

# One Day Meeting Switzerland - Agenda

24th September 2019



[www.ephmra.org](http://www.ephmra.org)

The meeting is convened by:  
Letizia Leprini, Bayer Pharmaceutical Division  
Sandra Hacke, Bristol-Myers Squibb  
Fenna Gloggner  
Angela Duffy, Research Partnership

Venue:  
Hyperion Hotel  
Messepl. 12  
4058 Basel

Time	Agenda
08.30 – 09.00	Registration - enjoy a coffee and network with colleagues before the start of the meeting
09.00 – 09.05	Welcome to the meeting – EphMRA and meeting Convenors
09.05 – 09.35 Convenor: Angela Duffy	<i>Session 1</i> <b>Title: Beyond the hard facts: Four hypotheses on how Artificial Intelligence will change traditional Market Research</b> <b>Speaker: Yannick Loonus, Semalytix</b>
09.40 – 10.10 Convenor: Sandra Hacke	<i>Session 2</i> <b>Title: The Perfect Storm. Why Business Intelligence is ready for Artificial Intelligence</b> <b>Speakers: Sarah Phillips &amp; Romain Lasry, IQVIA</b>
10.10 – 10.30	Networking coffee break
10.30 – 11.00 Convenor: Angela Duffy	<i>Session 3</i> <b>Title: Customer Journey Optimisation through Reinforcement Learning</b> <b>Speaker: Giuseppe Bonaccorso, Bayer Pharmaceuticals</b>
11.05 – 11.35 Convenor: Fenna Gloggner	<i>Session 4</i> <b>Title: All that glitters is not gold. A practical guide to making AI work for you</b> <b>Speakers: Lee Gazey &amp; Ben Lorkin, Hall &amp; Partners</b>
11.40 – 12.10 Convenor: Letizia Leprini	<i>Session 5</i> <b>Title: Can AI really add value in PMR? – Learnings from real life cases</b> <b>Speakers: Ratna Wynn &amp; Rachel Medcalf, Adelphi Research</b>
12.10 – 13.10	Networking lunch

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13.10 – 14.10	<i>Session 6</i> <b>Update on what is the latest in Ethics</b> <b>Speaker: Camilla Ravazzolo, UK Policy Manager, EFAMRO</b>
14.15 – 14.45 Convenor: Letizia Leprini	<i>Session 7</i> <b>Title: Voice, the next frontier</b> <b>Speakers: Abigail Stuart and Hannah Mann, Day One</b>
14.50 – 16.20	<i>Session 8</i> World Café Session – discussion sessions to discuss papers presented earlier in the day
<b>16.20 – 17.30</b>	<b>Farewell drinks – an opportunity to network with colleagues after the meeting ends at 16.20</b>