

CELforPharma's

2023-2024

COURSE CONTENTS

The International Business School
for (Bio)Pharma & Medtech



Learn

- › From true industry experts
- › From your peers in other companies
- › To think from the market's perspective
- › To act cross-functionally

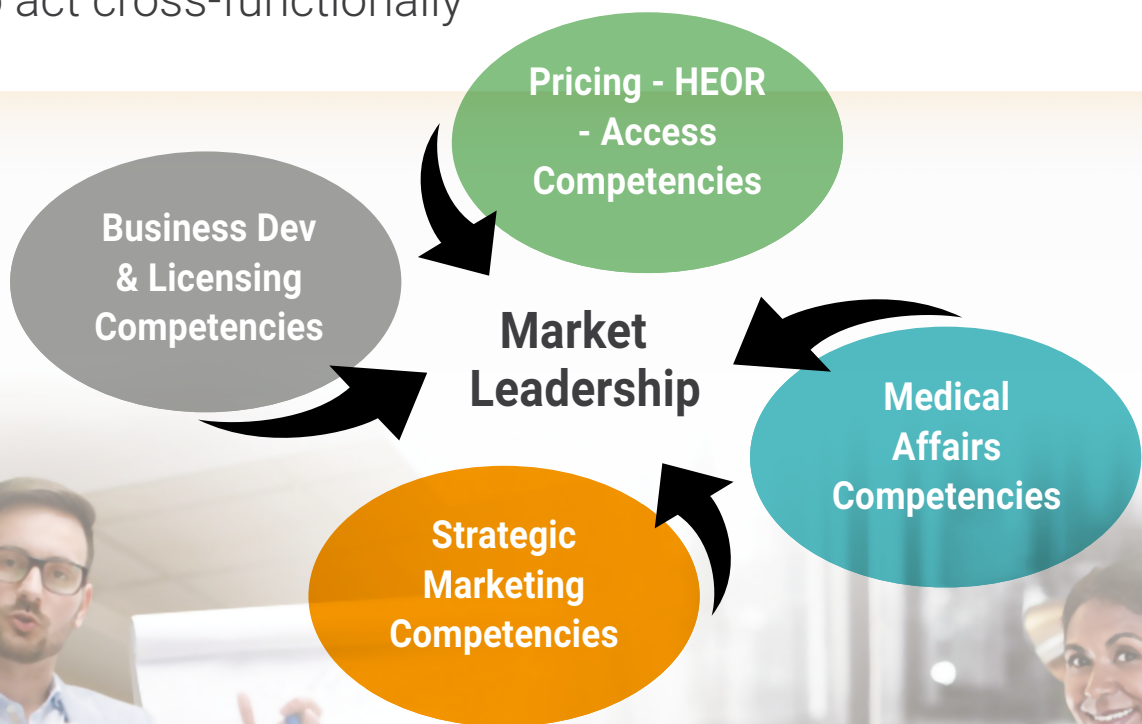


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Discover our Course Offering in the Fields of:

Pricing - HEOR - Access	Medical Affairs	Strategic Marketing	Bus Dev & Licensing
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“Welcome to CELforPharma”

“The Centre for
Executive Leadership
for the Pharmaceutical Industry”

INTERNATIONAL
In 2022, executives from
58
Countries
Participated

TOP FACULTY
20+
True Industry
Experts

TRUSTED
Since our foundation in 2005,
8.500+
Participants in Public
Programmes

SMALL CLASSES
5 to 25
Participants

CROSS-INDUSTRY
In 2022, executives from
290
Companies
Participated

TRAINING PARTNER
In 2022, we organised
16
In-House
Programmes

TOP QUALITY
In 2022, our audience gave an
8,8/10
Recommendation
Score

“Where you can learn
from true experts and your peers
to boost your market & thought leadership!”

Inge Cornelis, Director, Client & Product Projects



Basics of Health Economics

LEARN

- The logic and math behind QALYs, ICERs, decision-trees and Markov models.
- How external stakeholders use and assess health economic evidence.
- Key principles of cost-effectiveness analysis and Budget Impact Analysis.
- The role of health economic evaluations in clinical research, pricing & reimbursement decisions, post-launch.



The Expert

Lieven Annemans

- Prof. Dr. Lieven Annemans has participated in more than 400 health economic evaluations in over 20 countries across a wide spectrum of therapeutic areas. He has also been involved as an expert in a large number of Health Technology Assessments (HTAs) and is actively involved in HTA on a European level.
- Lieven has a unique profile: academic professor, past-president of ISPOR, author of *Health economics for non-economists* (Pelckmans Pro, 2018), trainer and consultant.
- Highly respected for his vast international and cross-therapeutic experience, Lieven is a much sought-after advisor and educator to health policy makers and the innovative healthcare industry.
- Lieven has been on CELforPharma faculty since 2009 and is always applauded by participants for his engaging and fun teaching style.

The following
4-week online
programmes
are planned

30 January - 29 February 2024
19 March - 18 April 2024

14 May - 13 June 2024

Visit www.celforpharma.com for registration fees and updates.

What Participants Say About This Programme

“10/10 recommendation for this self-study programme! Prof. Dr. Lieven Annemans explains the concepts in a very clear way, and the exercises were very illustrative.”

Grifols

Angels Pardos
Global Commercial
Learning & Development
Director
Spain (March 2023)

“It was a great experience and valuable time spent to get insights into Health Economics.”

WÖRWAG Pharma

Jan-Christoph
Wollmann
Director Global
Medical Affairs
Germany (December
2022)

“I can highly recommend this programme to anyone who would like to gain a foundational knowledge on Health Economics. The course is well designed and combines theoretical concepts with practical examples. Prof. Dr. Annemans explains complex models in an easily understandable way, which makes the programme interesting. After participating in this training, I gained a better understanding on how payers apply ICER thresholds, how budget impact is calculated and other relevant concepts that are highly relevant for many functions within the pharma industry.”

Daiichi Sankyo

Selena Yanguas Sáenz
Global Oncology Pricing Analytics & Operations Manager
Germany (April 2022)

Understanding Pharma Market Access & Payers in Europe

QUESTIONS?

Annelies Swaan
aswaan@celforpharma.com

LEARN

- The patterns in pricing & reimbursement systems and processes in France, Germany, Italy, Spain and the UK.
- Market access challenges and opportunities in these countries.
- How to differentiate between categories of payers.
- Payer archetypes and the drivers of their decision-making processes.
- The market access plan and process, and the contributions of internal stakeholders across functions.
- The types of Managed Entry Agreements that are used by payers and pharma to mitigate risk.



The Expert
Nick Proctor

- Dr. Nick Proctor is a senior consultant to the pharmaceutical industry for over 20 years, most recently as a Partner with Access Infinity. Over the past 15 years, he has led pricing, reimbursement and access projects for the majority of the world's top pharmaceutical brands and manufacturers.
- Nick has a strong background in pricing, evidence synthesis, health economics and outcomes research, as well as experience of working with payers in all major developed and emerging international health markets.
- CELforPharma faculty member since 2015, Nick is a very passionate trainer. He actively engages participants in discussions and very experienced in leading interactive sessions.

Dates & Locations

6 December 2023 (live online)
22 March 2024 (live online)

16 October 2024 (live online)
6 December 2024 (live online)

Visit www.celforpharma.com for registration fees and updates.

What Participants Say About This Course

“What I valued most from this 1-day training was the quality of the content and expertise from the trainer, the exchanges and sharing of experiences with other participants and the good organisation and support from the CELforPharma team. These things made for a very enjoyable, insightful and engaging course experience, thank you!”

Legacy Healthcare
Angelo Mello
Corporate Development Director
Switzerland (June 2023)

“Extremely clear and engaging course. I'll happily recommend it to my colleagues who are also very much interested in grasping general concepts of market access. Thanks to Nick and also to CELforPharma for their kind support throughout the day.”

Novartis
Anna Jedrusik
Senior Manager, Public Affairs,
Region Europe
Switzerland (December 2022)

“Very comprehensive overview of the payer landscape in Europe - I would highly recommend!”

Osprey Health Consulting
Peirce Treacy
Strategic Consultant
United Kingdom
(March 2023)

How to Price Better Than Your Competitors for Successful Market Access

Essential Insights, Principles & Techniques

QUESTIONS?

Annelies Swaan

aswaan@celforpharma.com

LEARN

- > An overview of payer types and of national pricing & market access systems around the world.
- > The concepts and language of pharma pricing and market access that confuse many executives.
- > The difference between setting prices and defending prices with health economics.
- > Evidence-based research techniques for getting the most accurate feedback from payers about your product's profile.
- > How to analyse past payer behaviour to predict future pricing behaviour.
- > How to anticipate the impact of the international pricing system on your prices around the globe.



The Experts

**Gary Johnson
& Sam Johnson**

- Gary is the Founder & Chairman of Inpharmation, Europe's most respected pharma forecasting & pricing specialist consultancy, and the author of *Value Pricing for Market Access: Evidence-Based Pricing for Pharmaceuticals* and *Sales Forecasting for Pharmaceuticals: An Evidence Based Approach*.
- As Board Director and Head of Research and Development, Sam leads the development of forecasting and pricing technologies at Inpharmation.
- Gary and Sam have been involved in the pricing and/or forecasting of around half of the new molecular entity launches over the past 5 years.
- Gary has been on CELforPharma's faculty since 2007 and Sam joined our faculty in 2021. Their course content has evolved over the years, ensuring it remains up to date with new pharma market and technology developments.

Dates & Locations

7-8 December 2023 (*live online*)
14-15 March 2024 (*Brussels*)

18-19 June 2024 (*live online*)
10-11 October 2024 (*Brussels*)

Visit www.celforpharma.com for registration fees and updates.

What Participants Say About This Course

“Excellent course. Lieven Annemans made complicated models “easy” to understand.”

Takeda

Birgitte Stroyer
Market Access Lead
Denmark (March 2023)

“My objective is fully met, namely to understand the basics, being able to calculate, understand and practice calculations (ICER, decision tree, etc). This allows me to become a better sparring partner internally and externally on HE - related topics and discussions.”

Boehringer Ingelheim

Joey Dirker
Head of Go-To-Market Transformation Office
Germany (March 2023)

“Brilliant course design and content. Very relevant, I finished the course feeling like a HE specialist.”

UCB

Sam Aldamee
Market Access Lead
United Kingdom (March 2023)

Health Economics for Non-Health-Economists

QUESTIONS?

Annelies Swaan
aswaan@celforpharma.com

LEARN

- > The logic and math behind QALYs, ICERs, decision-trees and Markov models.
- > How external stakeholders use and challenge health economic evidence.
- > To distinguish good from bad health economic evaluation studies (of your brand or its competitors).
- > Key principles of cost-effectiveness analysis and Budget Impact Analysis.
- > The role of health economic evaluations in clinical research, pricing & reimbursement decisions, and post-launch.



The Expert
Lieven Annemans

- Prof. Dr. Lieven Annemans has participated in more than 400 health economic evaluations in over 20 countries across a wide spectrum of therapeutic areas. He has also been involved as an expert in a large number of Health Technology Assessments (HTAs) and is actively involved in HTA on a European level.
- Lieven has a unique profile: academic professor, past-president of ISPOR, author of *Health economics for non-economists* (Pelckmans Pro, 2018), trainer and consultant.
- Highly respected for his vast international and cross-therapeutic experience, Lieven is a much sought-after advisor and educator to health policy makers and the innovative healthcare industry.
- Lieven has been on CELforPharma faculty since 2009 and is always applauded by participants for his engaging and fun teaching style.

Dates & Locations

14-15 December 2023 (Brussels)
26-27 March 2024 (Brussels)

3-4 October 2024 (Brussels)
4-5 December 2024 (Brussels)

Visit www.celforpharma.com for registration fees and updates.

What Participants Say About This Course

"In just 2 days, I had the chance to gain valuable insights on pharma pricing and a glimpse into payers' minds. Gary and Sam make sure that everyone can follow even the more complex topics and can leave the course understanding the principles behind pricing decisions - both from a company and payers' perspective. I will recommend the course to others!"

Novartis
Anna Jedrusik
Senior Manager, Public Affairs, Region Europe
Switzerland (December 2022)

"Good overview of pricing for a two-day course, I have already recommended it as a good introduction to pricing. It really demonstrated how price is a consequence of many factors. Everything was concisely presented & engaging with a good level of participation within the group. This course is useful for someone new to pricing but also comes with practical tips for the more experienced."

Otsuka
Helen Postill
European Pricing Director
United Kingdom (March 2023)

How to Optimally Manage HTA Criteria & Processes in Europe

Best Practices, Trends & Opportunities

QUESTIONS?

Annelies Swaan

aswaan@celforpharma.com

LEARN

- > The differences in key decision-making processes and practices of HTA bodies across Europe.
- > How to deal with the many possible assessment criteria and their relative weights across countries.
- > The solutions to the most common problems and mistakes when optimising the quality of the evidence.
- > The evolution of HTA processes across the EU and opportunities to work effectively with the HTA bodies.



The Expert

Lieven Annemans

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- Lieven has been on CELforPharma faculty since 2009 and is always applauded by participants for his engaging and fun teaching style.

Dates & Locations

13 June 2024 (live online)

Visit www.celforpharma.com for registration fees and updates.

What Participants Say About This Course

“ I enjoyed interesting discussions with colleagues from different countries and backgrounds during the “How to Optimally Manage HTA Criteria & Processes in Europe” course run by CELforPharma. The course was conducted over 1 day and was full of learning, updates and networking opportunities.”

Viatrix

Taha Abdelrahman

Commercial Director - Tender Excellence - Emerging Markets

United Arab Emirates (November 2022)

“ I really enjoyed the course, and I learned a lot about the HTA process, which is important for clinicians who treat patients with high impact drugs. I would 100% recommend this course for beginners in this subject.”

University Hospital Virgen del Rocío, Andalusian Health Service

Begoña Pérez-Valderrama

Medical Oncologist

Spain (June 2023)

“ The course is very interesting and I think it is a great opportunity to get a better perspective of HTA processes in Europe. I really liked Lieven's presenting & teaching style, not too intensive or demanding. He created the environment for easy, fluid interaction within the group which added even more value to the day.”

Generis

João Baptista

Regulatory Affairs Officer

Portugal (June 2023)

Value-based Healthcare for Pharma: Why – When – How?

QUESTIONS?

Annelies Swaan
aswaan@celforpharma.com

LEARN

- The basic principles of Value-Based Healthcare (VBHC).
- How to build the internal case for VBHC and to evaluate the situation in your own organisation.
- The process and tools for assessing internal and external VBHC readiness and determining preparatory steps.
- How to initiate and manage cross-stakeholder collaborations.
- How to build your own patient care pathways and identify VBHC leverage points.



The Experts

**Silvia Rohr
& Mark Tolboom**

- Dr. Silvia Rohr is Principal at Vintura, a specialised consultancy firm for healthcare and life science companies. She has spent the past eight years supporting teams in grasping the concept of VBHC and taking the first steps towards its implementation. She has been instrumental in (re-)defining the ambition and strategy for VBHC in pharmaceutical companies, as well as bringing these ambitions to fruition.
- Mark Tolboom, partner at Vintura, brings over 20 years of healthcare and life sciences management consulting experience. He has successfully guided global pharma companies in integrating VBHC into their operations and has demonstrated the added value it brings.
- Silvia and Mark joined CELforPharma's faculty in 2023 upon recommendation of our faculty as Vintura is seen as a frontrunner consultancy in VBHC.

Dates & Locations

26 March 2024 (live online)
3 December 2024 (live online)

Visit www.celforpharma.com for registration fees and updates.

Why You Should Attend This Course

As healthcare systems in Europe shift towards value-based approaches in response to ageing populations and increased budget pressures, pharma companies must adapt if they want to remain a relevant player.

Pharma companies need to show that they deliver value to patients.

Value-based healthcare (VBHC) is an approach that focuses on delivering high-quality outcomes to patients while considering the efficient use of healthcare resources.

By attending this 1-day course with Dr. Silvia Rohr and Mark Tolboom, you will understand the fundamentals of VBHC: why pharma companies need it, how to get ready, and the first concrete steps to start working on it.

Generating RWE for Optimising Market/Patient Access

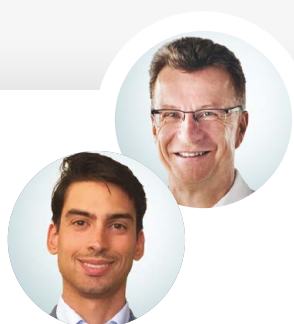
QUESTIONS?

Annelies Swaan

aswaan@celforpharma.com

LEARN

- The expectations of external stakeholders regarding RWE along the product lifecycle.
- The fundamental concepts, methodologies and research techniques of RWE in the context of optimising Market Access.
- Types of data and their strengths & weaknesses.
- Critical success factors of a RWE study.
- How to prepare for new developments in RWE generation.



The Experts

**Marco Ghiani
& Thomas Wilke**

- Marco is Head of Real-World Evidence, Germany, at Cytel, a leading provider of design and implementation services in the field of clinical trials and real-world evidence studies. He has extensive experience working and leading health database analyses and RWE studies, with expertise in designing and conducting analyses of large European databases, including claims data, electronic medical records, and data from medical chart reviews.
- Thomas has 25+ years of experience in leading and conducting European and German RWE studies, including database studies, linked data studies, medical chart reviews and surveys. In addition to being an academic researcher and author of numerous articles, Thomas is leading the University-affiliated institute IPAM and acts as senior scientist at GIPAM, a consultancy specialised on European RWE studies.

Dates & Locations

19 June 2024 (live online)
6 November 2024 (live online)

Visit www.celforpharma.com for registration fees and updates.

What Participants Say About This Course

“If you are looking for a training on the topic of generating RWE for Optimising Market/Patient Access, this is the perfect one for you! Every topic was delivered comprehensively and was covered from every angle with plenty of room for Q&A. The hands-on workshop was highly useful to put the theory of what we were learning into practice. The experts did a great job at presenting the course and also facilitating lots of interesting interaction throughout the day.”

Bayer

Simone Caruso

Strategic Market Access Intelligence
Germany (June 2023)

“I definitely made the right choice by attending this training. I have learned so much and also have a good source of information I can look back on when needed in the future. It was very well organised by CELforPharma and excellently presented by the knowledgeable and professional presenters. Thank you all, it was truly an enjoyable and highly valuable day.”

Galderma

Torun Bromée

Global Medical Franchise Lead
Sweden (June 2023)

Strategic Medical Affairs for Modern Pharma

New Challenges & Competencies

QUESTIONS?

Annelies Swaan

aswaan@celforpharma.com

LEARN

- Strategic thinking in the Medical Affairs (MA) function.
- How to create, measure and demonstrate value in the MA function.
- How to use medical insights for a successful brand development strategy.
- How to communicate effectively with HCPs.
- What MA needs to know about patient-centricity, pharmaco-economics, market access and digital communications.
- Leadership skills for Medical Affairs.



The Expert

Chris Toller

- Chris Toller is a leading international consultant in pharmaceutical Medical Affairs who has worked with MA teams across the globe.
- Chris' professional roles have included Managing Director at Choice Healthcare Solutions, Head of Strategy for the Choice Group, and Founder & MD of one of the UK's first specialist medical communications agencies. Currently, he is Managing Partner at Havas Life Medicom UK.
- After his education as a physician, Chris built a career that has enabled him to work with Medical Affairs teams all over the world and in just about every therapy area. He has devised MA strategies and implemented programmes to support more than 50 medical brands on behalf of the world's leading pharma companies.
- In working with these Medical Affairs teams, Chris has discovered over the years what distinguishes a successful Medical Affairs executive from the average performer. And apart from being a creative strategic thinker, Chris is an excellent communicator and an inspirational presenter.

Dates & Locations

12-13 March 2024 (*Brussels*)
11-12 June 2024 (*live online*)

8-9 October 2024 (*Brussels*)
10-11 December 2024 (*live online*)

Visit www.celforpharma.com for registration fees and updates.

What Participants Say About This Course

"The organisation of this course is excellent, from the support during registration to the venue location and the instructor is the icing on the cake. You won't be disappointed."

Miltenyi Biotec

Umberto Rosato

Medical Advisor

Italy (March 2023)

"This is not my first course with CELforPharma, and I certainly am glad I registered with them again for this MA training, I got a lot of value from it. I learnt a lot from Chris. He made QALY simple and made market access simple to understand for non-access people. Also, I learnt a lot about presentation skills - he really knows how to tell a story while presenting."

Cepheid

Grace Macaulay

Senior Medical Director

United Kingdom (March 2023)

"I like a course that makes me think and gives me new aspects to consider, and these two days with Chris have done that. The standard of the content, of the expert and of the organisation were top level. Thank you to everyone involved for making this such a good experience and a training I am glad I completed."

Leadiant Biosciences

Marc-Oliver Rauch

General Manager Germany

Germany (March 2023)

Strategic Omnichannel for Medical Affairs

QUESTIONS?

Annelies Swaan
aswaan@celforpharma.com

LEARN

- Online behaviours and needs of Medical Affairs' external stakeholders.
- A 6-step process to design an omnichannel communications strategy for Medical Affairs.
- Best practices and case studies of self-service portals, virtual meetings/congresses, DOLS and social media.
- KPIs to measure the impact of omnichannel campaigns.
- The impact of Artificial Intelligence on the HCP, patient care and the future of Medical Affairs.



The Expert
Ben Harbour

- Ben Harbour is Managing Director UK with Across Health, Europe's leading consultancy specialised in omnichannel customer engagement strategies for life science organisations.
- Ben is a strategic advisor to pharma, biotech and medical device companies on multi-channel communication programmes at the corporate, regional and brand level.
- He has extensive international experience spanning the clinical, medical and commercial phases of product development across a wide range of therapeutic indications.
- Ben has built up a very strong reputation within the international digital pharma community as high-impact consultant and trainer.

Dates & Locations

14 March 2024 (live online)
12 December 2024 (live online)

Visit www.celforpharma.com for registration fees and updates.

What Participants Say About This Course

"Very interesting course that will be useful in my job. Good balance between presentations and discussion. Great expert, well prepared and engaging."

Gilead
Janniche Hammer
Director, Medical Affairs, HIV
Norway (December 2022)

"The course was perfectly organised and a highly professional experience with relevant content that was presented in a very engaging way!"

Pfizer
Maja Strecker
Medical Scientific Relations Manager Hematology
Germany (December 2022)

"On all levels there are very easily implementable quick wins to gain by attending this course and bigger ideas to take up in your day to day work. We were fed with real market data to support the study materials by Ben, who was a great presenter that allowed for open conversations and discussions by keeping a good balance between exercises and teaching. Glad I attended and would recommend to others. Thanks!"

CSL Behring
Leen Hacour
Medical Affairs and Research Associate
Belgium (December 2022)

Strategic Thinking & Tactical Planning for MSLs

QUESTIONS?

Annelies Swaan

aswaan@celforpharma.com

LEARN

- How MSLs can add the greatest value for external and internal stakeholders.
- Understanding the Medical Plan: analytical tools, critical elements, alignment with other plans.
- How to identify Key Opinion Leaders (KOLs), structure a KOL plan, and build relationships based on mutual benefits.
- The Critical Success Factors for a tactical plan and how to prioritise activities.
- How to optimally plan and implement MSL tactics: Advisory Boards, scientific interchange, CME, etc.



The Expert
Maaïke Addicks

- Maaïke Addicks, MD is an independent Medical Affairs consultant with expertise in strategic Medical Affairs development, change management and Medical Affairs competency development.
- She is a Board Member and currently Chair of the Medical Affairs Committee of the Dutch Association of Pharmaceutical Medicine (NVFG).
- Maaïke is a physician with over 15 years of on-the-job experience in Medical Affairs in mid-size and big pharma, in both headquarters and national affiliates, across a wide spectrum of therapeutic areas.
- She has 10 years of experience in managing Medical Managers, Medical Advisors and MSLs, with both hands-on and strategic experience in Medical Affairs.
- Maaïke is a passionate trainer, an excellent moderator and strongly believes in using interaction to increase knowledge and skills.

Dates & Locations

14-15 December 2023 (live online) 26-27 November 2024 (live online)
20-21 June 2024 (live online)

Visit www.celforpharma.com for registration fees and updates.

What Participants Say About This Course

“Excellent course for anyone working in medical affairs regardless of experience. Maaïke has in-depth knowledge and experience of all aspects covering the role and a friendly approach to presenting which all made for lots of fruitful discussions. Also, the opportunity to hear other MSL colleagues' experiences and feedback was very valuable for me. Thank you!”

Indivior

Olof Landelius Torper

Medical Advisor

Sweden (December 2022)

“I received a lot of practical tips and insights relevant to my job role from Maaïke during the course and also learned a lot from discussions with the other people who attended. It really was a great course, thanks a lot!”

Janssen

Melissa Lo Monaco

Medical Science Liaison Dermatology

Belgium (December 2022)

Strategic KOL Planning & Engagement

QUESTIONS?

Annelies Swaan
aswaan@celforpharma.com

LEARN

- The different types of KOLs and how they can add value at each product lifecycle stage.
- A process to pro-actively and strategically plan your KOL network and the activities for maximum impact.
- Criteria and mapping tools to precisely profile, identify and prioritise those KOLs that your products need most at each stage of their lifecycle.
- How to assess the needs of your KOLs and use these insights to engage them.
- The importance of communicating the value of your KOL plan internally and building win-win collaborations.



The Expert
Maaïke Addicks

- Maaïke Addicks, MD is an independent Medical Affairs consultant with expertise in strategic Medical Affairs development, change management and Medical Affairs competency development.
- She is a Board Member and currently Chair of the Medical Affairs Committee of the Dutch Association of Pharmaceutical Medicine (NVFG).
- Maaïke is a physician with over 15 years of on-the-job experience in Medical Affairs in mid-size and big pharma, in both headquarters and national affiliates, across a wide spectrum of therapeutic areas.
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- Maaïke is a passionate trainer, an excellent moderator and strongly believes in using interaction to increase knowledge and skills.

Dates & Locations

18 April 2024 (live online)
27 September 2024 (live online)

3 December 2024 (live online)

Visit www.celforpharma.com for registration fees and updates.

What Participants Say About This Course

“A very useful course regardless of your level of experience in Medical Affairs. The information presented was very well structured and represents a valuable experience that is accumulated over many years of experience in the field.”

MagnaPharm
Cristian Olaru
Medical Manager
Romania (March 2023)

“The course was clear, concise and we learned a lot, not only from Maaïke, but also from each other's experience through nice interactions. Overall, a great day of learning with great service and support from CELforPharma!”

PTC Therapeutics
Emily Fox
Senior MSL Diagnostics
United Kingdom (March 2023)

“I think the course was so good because the people who attended had similar expectations as myself, so we all learned together from Maaïke who was a very good moderator during questions and discussions throughout the day.”

Fresenius Kabi
Regina Wiche
Senior Medical Scientific Affairs Manager & Liaison
Germany (March 2023)

CSFs, Roadmap & KPIs for Medical Affairs when Launching a New Product

QUESTIONS?

Annelies Swaan
aswaan@celforpharma.com

LEARN

- The strategic implications of the 4 launch types for Medical Affairs.
- Tools for an optimal cross-functional collaboration and for generating critical launch insights.
- The main challenges & solutions for effective stakeholder engagement during launch preparation.
- A launch roadmap for Medical Affairs.
- How to measure Medical Affairs launch excellence.



The Expert

Kurt Arco

- As an independent consultant, Kurt advises on commercial and launch excellence, drawing from his 20+ years of international experience within big and small pharma/biotech companies.
- Formerly, he was Global Launch Excellence Expert with Trilations, a strategic consultancy.
- Prior to that, Kurt led several major brand launches at MSD (Merck & Co), internationally and across several therapeutic areas.
- When responding to questions from the audience, Kurt effortlessly leverages his extensive expertise in pharma launches, bringing theory to life by providing real-world examples.

Dates & Locations

24 April 2024 (live online)
17 October 2024 (live online)

Visit www.celforpharma.com for registration fees and updates.

What Participants Say About This Course

“Insightful course which provided a great and comprehensive overview on what is expected of Medical Affairs and cross functional teams to successfully launch a new product in the market! The various case examples provided were helpful to illustrate key concepts. Would highly recommend as an introductory course.”

Hyphens Pharma
Ho Hui Ting
Medical Marketing
Singapore (May 2023)

“I learned a lot in this course, and I feel that I got a very good roadmap on how to work a launch.”

AOP Orphan Pharmaceuticals
Fanny Edele
Medical Advisor
Germany (February 2023)

“Thank you for an excellent medical launch training. This training was interesting and extremely valuable.”

Flynn Pharma
Zohar Magen
Medical Advisor
United Kingdom
(February 2023)

Omnichannel Launch Excellence for Medical & Marketing

The big picture, critical success factors & data-led best practices

QUESTIONS?

Annelies Swaan

aswaan@celforpharma.com

LEARN

- > The do's and don'ts of a successful, cross-functionally orchestrated omnichannel launch.
- > How Medical Affairs can boost data dissemination by leveraging omnichannel prior to and during commercial launch.
- > How Commercial can create pragmatic, high-impact omnichannel customer journeys to ensure superior customer engagement and product uptake.
- > How to minimise the risk of losing impact when transitioning the omnichannel strategy from HQ to local.
- > How to set up and track a highly actionable omnichannel measurement framework.



The Experts

**Ben Harbour
& Mark Watson**

- Ben Harbour & Mark Watson are Senior Consultants with Across Health, Europe's leading consultancy specialised in omnichannel customer engagement strategies for life science organisations.
- They are healthcare industry leaders in the omnichannel space with specific expertise in digital transformation, customer-centric strategies and impact measurement.
- Ben and Mark have supported numerous cross-functional launch teams of leading pharma companies at both HQ and affiliate level.
- In addition to their expertise, they are widely reputed for being high-impact trainers.

Dates & Locations

21 March 2024 (live online)
15 November 2024 (live online)

Visit www.celforpharma.com for registration fees and updates.

What Participants Say About This Course

"An excellent intro into Omnichannel Launch Excellence. The course was very detailed, data supported and had lots of real life examples. Great job Ben, Mark and CELforPharma!"

Bristol-Myers Squibb
Torsten Seyfarth
Senior Manager Medical Education
United Kingdom (December 2022)

"Omnichannel Launch Excellence in Pharma was a great full-day experience of insightful learning in a very comprehensive and practical way."

Olainfarm
Yelena Urasheva
Product Manager
Kazakhstan (March 2023)

"The trainers shared a lot of interesting practical examples and recent research data to support their presentations to give us maximum value from attending their course. I really enjoyed the team exercises with the other colleagues, it was great! Thanks to the CELforPharma team."

Roche
Anna Ivanova
Digital Strategy Partner
Switzerland (March 2023)

Effectively Leading Country Launches in Pharma

QUESTIONS?

Annelies Swaan
aswaan@celforpharma.com

LEARN

- The ingredients of a successful country launch team.
- Timelines, critical elements and tools to build an effective country launch plan.
- Key criteria to determine the optimal 'Go-to-Market' model for your brand.
- Principles and tools for measuring and assessing the progress of the country launch plan.
- How to ensure launch readiness at the country level.
- Key considerations for developing your post launch optimisation plan.



The Expert
Jo Lopez

- Jo Lopez is Practice Lead Early Commercialisation and Launch Excellence at Uptake, a global, value-driven independent healthcare consultancy focused on driving uptake across the pharma and biotech industry.
- She is an international pharmaceutical leader with 20+ years of experience, specialising in launch excellence and early commercialisation.
- Before joining Uptake, Jo held senior global launch roles at GSK and local commercial and market access roles at Roche.

Dates & Locations

21 March 2024 (*live online*)

Visit www.celforpharma.com for registration fees and updates.

Why You Should Attend This Course

The successful launch of a new product is a make-or-break moment, as data repeatedly shows the importance of the performance of a new brand in the initial year.

Therefore, a well-crafted, cross-functional launch plan, with clearly defined roles and responsibilities, will maximise your chances of a successful launch as a country launch team.

Attending this course is a crucial investment for leaders and key contributors in a country launch team because it offers comprehensive insights and practical tools to manage successful product launches.

And, you will not only learn from the expert trainer, Jo Lopez, but also from the experiences of your international peers through the group discussions and exercises.

Strategy & Planning for Commercial Launch Success in Pharma

A Cross-functional Approach

QUESTIONS?

Annelies Swaan

aswaan@celforpharma.com

LEARN

- The 4 launch types that are based on the company/brand's profile, and the strategic implications thereof.
- A roadmap with timelines, milestones and best practice requirements to prepare a successful launch across all functions.
- The market and stakeholder insights that are crucial for defining the launch strategy.
- How to crystallize a launch strategy based on segmentation, targeting, and positioning.
- How to prepare the cross-functional launch team.



The Expert

Kurt Arco

- As an independent consultant, Kurt advises on commercial and launch excellence, drawing from his 20+ years of international experience within big and small pharma/biotech companies.
- Formerly, he was Global Launch Excellence Expert with Trilations, a strategic consultancy.
- Prior to that, Kurt led several major brand launches at MSD (Merck & Co), internationally and across several therapeutic areas.
- When responding to questions from the audience, Kurt effortlessly leverages his extensive expertise in pharma launches, bringing theory to life by providing real-world examples.

Dates & Locations

12-13 December 2023 (live online) 19-20 November 2024 (live online)
19-20 March 2024 (live online)

Visit www.celforpharma.com for registration fees and updates.

What Participants Say About This Course

"The course was very valuable and insightful. All the tools we have been provided with can be useful in everyday work."

JGL

Nives Šimac

Portfolio & Launch Manager

Croatia (December 2022)

"The strategy and planning process theory was put into context with many real life examples. This course helps people become more competent and gives many useable formats that can be adopted and contextualised into one's own company, therapy area, or brand. This course assists anyone who is tasked with an upcoming launch, or is part of a global or local brand team, to work in a strategic, structured way aiming to ensure launch excellence."

Eduardo de Moura Correia

Marketing Manager EU & RoW

Switzerland (December 2022)

The Pharma Brand Planning Course

Designing a Customer-centric and Agile Mix of Tactics, Across Functions

QUESTIONS?

Annelies Swaan

aswaan@celforpharma.com

LEARN

- Analytical tools to discover and leverage patient-centric and stakeholder insights.
- How to determine the Critical Success Factors that will ensure the brand planning process leads to customer-centric tactics.
- Processes and best practices for the two critical strategic decisions: “Where to play?” and “How to win?” (Segmentation & targeting – Positioning).
- How to design the tactical mix for highly competitive “Red Ocean” markets
- How to make competition irrelevant by creating a highly innovative new “Blue Ocean” market for your brand.



The Expert

Edouard Demeire

- Edouard Demeire is Visiting Professor at CEDEP (INSEAD) and author of *KICCASS PHARMA – Keep it Customer Centric, Agile & Strategically Simple In Pharma & Diagnostic Management* (2020).
- He has contributed to the design of Roche’s and Novartis’ brand planning processes and runs courses for marketing and non-marketing audiences worldwide.
- Edouard developed business simulations and decision support tools for the health care industry and trained tens of thousands of executives worldwide on pharma marketing strategy since 1990.
- Edouard forces you to think “out-of-the-box”. He challenges his audience and, while he is an authority in pharma marketing strategy, he also transposes learnings from other industries to stimulate creative thinking. His approach sparks plenty of new ideas!

Dates & Locations

6-7 June 2024 (live online)
21-22 November 2024 (live online)

Visit www.celforpharma.com for registration fees and updates.

What Participants Say About This Course

“Had an excellent experience with CELforPharma in the Brand Planning Course. I feel equipped with the right tools to tackle markets and run the strategy process from insights to tactics. Highly recommend the course to people in Brand Management, Product Management and Strategic Marketing!”

Evonik

Julia Born

Head of Market Communications Health Care
Germany (June 2023)

“This is a great course for those wishing to move to marketing. Edouard is very clear and thorough in his teachings and gives lots of valuable insights to takeaway.”

Gilead Sciences

David Weir

**Associate Director,
Market Access & Policy**
United Kingdom (June 2023)

“Brand plans and disease plans are a critical process in a pharmaceutical company. This course provides you with a great understanding of this process, as well as the toolbox to lead it or contribute to it.”

Alexion

Piotr Myszkowski

Associate Director Commercial Insights
Switzerland (November 2022)

Omnichannel Strategy & Planning in Pharma

QUESTIONS?

Annelies Swaan
aswaan@celforpharma.com

LEARN

- Online behaviours and needs of pharma's external stakeholders.
- A step-wise process to define an omnichannel customer engagement strategy.
- The 6 omnichannel communication strategies to consider.
- The opportunities, impact and best practices of each digital communication channel for pharma & medtech companies.
- How to design a system of KPIs to measure the ROI of your digital tactics.
- How to correctly use key measurement tools, such as the MCQ, the NPS, etc.



The Experts

**Jan Keuppens
& Jean-Sebastien
Struyf**

- Jan Keuppens & Jean-Sebastien Struyf are Senior Consultants with Across Health, Europe's leading consultancy specialised in omnichannel customer engagement strategies for life science organisations.
- They are healthcare industry leaders in the omnichannel space with specific expertise in patient-centric strategies and campaign management.
- Jan and Jean-Sebastien have worked on countless omnichannel projects for leading pharmaceutical and medtech companies in CNS, gastroenterology, neurology, fertility and oncology.
- They have built up a very strong reputation within the international omnichannel community as high-impact consultants and trainers.

Dates & Locations

26-27 March 2024 (*live online*)
28-29 November 2024 (*Brussels*)

Visit www.celforpharma.com for registration fees and updates.

What Participants Say About This Course

"Very good course. Well-structured and inspiring content. Great speakers and insightful interaction with both speakers and peers."

IBSA Institut Biochimique
Marialuisa Fino
Therapeutic Area Manager
Switzerland (March 2023)

"I am so glad I attended this course. It had so much useful information, interaction and many opportunities to put theory into practice. A great course experience!"

Adamed
Michele Maduri
Product Manager
Italy (March 2023)

"Amazing overall experience, lots of learning, I want more!"

Seagen
Antonio Fernandez Huerta
Lead IT Commercial
Switzerland (June 2023)

The Pharma Forecasting Course

QUESTIONS?

Annelies Swaan
aswaan@celforpharma.com

LEARN

- The 6 proven principles for producing the most accurate forecasts.
- When and how to use epi-based vs. patient-based vs. sales-based forecasts.
- The evidence-based forecasting techniques for pharmaceuticals and how to use them.
- How to build Market Access correctly into your forecasts.
- How to deal with unique-to-pharma issues like lines of therapy, co-prescription, etc.
- The future impact of new technologies (e.g., AI and Big Data) on pharma forecasting.



The Experts

**Gary Johnson
& Sam Johnson**

- Gary is the Founder & Chairman of Inpharmation, Europe's most respected pharma forecasting & pricing specialist consultancy, and the author of *Value Pricing for Market Access: Evidence-Based Pricing for Pharmaceuticals* and *Sales Forecasting for Pharmaceuticals: An Evidence Based Approach*.
- As Board Director and Head of Research and Development, Sam leads the development of forecasting and pricing technologies at Inpharmation.
- Gary and Sam have been involved in the pricing and/or forecasting of around half of the new molecular entity launches over the past 5 years.
- Gary has been on CELforPharma's faculty since 2007 and Sam joined our faculty in 2021. Their course content has evolved over the years, ensuring it remains up to date with new pharma market and technology developments.

Dates & Locations

14-15 December 2023 (*live online*) 4-5 June 2024 (*live online*)
7-8 March 2024 (*Brussels*) 1-2 October 2024 (*Brussels*)

Visit www.celforpharma.com for registration fees and updates.

What Participants Say About This Course

"A wonderful two days, striking a perfect balance between technical and theoretical information. It's completely invigorated my views and approach to forecasting - who knew it could be this fun?! I have come away with some immediate considerations for my forecasting approach and models, all of which I feel I can confidently implement due to the great explanations given as to why we should take certain approaches to forecasting."

Jazz Pharmaceuticals
Emily Glass
Business Intelligence Manager
The Netherlands (December 2022)

"Concise, deep, refreshing and instructive experience."

CSL Vifor
Marcello Polesel
Strategic Insights and Analytics, Specialist
Switzerland
(December 2022)

"Concise and resourceful!"

Essential Pharma
Jonathan Koneswaran
Market Insights Analyst
United Kingdom
(March 2023)

Business Development & Licensing Course For Pharma & Biotech

An Overview Course

QUESTIONS?

Annelies Swaan

aswaan@celforpharma.com

LEARN

- > The role of the BD&L function and partnering models for corporate growth.
- > Key success factors and tips for the planning and execution of the out-licensing process.
- > Key success factors and tips for the planning and execution of the in-licensing process.
- > What you need to know about patents and intellectual property.
- > Overview of forecasting and valuation tools, methods and approaches.
- > Introduction to term sheets, negotiation, closing the deal and managing the alliance.



The Expert
Carlos Velez

- Dr. Carlos Velez is Founder and Managing Partner of Lacerta Bio, an international consultancy specialising in both in- and out-licensing of prescription and non-prescription product candidates and commercial products, across multiple therapeutic areas and markets.
- Prior to that, Carlos built a 10+ years career in senior Business Development roles at Penwest Pharmaceuticals, Lantic Therapeutics Forest Labs, and Genencor (now Danisco).
- Carlos has trained and consulted life science executives around the world on in- and out-licensing.

Dates & Locations

5-6 March 2024 (Brussels)
20-21 June 2024 (live online)

24-25 September 2024 (Brussels)
17-18 December 2024 (live online)

Visit www.celforpharma.com for registration fees and updates.

What Participants Say About This Course

“Really interesting course with a valuable expert. The organisation by the CELforPharma team was very nice.”

Horus Pharma

Camille Guerin

R&D Director & Interim Qualified Person

France (September 2023)

“For pharmaceutical executives who don't work directly in BD&L, this is probably the best course to learn the basics and much more in this field.”

Daiichi Sankyo

Dan Ionescu

VP, Head of Value and Access

Specialty Medicines EU

Germany (September 2023)

“Valuable course for BD&L professionals and people who want to understand this perspective of the industry.”

Alkaloid

Viktorija Pavlovikj

Out Licensing Specialist

North Macedonia

(September 2023)

The Pharmaceutical Out-licensing Course

For R&D-based Products

QUESTIONS?

Annelies Swaan

aswaan@celforpharma.com

LEARN

- Critical initial planning decisions such as timing, deal type etc.
- Key elements and do's & don'ts of critical documents, i.e. CDAs, MTAs and term sheets.
- How to set up a spreadsheet to simulate the value and optimal commercial structure of the deal.
- How to maximise your attractiveness to potential licensing partners.
- How to target licensees who are more likely to pay a premium.
- Understand the due diligence process and what will be expected from you.
- Tips for negotiating and managing the deal.



The Expert

David Scott

- Formerly a pharma BusDev & Licensing executive, David Scott has worked as a Senior BD&L Consultant since 1996.
- He has concluded numerous inward and outward licensing agreements for clients covering small molecules, biologicals and delivery technologies.
- David is the author of Scrip's best-selling report Practical Guide to Pharmaceutical Licensing.
- With a strong track record in running successful training courses and workshops, David's has a no-nonsense, hands-on approach to training.

Dates & Locations

7-8 December 2023 (live online)
13-14 June 2024 (live online)

7-8 November 2024 (live online)

Visit www.celforpharma.com for registration fees and updates.

What Participants Say About This Course

"A wonderful training. Very insightful, very valuable. David is a great instructor. Besides his experience in BD, he is also a phenomenal storyteller which kept us engaged and excited to learn throughout the 2 days, thanks a lot!"

Ferring

Akin Kurtoglu

**Head of Evaluation & Due Diligence,
Global Business Development**
Denmark (June 2023)

"Attending this course is a good starting point for someone aiming to get themselves started in the licensing business. You can learn a lot from David through him sharing his vast experiences, and also the experiences shared by the other participants. The role-plays are definitely an added plus to practice the course learnings. Overall, the interaction online worked well. Thank you for a very well organised and very enjoyable course!"

RPH Pharmaceuticals

Sergio Gil

Business Development Director
Spain (June 2023)

The Pharma Licensing Negotiation Course

QUESTIONS?

Annelies Swaan
aswaan@celforpharma.com

LEARN

- > The skill set required to successfully negotiate licence deals in the pharma-biotech world, to persuade and build consensus.
- > What you need to prepare and check before starting a negotiation.
- > The methods for determining value and how to use a financial modelling spreadsheet to improve negotiation outcomes.
- > Practise negotiating skills in 4 interactive role plays featuring typical Pharma/Biotech licensing situations.
- > The differences between integrative and distributive negotiation strategies and tools to improve leverage.
- > The various types of licence agreements used in pharma-biotech, and methods to determine royalty rates and value sharing.



The Expert
Roger Cox

- Dr. Roger Cox has 30 years of licensing experience encompassing both big and small pharma/biotech companies.
- Currently Regional Advisor for UK and Europe with Plexus Ventures, Roger was formerly Executive Director with J&J's Global Pharma BD Group where he negotiated over 50 commercial licence agreements.
- Roger is a highly regarded pharma licensing veteran. His course participants highly value the opportunity to tap into his exceptional knowledge and expertise, backed-up by an impressive career.

Dates & Locations

12-13 December 2023 (live online) 13-14 November 2024 (live online)
25-26 April 2024 (live online)

Visit www.celforpharma.com for registration fees and updates.

What Participants Say About This Course

"Thanks for the great training course during these two days! It was of a great value, I appreciate the shared experiences from Roger and the discussions with other attendees. Very positive and inspiring 2 days!"

NRS Innovation
Brahim Sennane
Transfer & Licensing Manager
France (June 2023)

"This is a perfect course for anyone wanting to learn about licensing negotiation within the pharma industry. It was really useful, not only in terms of the theoretical part but especially thanks to putting that theory into practice with experienced participants during exciting negotiation role-plays."

Biofarm
Monika Witkowska-Kubicka
Key Account Manager
Poland (June 2023)

"Thank you CELforPharma for this opportunity! This course is definitely worth attending for anyone in a similar profession to mine and I will certainly recommend it to others."

Polisano Pharmaceuticals
Vivian Diaconescu
Chief Commercial & Business Development Officer
Romania (June 2023)

Pharma-Biotech Product & Company Valuation

An Introductory Course

QUESTIONS?

Annelies Swaan

aswaan@celforpharma.com

LEARN

- > A methodology for assessing the risk profile of a life science company prior to valuation.
- > The different valuation methods used for life science companies and products.
- > How to calculate the value of a biotech or life science company with the Discounted Cash Flow method, comparables and exit valuation.
- > How to use risk-adjusted Net Present Value (rNPV) to calculate the value of a pharmaceutical compound in development.
- > How to structure the licensing deal between companies, covering issues such as milestone and royalty payments.



The Expert

Patrik Frei

- Dr. Patrik Frei is Founder & CEO of Venture Valuation, specialists in independent assessments and valuation of emerging high-growth companies in biotechnology and life sciences.
- He is Europe's top valuation expert of high-growth life science companies and author of Assessment and Valuation of High Growth Companies.
- Patrik and his team carried out valuations for the Novartis Venture Fund.
- He is the owner of Biotechgate, the global business development database for the life science industry.

Dates & Locations

5 December 2023 (live online)
19 April 2024 (live online)

26 September 2024 (live online)

Visit www.celforpharma.com for registration fees and updates.

What Participants Say About This Course

"A very valuable course which covered the different aspects to consider, as well as the most common valuation models used. The course brought both an excellent overview of the subject, as well as touched upon quite specific details in a way that was easy to follow. I particularly enjoyed learning from the experiences in the group and Patrik's very pedagogical presentation of a complex topic. I would highly recommend the course."

Gedea Biotech
Annette Säfholm
CEO
Sweden (March 2023)

"This session was well worth attending, very valuable. I enjoyed the discussions and the diversity of the group's backgrounds. Patrik is really amazing!"

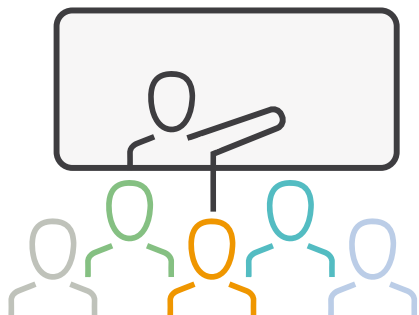
Novartis
Tamer Basha Elnaggar
Global Cell and Gene Pipeline
Engagement Lead; Long Term
Commercial & Pipeline Strategy
United States (March 2023)

"This program was great for walking us through valuation and the different ways of thinking about it. It is easy to read text on valuation, but when you have someone you can ask questions to and then work through case studies, the learning experience is much better. Top marks all around for the content, the trainer and for the support from CELforPharma!"

Canurta
Akeem Gardner
CEO
Canada (March 2023)

CELforPharma's 6 Learning Formats

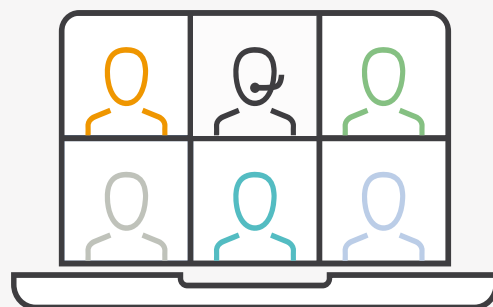
1 OPEN ENROLMENT > FACE-TO-FACE



- > **Interact 1:1 with the expert(s)**
- > **Exchange experiences and ideas, discuss issues and network with your industry peers** from other companies/functions/countries during informal 1:1 and group conversations
- > **Enjoy a highly focused learning experience** in a comfortable business hotel environment, away from your daily routine in the office
- > **More in-depth Q&As and group work** are possible in physical face-to-face courses
- > **An experienced CELforPharma course coordinator** will be your point of contact leading up to the courses and will send all the practical information, help with any practical problems before, during and after the courses and they will also be on-site to ensure flawless execution on the course days

2 OPEN ENROLMENT > LIVE ONLINE

- > **The highly interactive features in Zoom**, i.e. breakout, polls, quizzes... result in the formal agenda being as impactful as in a face-to-face course
- > **Interact with your industry peers from other companies** during the group work and other interactive sessions of the formal agenda
- > **No travel & accommodation**
- > **Participate from the comfort of your own office or home**
- > **You will receive the course material prior to the course** so you can take notes and fully engage with the course content
- > **An experienced CELforPharma course coordinator** will be present from beginning to end to coordinate the course and support you and the expert(s)



3 IN-HOUSE



- > **Ideally suited to train teams of 10+ cost-effectively**
- > **The most optimal solution for your training need will be developed by a senior CELforPharma executive** equipped with deep knowledge of client needs, the content and dynamics of all our courses and the expert faculty capabilities
- > **An experienced CELforPharma course coordinator** will be your dedicated central point of contact for all administrative questions and communications leading up to and after the training. During online sessions this coordinator will be present to coordinate the training and support both the participants and the expert(s)
- > **An online evaluation form** will be completed by the participants after the training, and the results will be processed and reported so that you can measure training impact

4

SELF-STUDY PROGRAMME



- > **Learn the Basics of Health Economics online at your own pace**
- > **Online exercises and a final test** will ensure deep learning as you will be able to apply the theory and be forced to integrate knowledge that spans the whole programme
- > **A learning coach** will assist you with questions on the course content and will guide you through the programme
- > **Get to know your peers during the Kick-off and Closing Webinar** and benchmark your results against the industry benchmark
- > **Ideally suited to quickly train large teams cost-effectively** as the programme takes only +/- 9h (over the course of a few weeks) to complete and can be easily made available to many employees simultaneously, wherever they are located

5

FREE WEBINARS

- > **Learn about a hot topic in a business-critical area**
- > **Learn directly from CELforPharma's faculty** of international (industry) experts
- > **45 mins of your time is the only investment**
- > **A recorded version** will be made available for review
- > **Grow your cross-functional mindset** with webinars that touch on subjects outside your functional area



6

NEWSLETTER



- > **Micro-learning through tips, insights & videos** from CELforPharma's faculty of renowned industry experts, sent directly to your inbox
- > **Keep your finger on the pulse of new competencies** that you need to master to succeed in your role
- > **Grow your cross-functional mindset** by understanding the challenges that other functions face and the competencies required to tackle those
- > **Stay up-to-date** about (new) courses and developments at CELforPharma

Registration Form

Complete the below form and email to aswaan@celforpharma.com
or go to www.celforpharma.com and complete the online registration form.



QUESTIONS?

Annelies Swaan

aswaan@celforpharma.com

Course(s)

Course Title

Course Date(s)

Registration Fee

Visit our website www.celforpharma.com for information about the early bird fee and full fee, group discounts, etc.

Participant Details

Title Email

First Name Mobile Number

Last Name Country of Work

Job Title

Company Details

Company Name

VAT Number

Invoicing Address:

Street Address

City/Province

Postcode

Country

Payment

Payment Method ☐ Bank Transfer (+3%) ☐ Credit Card

PO Number (optional)

Confirm Registration

In order to complete the registration, please tick the following box(es):

☐ I, the participant(s), have read and accept CELforPharma's Transfer & Cancellation Policy (www.celforpharma.com/transfer-cancellation-policy) and Privacy Policy (www.celforpharma.com/we-value-your-privacy)

☐ I accept that CELforPharma regularly sends me information by email on topics discussed within their website (www.celforpharma.com) and relevant to my function, under the condition that I can unsubscribe at any time.
I accept that relevant personal details are stored in a database for that purpose, as per CELforPharma's Privacy Policy (www.celforpharma.com/we-value-your-privacy), of which I accept the terms.

CELforPharma is the only
international training institution
where pharma, biotech & medtech executives
can **LEARN business-critical
competencies**
for market-facing functions

