shaping the Workplace of the Future to Power Performance</b>            - Gender equality            - Flexible working models</p>	<p><b>Julie Teigland - moderator</b>            Managing partner EMEIA accounts, EY</p> <p><b>Eleanor Tabi Haller-Jorden</b>            President and CEO, The Paradigm Forum GmbH</p> <p><b>Jennifer Cook</b>            Head of pharma region Europe, Roche Pharma</p> <p><b>Philip Heßen</b>            Head of total rewards, Merck KGaA</p> <p><b>Nicola Heffron</b>            VP Product Strategy, Shire</p>

## Day 2

10:00 - 10:30	<b>Coffee break / networking</b>	
10:30 - 11:00	<b>Gaining Pace in a Data Driven World</b> - Big Data analytics to power performance	<b>Silvia Ondategui Parra</b> Partner, Life Sciences, EY
11:00 - 11:30	<b>How to Let Go of Our Old Future</b>	<b>Silja Chouquet</b> Owner and CEO, whydot GmbH
11:30 - 12:00	<b>Shifting Mindset Through Change-Managing Adversity</b> - Positive reframing - Recognition and savouring	<b>Belen del Amo</b> Partner, Perez Fitzgerald
12:00 - 13:00	<b>Lunch</b>	
13:00 - 13:45	<b>Daily Development to Accelerate Your Performance</b> - Inspiration on what daily development looks like and how to make it work for you - Learn how to create a daily development plan for immediate application - Cultivate habits to change and impact your development today	<b>Dannii Portsmouth</b> Director, HR business lead, UK and Ireland pharmaceuticals, GSK
		<b>Roberto Ascione - moderator</b> CEO, Healthware International
		<b>Adlai Goldberg</b> Partner, EY
13:45 - 15:00	<b>Social Media in Pharma: State of the Nation</b>	<b>Nils Drews</b> CMO and co-founder, Clariness GmbH
		<b>Silja Chouquet</b> Owner and CMO, whydot GmbH
		<b>Caroline Rivett,</b> Director, Cyber Security & Privacy, Life Sciences & Healthcare, KPMG UK LLP
15:00 - 15:30	<b>Coffee break / networking</b>	
15:30 - 16:30	<b>Multicultural Teams and High Performance: Lessons from the Poles</b>	<b>Felicity Aston, MBE</b> Explorer - Speaker - Author
16:30 - 17:00	<b>Closing address</b>	

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