

Call for Papers – 2023 in-person One Day Meeting in Basel

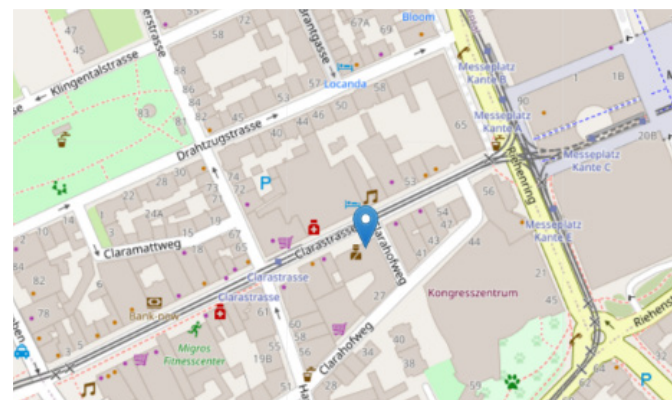
Submission deadline – 18 May 2023

21 September 2023



Venue:

PULLMAN BASEL EUROPE
Clarastrasse 43, Basel 4005, Switzerland



Meeting time:

08.30 to start at 09.00 and finish at 16.45
local time

Meeting Convenors:

Angela Duffy, Research Partnership
Fenna Gloggnier, Idorsia Pharmaceuticals
Hannah Osborn, Pure Healthcare Strategy

'Using AI to Power Insights and the Business'

It is great to meet in person and to be able to discuss challenges and opportunities in our industry. For our meeting we are looking for papers which demonstrate how AI can enable us to work smarter and enable newer deeper insights to be uncovered.

The paper focus should be on:

- what is the business question the technique can help to address
- how can the technique add value
- what was the outcome in terms of insights.

We are also keen to hear more about key learnings/ considerations/limitation/risks of applying AI in primary market research (PMR).

Of course you can propose other topics besides AI and the convenors will consider synopses on other great suggestions.

It is a one day meeting and later on in the afternoon we will also have an 'Ask the Expert session' – an opportunity to ask the speakers further questions and extend the discussions at round table sessions.

Other details: Paper presentation time is 20 minutes plus 10 minutes for Q&A. Total time is 30 minutes.

In addition we will plan to have extended networking times during coffee and lunch breaks.

Submit your paper ideas on our online form:
<https://www.ephmra.org/paper-submission-form>

Registration

All speakers will need to register and pay for a meeting ticket – we are not able to offer complimentary places. Agency ticket prices will be 450 swiss francs for agency delegates and there will be Industry delegate ticket packages.

All speakers must present in person. There is no facility to be present on the day via a zoom link (or similar).

Get in touch if you have questions:
generalmanager@ephmra.org