

EPHMRA Germany Chapter Meeting 2022

Call for Speakers

Submission Deadline: 20 October 2021

Access the [online submission form](#)

It's great to announce the 11th Germany Chapter meeting for 2022 which will be held either Online on Monday 28 & Tuesday 29 March or as an in-person meeting in Berlin on Tuesday 29 March. Confirmation of the meeting format will be advised in the coming months when the situation regarding restrictions becomes clearer.

Our convenors have reviewed market trends and feedback from the 2021 Germany meeting as well as looking at the industry landscape and challenges faced amongst our colleagues.

We would therefore like to receive papers focussing on:

- **Agility Post Covid**

- Covid-19 is still very much a part of our lives, we would like to see how organisations have adapted and pivoted in the covid-19 climate and which of these trends will remain.
 - Looking at new tools that emerged due to a change in needs or a demand for different patient access. How are GPs expected to change? Will the "old" normal ever be reclaimed?

- **Role of the Sales Rep**

- The role of the pharma Sales Rep over the past 18months has been very fluid and is only now starting to return to a traditional model. We would like to explore the differing viewpoints towards the developing Sales Rep role and how organisation envisage the future of the role. Is it still a crucial part of the business to consumer relationship or are new methods of communication making the role less relevant?.

- **Behavioural Science**

- With so much focus on behavioural science, not just in our industry, but in many areas of society when a change of behaviour is an objective, it's not surprising that its principles have been widely adopted. Now is the time to take stock of what has been achieved, to assess what has been learnt, and importantly what its future role should be. We are interested in papers that showcase examples where behavioural principles have been applied and what value it can bring.
- What role has it played in the creative processes, especially brand development and communications research?
- What role does it play in encouraging HCPs, patients and other stakeholders to participate in surveys?

- What is the value of BSci in the selling situation to pharma Company customers?
- How does the power of BSci techniques improve patients drug adherence?

These are only our initial thoughts - we want you to be inspired to develop your own ideas which reflect the new world of business analysis. We welcome suggestions for other topics – so don't feel you have to keep to the list we have included here!

Formats

It is great to have variety in our conference in terms of presentation formats and so feel free to suggest whether your submission would work best as a:

- Presentation • Panel Discussion • TED Talk • Etc

1. SPEAKER INFORMATION

Number of Speakers

EPHMRA accepts 2 speakers per presentation submission.
Panels, debates can of course feature more speakers.
All speakers need to feature on the submission form.

Speaker Registration Fee

Important Note:

- **Online event:** If the event is held online all speakers are able to attend their speaking session for free but will need to register and pay to attend the whole event.
- **In-person event:** Speakers from industry companies are able to have a free conference registration. For all other speakers, EPHMRA is unable to waive the conference registration fee or fund any associated travel or personal expenses. Speakers need to register themselves for the event

At the event (online or in-person) papers will:

- Be presented in German
- Be presented using the EPHMRA conference PPT template, which will be sent following acceptance onto the programme
- Have a speaking slot of 20-25 minutes + 5 minutes for Q&A

You will receive more details in the Speaker Guidelines which we will email to those who are successful as securing a speaking slot.

2. TIPS FOR A SUCCESSFUL SUBMISSION

A successful paper is:

- Is thought provoking, innovative, forward looking or controversial in nature
- Offers solutions and recommendations based on the problem addressed
- Demonstrates how a specific process, technique or approach can impact on the business

- Is appropriate to an international audience

It is assumed that all presenters have ensured that permission has been obtained from clients or other third parties to present the information (this includes, music, drawings, visuals etc.) contained in the paper and/or the final presentation. The presenters will indemnify EPHMRA and will ensure that EPHMRA is not held liable for any claims from clients or other third parties incurred by the author's failure to obtain permission to use information. The authors should also be sure there is no infringement upon the copyright, right of use or any other right of intellectual property under any circumstances.

PLEASE ENSURE: You give a clear and detailed picture of the intended full paper to enable judgement of the quality of the final presentation output. Outline the main argument to be put forward, describe the case study and/ or data which will be used to support the argument, present the major findings or conclusions and list any published papers which will be referred to.

State clearly the key take away messages from your paper – what will the audience be able to do differently when back in the office.

Submit your speaking ideas online by 20 October 2021.

A receipt should be received by email within 2 working days - if not then please contact EPHMRA to check if the document has been received - this is very important as each year at least one submission is not received by EPHMRA.

If you are submitting supporting files, then please ensure that you indicate on your submission (and in your email) what you are proposing to send, so that we can be sure to tie up your submission.

3. WHAT HAPPENS AFTER YOU SUBMIT?

The submissions are all formatted and then evaluated by the meeting convenors and in November we will contact you about the Convenors decision.

The outcomes can be:

1. Acceptance onto the programme without revisions
2. Acceptance onto the programme with revisions
3. Your submission is not able to be accepted onto the programme, with some guidance on why this decision was reached.

In the meantime, please do contact us with any queries harriet@ephmra.org