



EphMRA Germany online event Agenda

Tuesday 22nd September and Wednesday 23rd September 2020

All times are CET

Day 1 - Tuesday 22 nd September	
10.00 – 10.15	Welcome by Convenors and EphMRA
10.15 – 10.45	Forums (in breakout rooms) Industry and Agency forums to be run in separate breakout rooms Topic: Digital Transformation in MR and the new opportunities resulting from COVID-19
10.45 – 11.15 (25 mins presentation + 5 mins Q&A)	Presentation #1 Social listening in pharma: Taking the pulse of patients and digital stakeholders Speaker: Yannick Rieder, Janssen-Cilag GmbH
11.15 – 11.35 - 'Virtual' coffee break	Time for you to get a drink and then an opportunity to chat with colleagues in breakout rooms. We will move you around so that you get the opportunity to talk to different colleagues
11.35 – 12.05 (25 mins presentation + 5 mins Q&A)	Presentation #2 The Point Blank Insight Compass – A Companion for Sustainable Insight Management Speakers: Dr. Gerhard Keim & Jelena Bebic, Point Blank Research & Consultancy GmbH
12.05 – 12.50 - Discussion (World Café style) session in breakout rooms	
12.50 – 13.55	Wrap up and thanks by Convenors and what's on offer on Day 2

Day 2 - Wednesday 23rd September

10.00 – 10.15	Welcome by Convenors and EphMRA to day 2
10.15 – 10.45 (25 mins presentation + 5 mins Q&A)	Presentation #3 How to define and execute a high impact omnichannel campaign to substitute for the loss of 70k rep visits and maintain sales of impacted brands? Speaker: Martin Hoffmann, Across Health
10.50 – 11.20 (25 mins presentation + 5 mins Q&A)	Presentation #4 Improving the insights into the German health care market Speakers: Ludwig Prange, Berlin-Chemie; Joachim Rittchen, Roche & Maik Rieth, IQVIA
11.20 – 11.45 – ‘Virtual’ coffee break	Time for you to get a drink and then an opportunity to chat with colleagues in breakout rooms. We will move you around so that you get the opportunity to talk to different colleagues
11.45 – 12.15 - Discussion (World Café style) session in breakout rooms	
12.15 – 12.30	Wrap up and thanks by Convenors