REGISTER BY 28th FEBRUARY AND RECEIVE A £300 DISCOUNT
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SMi present their 6th annual conference on...

Pharmaceutical Portfolio & Product Life-Cycle Management

Wednesday 29th – Thursday 30th June 2011
Holiday Inn Bloomsbury, London

Getting the most out of your product portfolio becomes paramount as budgets become more restricted. This conference provides a unique chance to utilise the experiences of top level managers in developing successful portfolio and product life-cycle management strategies.

KEY SPEAKERS INCLUDE

Ulrich Betz
Director, Department Head Centre of Innovation,
Merck Serono

Tony Ellery
President, Ellery Pharma Consulting, Former Global Head
LCM in Portfolio Management
Novartis

Alessio Merlin
Director Strategic Planning
Bayer

Tim Harris
Director Respiratory & Immuno-inflammation
Portfolio Management
GSK

Marie Bernasconi
Global Program Team Director
Novartis

Carmel Egan
Vice President, Project Management
Eli Lilly

AT THIS CONFERENCE YOU WILL
• Discuss other’s approaches to fully integrated portfolio and PLCM management
• Learn of the latest EU patent regulatory guidance
• Analyse the most effective risk mitigation strategies
• Debate the merits and drawbacks of portfolio out licensing
• Network with our expert speaker line up

PLUS A HALF-DAY POST-CONFERENCE WORKSHOP
Tuesday 28th June 2011, Holiday Inn Bloomsbury, London

Tools and Techniques for Optimal Drug Development Portfolio Planning: Portfolio Selection, Resource Allocation, and Risk Mitigation
Workshop Leader: Vladimir Shnaydman, President, ORBee Consulting
1.30pm-5.30pm

To attend, contact Zain Philbey on Tel +44 (0) 20 7827 6722,
Fax +44 (0) 20 7827 6723, email zphilbey@smi-online.co.uk
or visit www.smi-online.co.uk/ts07.asp to register online
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>8.30</td>
<td>Registration and coffee</td>
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<tr>
<td>9.00</td>
<td>Chairman’s opening remarks</td>
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<tr>
<td>9.10</td>
<td>Linking portfolio management with business strategy</td>
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<td></td>
<td>• Developing an integrated approach to portfolio management</td>
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<td>• Closing the gap between theory and practise</td>
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<td>• Adapting to the organisational culture</td>
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<td>• Tips for successful integration</td>
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<td></td>
<td>Hans Hoogkamer, Business and Science Affairs, Actelion Pharmaceuticals</td>
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<tr>
<td>9.50</td>
<td>Integrated portfolio modelling (early to late) in support of strategy</td>
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<td>• Overview of the models, processes and outputs</td>
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<td>• Different models for different insights</td>
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<td>• Gaining credibility: linking models with strategy</td>
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<td></td>
<td>• Learnings and challenges</td>
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<td></td>
<td>Michael O’Grady, Portfolio-Analysis Manager, GlaxoSmithKline</td>
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<td>10.30</td>
<td>Morning Coffee</td>
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<tr>
<td>10.50</td>
<td>Portfolio management: Integrated approaches to R&amp;D</td>
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<td>• Aligning portfolio &amp; productivity with corporate strategy</td>
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<td></td>
<td>• How to identify, select and manage a new project from R&amp;D and drive up performance</td>
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<td>• Informed and effective resource allocation</td>
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<td>Mellor Hennessy, Global Portfolio Strategist, AstraZeneca*</td>
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<td>11.30</td>
<td>Tailoring R&amp;D portfolio management to the needs of your company</td>
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<td>• The ‘must-haves’ and the ‘optionals’ in R&amp;D portfolio management</td>
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<td>• Requirements in companies of different sizes</td>
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<td>• Managing the portfolio across the discovery/development interface</td>
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<td>• Effective portfolio risk management</td>
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<td>Kerstin Bode-Greuel, Lecturer, University of Essen/PME Institute</td>
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<td>12.10</td>
<td>Networking lunch</td>
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<td>1.30</td>
<td>Project and portfolio risk analysis</td>
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<td></td>
<td>• Measuring Project and Portfolio Risk</td>
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<td>• Portfolio simulations, Monte Carlo analysis</td>
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<td>• Correlated risks in development portfolios</td>
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<td>• Risk mitigation</td>
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<td></td>
<td>Kimber Hardy, Head of Valuation and Analysis, Portfolio Management, Merck Serono</td>
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<td>2.10</td>
<td>Where is the strategy in the strategy?</td>
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<td>• What does portfolio strategy mean in early phase?</td>
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<td>• Aligning Discovery, Clinical, Market Access and Commercial</td>
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<td></td>
<td>• Integrating Value Proposition in early phase development:</td>
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<td>biomarkers, PROs, PE assessment</td>
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<td></td>
<td>Mike Rea, Chief Executive Officer, IDEA Pharma</td>
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<td>2.50</td>
<td>Holistic portfolio management at Bayer Schering Pharma</td>
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<td>• Key elements of portfolio management approach</td>
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<td>• Decision analysis process at R&amp;D milestones</td>
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<td>• Bridging strategy claims and operational reality</td>
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<td>Alessio Merlin, Director Strategic Planning, Bayer</td>
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<td>3.30</td>
<td>Afternoon Tea</td>
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<td>3.50</td>
<td>Portfolio Management – It’s not about the numbers</td>
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<td>• Why Portfolio Management should not just focus on probabilities and NPVs</td>
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<td>• How to integrate the context into the thinking</td>
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<td>• The fully integrated strategic portfolio</td>
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<td>Tim Harris Director, Respiratory &amp; Immuno-inflammation Portfolio Management, GSK</td>
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<td>4.30</td>
<td>Managing a mixed portfolio: Making key decisions at the science, project, resource, and governance level</td>
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<td>• Managing diverse portfolios comprised of small chemical structures and a range of complex biomolecules</td>
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<td>• Providing portfolio governance from discovery through commercialization, decision making and prioritization</td>
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<td>• The factors involved in the reliable delivery of a blended portfolio comprised of 30%-40% biomolecules</td>
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<td>• Lilly’s approach to achieve improved patient outcomes</td>
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<td>• Fully utilising the external universe of talent and capabilities to optimally manage a complex portfolio</td>
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<td>Carmel Egan, Vice President Project Management, Eli Lilly</td>
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<td>5.10</td>
<td>Chairman’s Closing Remarks and Close of Day One</td>
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<td>Tony Ellery, President, Ellery Pharma Consulting, Former Global Head LCM in Portfolio Management, Novartis</td>
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**Who should attend:**

Heads, Directors, Senior Directors, Managers, Vice Presidents and Leaders in the following areas:

- Portfolio Management
- Portfolio Development
- Portfolio Coordinator
- Business Development
- Project management
- Valuation and Analysis
- Strategic Marketing
- Lifecycle Management
- Product Strategy
- Product development
- Programme management
- Strategic Marketing
- Brand development
- Generics
- Lifecycle Management
- Product Strategy
- Product development
- Programme management
- Strategic Marketing
- Brand development
- Generics

**Past attendee breakdown:**

- UK
- USA
- Europe
- Other

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9.10 Partnerships, alliances and collaborations: Achieving successful portfolio management

- Successful approaches
- Case studies in collaborative portfolio development
- Establishing and maintaining a mutually beneficial relationship
  Arif Shivji, World Wide Business Development Director, Pfizer

9.50 PANEL DISCUSSION:
In-house portfolio vs. in-licensing/out-licensing strategies

- Big Pharma R&D (Research & Development) vs. Big Pharma S&D (Search & Development)
- Different approaches and experiences across pharmaceutical industry
- How the Biotech Company Strategies fit to these changes
  Sakir Mutevelic, Head of Global Project Management Biopharmaceuticals Hemophilia A / WWD, Baxter
  Michael O’Grady, Portfolio-Analysis Manager, GlaxoSmithKline
  Arif Shivji, World Wide Business Development Senior Manager, Pfizer
  Marie Bernasconi, Global Program Team Director, Novartis

10.30 Morning Coffee

10.50 New approaches towards managing a portfolio of innovation projects

- Innovation management at Merck Serono
- Cross-divisional idea competition
- Using new web2.0 tools
- Fostering innovativeness and entrepreneurial thinking
  Ulrich Betz, Director, Department Head Center of Innovation, Merck Serono

11.30 Creating and challenging LCM brand plans

- Selecting and implementing sustainable LCM strategies
- Combining LCM strategies for maximum effectiveness
- Credibility / robustness tests for LCM brand plans
  Tony Ellery, President, Ellery Pharma Consulting, Former Global Head LCM in Portfolio Management, Novartis

12.10 Networking lunch

1.30 Life-cycle Management - Applied case study

- Early stage LCM: How to maximize value of products across lifecycle, when to implement and execute
- Experiences of being close to the market
- Lessons to be learned
  Marie Bernasconi, Global Program Team Director, Novartis

2.10 Early stage strategies and intellectual property

- “Publish and be Damned!” [Duke of Wellington] - Patent issues in early stages
- Patents as tools to assist portfolio management
- Patents as taskmasters in product lifecycles
- “What’s in a Name?” [Shakespeare] - Naming issues in early stages
- Trademarks considerations in product portfolios
  Julie Barret-Majer, Director of Intellectual Property, Norgine

2.50 Afternoon Tea

3.30 EU Pharmaceutical Sector Inquiry and Antitrust Enforcement:

- Main findings
- Policy recommendations
- Antitrust enforcement
  Fabio Domancic, Case Handler, European Pharmaceuticals Sector Task Force, DG Competition – European Commission

4.10 An update on data protection developments:

- The global marketing authorization (MA) regarding various holders of MAs
- The global MA regarding racemate/enantiomer:
  - Citalopram/escitalopram and zopiclone/eszopiclone cases
- What about the data protection of a new generation of a biologic product?
- The reference product
  Elisabeth Berthet, Lawyer at the Paris Bar, Armengaud-Guertin

4.40 Chairman’s Closing Remarks and Close of Day Two

Tony Ellery, President, Ellery Pharma Consulting, Former Global Head LCM in Portfolio Management, Novartis

To attend, contact Zain Philbey on Tel +44 (0) 20 7827 6722, Fax +44 (0) 20 7827 6723, email zphilbey@smi-online.co.uk or visit www.smi-online.co.uk/ts07.asp to register online

ABOUT THE SMi PHARMACEUTICAL TEAM

SMi have been involved in the pharmaceutical industry since 1993 and have developed a series of informative and niche events, covering the latest issues and developments surrounding the industry. Events bring together senior industry professionals and serving companies who have a focus on being at the forefront of developments in this area. SMi aim to generate informed and topical discussion through the medium of both conferences and executive briefings. Our pharmaceutical events are research-based and content driven with regular contact with major industry personnel and cover a wide range of industry sectors. For more information, please visit www.smi-online.co.uk/pharma.asp

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SMi offer sponsorship, exhibition, advertising and branding packages, uniquely tailored to complement your company’s marketing strategy. Prime networking opportunities exist to entertain, enhance and expand your client base within the context of an independent discussion specific to your industry. Should you wish to join the increasing number of companies benefiting from sponsoring our conferences please call: Ala Malick on +44 (0) 20 7827 6168 or email: amalick@smi-online.co.uk

Want to know how you can get involved?
Interested in promoting your pharmaceutical services to this market?
Contact Jennifer Ireland, SMi Marketing on +44 (0)20 7827 6132, or email: jireland@smi-online.co.uk

ONLINE at www.smi-online.co.uk/ts07.asp
Overview of Workshop
Portfolio planning is crucial for developing long-term company strategy. The goal is to select the “best” portfolio of internal and external drug development programs for funding and to align company strategy with available resources such as money, manpower and manufacturing capacity, in order to mitigate portfolio risk. Building strategic risk scenarios into portfolio planning can buffer the organization against the unexpected. Examples might be clinical trial failure, shifts in the marketplace or insufficient resource capacity. How to build in strategic risk into long-term portfolio planning? How to align portfolio value, resources and risk? How to protect your profits against unexpected events? How to simulate and analyze variety of risk mitigation strategies? This workshop covers various portfolio planning tools and techniques with a focus on strategic risk management.

1.30 Registration
2.00 Welcome & Introductions
2.10 Optimization of strategic portfolio planning
- Technique overview
- Components of portfolio optimization tool
  - Projects value – qualitative, quantitative (rNPV)
  - Resources – money, manpower
  - Business rules and strategic goals
- Portfolio scenarios
  - Modification of strategic goals
  - Bottleneck analysis
  - Contingency planning
2.45 Risk and uncertainty in portfolio planning
- Strategic and operational risk
- Risk assessment techniques
- Flaw of averages
3.45 Afternoon Tea
4.00 Portfolio simulation for risk assessment and analysis of risk mitigation strategies
- Workflow modelling
- Portfolio simulation/animation
- Portfolio value vs. risk
- Analysis of risk mitigation strategies
  - Contingency planning
  - Growth options/secondary indications
  - Reformulation (new tricks for old drugs)
  - In- out-licensing
5.00 Discussion Session
5.30 Close of Workshop

About the workshop host
Vladimir Shnaydman, Ph.D, is President of ORBee Consulting. Worked for Biogen Idec for several years, managing Biogen portfolio. Vladimir has BS & MS Electrical Engineering & Computer Science, MS in Applied Mathematics & Operations Research, and Ph.D. in Engineering. He contributed to many industries such as biotechnology, computer networking, data storages, water resources planning and management, telecommunications, transportation, and others. Dr. Shnaydman published more than 50 papers. He is co-author of three books.
February 2011
02/03 Adaptive Designs in Clinical Drug Development
07/08 Parallel Trade
21/22 Advances and Progress in Drug Design
23/24 Stem Cells

March 2011
07/08 Imaging in Cancer Drug Development
14/15 Pharmacovigilance
16/17 Superbugs & Superdrugs
23/24 Accelerating Patient Recruitment & Retention in Clinical Trials
30/31 Controlled Release

April 2011
13/14 Asthma & COPD

May 2011
11/12 Generics, Supergenerics and Patent Strategies
16/17 Clinical Trial Logistics

June 2011
01/02 Pain Therapeutics
27/28 RNAi
29/30 Nanotechnology
29/30 Pharmaceutical Portfolio & Product Lifecycle Management
29/30 KOL Europe (Munich, Germany)

July 2011
06/07 ADMET
11/12 BioBanking
11/12 Social Media in the Pharmaceutical Industry
18/19 Clinical Trial Logistics Asia (Singapore)
20/21 Pre-Filled Syringes Asia (Singapore)

All conferences take place in central London, UK — unless indicated otherwise in brackets

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DELEGATE DETAILS

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Surname: __________________________
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Department/Division: __________________________
Company/Organisation: __________________________
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