


# LIFE SCIENCE MEETING PLANNERS SUMMIT

The most in-depth event for life sciences meeting professionals focusing on expert planning and unparalleled networking opportunities to create impactful agendas


**FEATURED SPEAKERS**




Jessica Stifel  
 Director,  
 Commercial Meetings and Conventions  
**SUMITOMO PHARMA**




Shantee Proctor  
 Senior Project Analyst  
**ASTRAZENECA**




Jerry Longo  
 Global Director, Conventions, Meetings & Events  
**ABBOTT**




Colleen McQuone  
 Strategic Meetings Solutions Lead  
**UCB**




Jackie Foust  
 Manager, HIV Lead, Global Events; Medical Affairs  
**GILEAD SCIENCES**




Alison Rose  
 Senior Analyst, Meeting Program Management  
**TAKEDA PHARMACEUTICALS**



Sara Walsh  
 Director, US Meetings and Conventions  
**JAZZ PHARMACEUTICALS**




Jillian Savarese  
 Director, Engagement & Event Strategy  
**SAGE THERAPEUTICS**



Carine Desroches  
 Meetings & Events Director  
**NATIONAL KIDNEY FOUNDATION**



Taissy Sloan  
 Senior Manager, Thought Leader Engagement  
**BRISTOL MYERS SQUIBB**



Jessica Hughes  
 Associate Director, Corporate Events  
**ALKERMES**

**PARTNERS**





STEM Industries Professional Network  
 noblenet.co



Erica Gifford  
 Marketing and Communications Manager  
**EUROFINS TRANSPLANT GENOMICS**



Stan Radomski  
 Manager, Tradeshows and Conferences  
**SUN PHARMA**

**ALL NEW SESSIONS**

- Compare Hybrid, Virtual, and In-Person Events to Choose the Right Format
- Enhance the Attendee Experience with Innovative Practices
- Incorporate Neurodiversity to Create Inclusive Experiences
- Explore Engagement Opportunities for Remote Attendees
- Leverage Data to Measure and Optimize Success



# LIFE SCIENCE MEETING PLANNERS SUMMIT

As life science meeting planning becomes more complex, staying ahead means mastering innovative strategies to deliver impactful events. This premier event offers cutting-edge insights into maximizing ROI, creating seamless event integrations, enhancing networking opportunities, and optimizing event design. Don't miss this chance to connect with industry leaders and revolutionize your approach to life science meetings.

DGE invites you to Philadelphia on **May 15-16, 2025** for uniquely detailed and insightful discussions on how to incorporate neurodiversity into event planning, maximize hotel partnerships, and prepare for the future of meeting and event planning!

## WHO WILL ATTENDS

- Meeting Planning, Operation, Services
- Congresses and Conventions
- Exhibits and Events
- Account Management
- Conference/Event Coordination
- Global Conference Management
- Category Lead/Travel Management
- Medical Communications
- Travel Services
- Speaker Training/Relations
- Marketing
- Professional Meetings
- Compliance
- Trade Shows
- Procurement, Purchasing, Sourcing
- Medical Education/CME Providers
- Purchasing / Strategic Sourcing
- Business Travel
- Clinical Operations
- Program Management
- Sales Training
- Medical Communications
- Professional or Medical Education Marketing
- Speaker Relations
- Human Resources
- Independent Meeting Planning Companies
- Hotels/Resorts
- Convention Centers and Visitors Bureaus
- Travel and Event Management Companies
- Hotel Procurement/Destination Management Companies

[REGISTER](#)

**8:00 AM**      **Registration & Networking Breakfast**

**8:45 AM**      **Chairperson's Opening Remarks**

**EXPLORE EVENT OPTIONS AND ENHANCE THE ATTENDEE EXPERIENCE**

**9:00 AM**      **Compare Hybrid, Virtual, and In-Person Events to Choose the Right Format**

In 2020, *Forbes* reported a staggering 1000% surge in virtual events. By 2022, projections indicated that two-thirds of future events would incorporate a virtual component. However, as in-person gatherings become more feasible, attendee demand for face-to-face events has grown. How can your team determine the right balance to meet your company's needs?

- Explain the challenges and benefits associated with virtual events
- Strategize ways to make your virtual and hybrid events interactive for attendees
- Discuss how to determine which event format is best for your company

Jessica Stifel, Director, Commercial Meetings and Conventions, **SUMITOMO PHARMA**

**9:45 AM**      **Explore Engagement Opportunities for Remote Attendees**

To ensure your event's success, prioritizing engagement opportunities for your audience is essential. This can include networking events, technology integration, and interactive sessions. However, creating an interactive forum for remote attendees during an in-person event presents unique challenges. How can you bridge the gap between in-person and virtual participants to foster meaningful interaction and engagement for everyone involved?

- Brainstorm creative ways to involve remote attendees
- List common challenges when handling both remote and in-person attendees
- Explain the importance of having both in-person and remote attendees

Taissy Sloan, Senior Manager, Thought Leader Engagement, **BRISTOL MYERS SQUIBB**

**10:30 AM**      **Networking Break**

**11:00 AM**      **PANEL: Enhance the Attendee Experience with Innovative Practices**

To ensure attendees keep coming back, it is essential to leave a lasting impression. You can achieve this by leveraging cutting-edge technology, personalizing the attendee journey, enhancing networking opportunities, and incorporating memorable experiences into your conference. What innovative strategies can your company adopt to attract and retain more attendees?

- Discuss how to personalize the event experience for your attendees
- Strategize ways to gamify your event
- Explore the potential of integrating new technologies

Colleen McQuone, Strategic Meetings Solutions Lead, **UCB**  
Stan Radomski, Manager, Tradeshows and Conferences, **SUN PHARMA**

Jerry Longo, Global Director, Conventions, Meetings & Events, **ABBOTT**

**11:45 AM**      **Incorporate Neurodiversity to Create Inclusive Experiences**

Inclusivity is a cornerstone of the event industry, with up to 20% of the population identifying as neurodivergent. Many individuals with neurodiverse conditions face communication or sensory challenges, which can hinder their ability to fully engage in events. How can you design your event to foster an inclusive environment where neurodiverse attendees can participate comfortably?

- Brainstorm ideas on how to increase inclusivity
- Go over how venue selection can play a part in accommodating neurodiverse individuals
- Map out key tools that can drive inclusive event planning such as visual schedules and communication apps

Jackie Foust, Manager, HIV Lead, Global Events; Medical Affairs, **GILEAD SCIENCES**

**12:30 PM**      **Lunch**

**1:45 PM**      **Leverage Data to Measure and Optimize Success**

Valuable data can be gathered from registration forms, event apps, surveys, social media, and various other sources to provide insights into your event's performance and attendee feedback. Yet, a lot of event professionals feel they are not effectively measuring their event data. How can your company harness this information to design more impactful and successful events in the future?

- Debate different ways to capture and read data
- Identify data trends and how this can influence your marketing plan
- Use data to measure the event's ROI

Erica Gifford, Marketing and Communications Manager, **EUROFINS TRANSPLANT GENOMICS**

**DEFINE METRICS AND OPTIMIZE EVENT PERFORMANCE**

**2:30 PM**      **Interactive Discussion Groups**

Our facilitated Interactive Discussion Groups (IDGs) optimize peer-to-peer learning by crowd sourcing solutions to common challenges surrounding event planning. The connections you make through the IDGs will become your most valuable takeaways

- **IDG 1:** Tackle the Challenges of the Procurement Process
- **IDG 2:** Navigate the New Hotel Market to Maximize Value and Partnerships
- **IDG 3:** Map Out Best Practices for Effective Menu Planning
- **IDG 4:** Prioritize Strategic Long-Term Partnerships for Seamless Event Execution

**3:15 PM**      **Networking Break**

**3:45 PM**      **Brainstorm Budgeting and Cost-Saving Strategies**

2025 is expected to see inflation continuing to raise prices, while company budgets do not expand to match them. With tighter regulations and limited financial resources, how can your team continue to innovate and adapt to the rapidly changing landscape while maintaining efficiency and meeting organizational goals?

- Consider how to allocate event resources wisely
- Tighten your venue and menu selection budget
- Implement cost-saving technology into your event

Jessica Hughes, Associate Director, Corporate Events, **ALKERMES**

**4:30 PM**      **Brainstorm Creative Ways to Entice HCPs to Attend**

Attracting HCPs to in-person medical meetings can be challenging, as they must justify taking two to three days away from patient care to attend. According to a Forrester study, 72% of pharmaceutical marketers consider events the most effective way to educate and build strong relationships with customers. How can you create an event experience so valuable and impactful that it becomes worth their time and travel?

- Discuss the challenges HCPs face when deciding to go to a meeting
- Strategize ways to justify their time off work
- Hear how different companies work with HCPs to create networking opportunities

Carine Desroches, Meetings & Events Director, **NATIONAL KIDNEY FOUNDATION**

**Day 1 Concludes**

8:00 AM

**Registration & Networking Breakfast**

8:45 AM

**Chairperson's Recap of Day One**

### OPTIMIZE TECHNOLOGY, BUDGETING, AND SUSTAINABILITY FOR EVENT SUCCESS

9:00 AM

**Overcome Continuous Staffing Shortages: How Can You Move Forward?**

The aftermath of COVID-19 saw many senior meeting planners leave the industry to pursue freelance work or entirely new careers, making it increasingly difficult to hire seasoned professionals. Having the right staff to manage event planning is critical to the success of any event. How can your team overcome this challenge, attract skilled talent, and create an environment that retains top event planning professionals?

- Explain how outsourcing could be a solution to overcoming staffing shortages
- Go over strategies for enhancing training for your current staff

Jillian Savarese, Director, Engagement & Event Strategy, **SAGE THERAPEUTICS**

9:45 AM

**PANEL: Implement Sustainable Practices to Drive Green Event Planning**

Sustainability is rapidly becoming a priority in the event industry, with projections suggesting that by 2025, up to 70% of corporate gatherings could incorporate eco-friendly practices. While some perceive sustainability as costly, the Events Industry Council reports that sustainable practices can reduce event expenses by 20-30%. How can your company integrate these strategies to reduce costs while supporting environmental responsibility?

- Think of ways to increase sustainable practices
- Work with sustainable vendors and catering services
- Review the demand of sustainable events

Alison Rose, Senior Analyst, Meeting Program Management, **TAKEDA PHARMACEUTICALS**

10:30 AM

**Networking Break**

11:00 AM

**Assess the Impact of AI on Event Planning and Execution**

According to G2, over 85% of event planners use event management software to streamline their events. However, the adoption of AI and Virtual Reality remains low in some healthcare companies. How can AI and VR technologies enhance your experience, from personalized attendee interactions to immersive learning opportunities, and help your company stay ahead of industry trends?

- Deliberate how AI can be used
- Analyze why the adoption rate of AI is so low
- Explore what tools are the most common and most easily used to enhance your event

Shantee Proctor, Senior Project Analyst, **ASTRAZENECA**

11:45 AM

**Build High-Performing Teams in the Meetings and Events Industry**

In the ever-changing world of meetings and events, the key to success lies in the strength and unity of your team. Discover and share practical tips and real-life stories to help you build a team that not only meets challenges head-on but thrives under pressure.

- Learn how to identify individual strengths to foster collaboration, creativity, and efficiency
- Gain insights on empowering your team, navigating challenges, and maintaining high performance in a fast-paced, ever-evolving industry

Sara Walsh, Director, US Meetings and Conventions, **JAZZ PHARMACEUTICALS**

12:30 PM

**Lunch**

1:45 PM

**Tackle the Challenges of the Procurement Process**

The procurement process encompasses critical responsibilities such as supplier and vendor management, cost optimization, and risk mitigation. However, procurement managers face significant challenges, including rising inflation, talent shortages, and complex contract management. How can your team effectively tackle these obstacles and enhance the procurement process for greater efficiency and success?

- List the challenges included in the procurement process
- Show how inflation has become the number one issue

**Conference Concludes**

## PRICING

### IN-PERSON CONFERENCE ONLY PRICING\*

**\$1,896**

SUPER EARLY BIRD

Register by  
2/21/2025

**\$2,096**

EARLY BIRD

Register by  
3/21/2025

**\$2,296**

STANDARD

**\$2,496**

DAY OF EVENT  
REGISTRATION

### VIRTUAL STREAMING CONFERENCE ONLY PRICING\*

**\$1,696**

SUPER EARLY BIRD

Register by  
2/21/2025

**\$1,896**

EARLY BIRD

Register by  
3/21/2025

**\$2,096**

STANDARD  
LIVESTREAM

## HOTEL INFORMATION



### Wyndham Philadelphia Historic District

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(215)923-8660

[www.phillydowntownhotel.com](http://www.phillydowntownhotel.com)

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A block of rooms has been reserved as a discounted rate for our conference participants. To reserve a room please use the reservation button or phone number listed above. **The discounted rate will be in affect until April 14, 2025.** DGE is not affiliated with any third-party booking agencies, bureaus or travel companies. In the event that an outside party contacts you for any type of hotel or travel arrangements, please disregard these solicitations and kindly email us at [info@dgevents.com](mailto:info@dgevents.com). DGE has not authorized these companies to contact you and we do not verify the legitimacy of the services or rates offered. Please book your guest rooms through DGE's reserved guest room block using the details provided.

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