

5th Annual

Clinical Operations Summit

Optimise your trials with a choice of TWO streams

Patient Recruitment, Retention and Compliance | Performance Metrics and Resource Optimisation

25-26 May 2011 | Sheraton Brussels Hotel | Brussels | Belgium

Don't miss out on shared experience from top industry speakers:



Vladimir V. Anisimov, Senior Director, Research Statistics Unit, **GlaxoSmithKline**



Terttu Haring, Regional Head, Northern Europe and English Speaking Africa Clinical Study Units Network, **Sanofi-Aventis**



Nurcan Coskun, Clinical Operations Manager, **Medtronic International Trading Sàrl**



Guy Mascaro, President, **Metrics Champion Consortium**



Philippe Auby, Senior Medical Director, Corporate ICR France & Paediatrics, **Lundbeck SAS**



Professor Rodney Taylor, Deputy Chairman, **MDS UK Patient Support Group**



Johann Pröve, Head Global Data Management, **Bayer Healthcare**



Jann Richardet, Performance Manager, Medical Science & Innovation, **Merck Serono S.A.**



Annelies Legters, Patient Recruitment and Retention Specialist, **Lundbeck BV**

Thierry Escudier, Head of International Clinical Operations, **Institut de Recherche Pierre Fabre**

Niclas Pantzar, PhD, Director Clinical Resource Coordination, **AstraZeneca R&D**, Sweden

Michael Bone, **The Association of Research Ethics Committees (AREC)**

Krishna Prasad, Clinical Assessor/Cardiology Consultant, **MHRA**

Nele Matthijis, DG Inspections/ Pharmacovigilance Inspector, **Federal Agency for Medicines and Health Products (FAMHP)**

Virginia Geffroy, Clinical Portfolio Manager, **CMR International**

Co-located with Clinical Trial Technologies and Data Integration •

Clinical Trials in Asia, CEE and MENA • Partnering with Central Labs, ECG & Imaging Labs

What makes this event unbeatable?

- ✓ **38 expert speakers** from large pharma, small/medium pharma and biotechs
- ✓ **6+ hours** of both structured and informal networking opportunities
- ✓ **Brand new for 2011:** MHRA, MDS UK Patient Support Group, The Association of Ethics Committees, CMR International

20+ cutting-edge industry case studies from:

Patient Recruitment, Retention and Compliance

Sanofi- Aventis • Celgene • GlaxoSmithKline
Institut de Recherche Pierre Fabre • IntraLinks
Chugai Pharma Europe • Roche • AstraZeneca
Pfizer • Baxter • Actogenix • Lundbeck
Orphan Europe

Performance Metrics and Resource Optimisation

AstraZeneca • Merck Serono
F. Hoffman - La Roche • GlaxoSmithKline
Merck • Janssen-Cilag • Medtronic
Bayer Healthcare • Lundbeck

Don't miss our exciting selection of 3 pre-and post-conference interactive sessions (see inside for further details)

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5th Annual Clinical Operations Summit

Conference Day One | Wednesday 25 May 2011

Keynote session

09:00 A patient group perspective on patient recruitment

- Outlining why it is important to work with patients in mind
- Examining a patient's perception of being in a clinical trial
- What encourages patients to participate in a clinical trial?
- What would put a patient off from joining a clinical trial?
- What are the most effective ways for a patient to find out about a clinical trial?
- How can you ensure that a patient is happy, comfortable and continues with a clinical trial?
- The ethical and moral responsibility of pharma companies towards patients on a successful clinical trial
- What happens to patients after the trials end - Continuity of care and contact

Professor Rodney Taylor, Deputy Chairman, MDS UK Patient Support Group, The Rayne Institute, King's College Hospital, UK

STREAM A

Patient Recruitment, Retention and Compliance

Exploring challenges and trends in patient recruitment and retention

11:10 Real-life data – from a marketing science perspective - on why patients enter into a clinical trial

- Exploring the reasons why patients want to be recruited
- Assessing what make patients want to stay in or leave the trial
- Evaluating why patients may or may not comply with the requirements of the trial
- Examining quantitative and qualitative data on how to communicate with patients

Terttu Haring, MD, Regional Head, Northern Europe and English Speaking Africa Clinical Study Units Network, Sanofi-Aventis, The Netherlands

11:40 Examining the biggest challenges in patient recruitment and retention and how to overcome them

For further details please see the conference website www.informa-ls.com/clinops

Helen Johansen, Associate Manager, Study Manager Department, Celgene RD Sarl, Switzerland

Real life methods for effective patient recruitment

12:10 Case study on successfully meeting patient recruitment timelines

- Exploring methods to speed up patient recruitment
- Identifying major patient recruitment hurdles and how to overcome them
- Ensuring effective internal organisational processes and information exchange
- Methods to ensure that you meet the correct regulatory requirements on time
- Working effectively with the CRO project manager to meet timelines

Ross McLennan, PhD, Academic-Industry Collaboration Co-ordinator, Scottish Academic Health Sciences Collaboration & Programme Manager, TMRI Ltd, UK

12:40 Networking lunch and exhibition

13:50 Predictive patient recruitment modelling in clinical trials (statistical methodology and implementation)

- Identifying the main sources of uncertainties and models for patient recruitment
- Predicting recruitment at the initial and interim stages (statistical data-driven approach)
- Adaptive adjustment of recruitment and number of clinical centres
- Predicting study performance and site productivity
- Case studies, software tools, implementation

Vladimir V. Anisimov, Prof. ScD, Senior Director, Research Statistics Unit, GlaxoSmithKline, UK

14:20 Round table discussion: Patient recruitment experience

- Examples of successful patient recruitment methods
- Examples of recruitment methods that haven't worked
- Examples of overcoming patient recruitment hurdles

14:50 Case study on innovative ways to recruit patients

- Examples of the latest methods of patient recruitment
- Examples of 'out of the ordinary' recruitment methods which have worked
- Examining how to motivate patients based in Europe and the US
- Exploring the importance of providing site staff with information and facts to encourage patients
- Comparing traditional methods (e.g. advertisements in newspapers) versus innovative methods (e.g. social media)

Thierry Escudier, Head of International Clinical Operations, Institut de Recherche Pierre Fabre, France

09:30 Ethics Committee perspective

- Overview of the latest updates and changes to ethics committee requirements
- What are the ethics committees looking for in protocol submissions?
- Outlining the main findings in protocol submissions
- Assessing the most common problems with protocol submissions and how these can be overcome

Michael Bone, The Association of Research Ethics Committees (AREC), UK

10:00 Case study from CMR International on clinical performance metrics, trends and analysis

- Clinical Research in the R&D context
- Industry trends (Cycle times and patient recruitment)
- Strategies to improve productivity

Virginia Geffroy, Clinical Portfolio Manager, CMR International, UK

10:30 Morning networking break and exhibition

STREAM B

Performance Metrics and Resource Optimisation

Practically implementing performance metrics

11:10 Workshop: Utilizing metrics to drive quality management in clinical trials

- Collaborative effort of a group of pharmaceutical, biotechnology and CROs to define and implement a standardized set of clinical trial performance metrics
- New approaches to measuring the quality of the site assessment process, the protocol writing process and other clinical trial activities
- Defining what quality means to your organization

Guy Mascaro, President, Metrics Champion Consortium, USA

12:10 Examining what should be measured in clinical: Internally and from a benchmarking perspective

- Study versus project level metrics - what milestones and intervals should we focus on?
 1. Protocols, recruitment, statistical analysis, study reports, investment decisions?
- Current benchmark metrics – is further evolution needed?
 1. Impact of new sourcing models, combination of study and project level data, healthy volunteer and patient data
 2. Improved cost metrics

Marion Page, Director of Clinical Strategy Enablement and Business Performance, AstraZeneca

12:40 Networking lunch and exhibition

13:50 Case study on a subset of metrics and Key Performance Indicators (KPIs) implemented within Global Clinical Operations

- Examining the impact on compliance and quality

For further details please see the conference website www.informa-ls.com/clinops

Jann Richardet, Performance Manager, Medical Science & Innovation, Merck Serono S.A., Switzerland

14:20 Round table discussion: How are other companies designing and using metrics?

- Is there a standardisation of metrics between companies or are they very different?
- Can benchmarks for measuring performance be identified?
- Examples of the top 5 metrics / KPIs used
- Examples of ways in which performance may be measured

14:50 Spotlight session

This spotlight session will be hosted by a leading service provider or vendor. If you would like to host this session please contact Sukhvir Hayre, at sukhvir.hayre@informa.com or +44 (0) 207 017 7131

15:20 Afternoon networking break and exhibition

Examining the practicalities of implementing metrics for sites and CROs

16:00 Targeted monitoring: The essentials to consider

- What is targeted, smart or fit for purpose monitoring?
- What are the differences to "regular" monitoring activities/visits?
- How are monitoring visits triggered?
- What are the supporting factors to make it happen?
- The paradigm change – is it easy?

Peter Schiemann, PhD, Global Head Quality Risk Management, Clinical Quality Assurance, F. Hoffmann - La Roche Ltd., Switzerland

16:30 Clinical trial optimisation tools for effective site selection

For further details please see the conference website www.informa-ls.com/clinops

Stefan Hinnisdaels, Clinical Development Manager, Internal Medicine, GlaxoSmithKline Pharma, Belgium (subject to final confirmation)

15:20 Afternoon networking break and exhibition

Examples of successful patient recruitment and retention strategy

16:00 New directions in technology for managing information at the investigator site

- Assessing the advantages and disadvantages of technology versus paper for information exchange
- Choosing the best software and systems for information exchange between the patient, site and sponsor
- Ensuring ease of use of the system
- Maintaining effective information flow between the investigator site and the sponsor

Alison Shurell, VP Life Sciences Product Marketing, **IntraLinks**

16:30 Strategies to meet regulations and overcome restrictions when running a large global trial

- Assessing the main difficult legal restrictions for patient recruitment across the globe
- How to take patient restrictions in different countries into consideration when planning a global trial
- Successfully meeting regulatory authority requests for proportions of patients from different regions
- Ensuring that patient compliance is effective in sites in all countries

Krystyna Bell, Clinical Trial Manager, **Chugai Pharma Europe Ltd.**, UK

17:00 Challenges and strategies for patient recruitment and retention

- Better planning for better results - from protocol writing to site selection
- Critical success factors to optimise patient recruitment
- Effective communication with site staff and the impact on compliance and study timelines
- How to ensure patient motivation in the long term
- Evaluating the role of different vendors in recruitment and retention

Daniela Popescu, Clinical Trials Manager, **Roche Romania SRL**, Romania

17:30 End of conference day one

17:00 Establishing metrics to effectively work with sites and encourage patient recruitment

- Exploring ways to work with the investigator to improve patient recruitment
- Using metrics to evaluate the potential of patient pools and select the most appropriate sites
- Examining how to assess and overcome potential risk at sites
- Using metrics to monitor site timelines

Pernilla Sandwall, Clinical Learning Specialist for EU-II Global Clinical Trial Operations, **Merck&Co/MSD**, Sweden

17:30 End of conference day one

“Great event, very diverse agenda which made for a thought provoking event”

Janssen-Cilag, 2010

“Really interesting topics as well as a good networking opportunity”

Chiesi Farmaceutici, 2010

“Well organised. Presentations were focussed on subjects and very comprehensive and clearly explained. Two days of good learning and improving knowledge”

Eurand SpA, 2010

Conference Day Two | Thursday 26 May 2011

Keynote session

09:00 Assessing the impact of the regulatory landscape on pipelines and outcomes

- Establishing the likely effective procedures to ensure regulatory compliance
- Hypothesising the appearance of the regulatory landscape over the next decade
- Determining the potential impact of these changes on the vendor-sponsor relationship

Krishna Prasad, Clinical Assessor/Cardiology Consultant, **MHRA**

09:30 European regulatory authority perspective on AE (Adverse Event) reporting and common findings in clinical trials

- Examples of the most common findings in sponsor inspections for clinical trials
- Examining what the regulators expect from Clinical Trial Management Systems (CTMS) for adverse events
- Exploring the main trends in site audits and inspections
- Examples of common site findings that a sponsor company should have found

Nele Matthijis, DG Inspections/ Pharmacovigilance Inspector, **Federal Agency for Medicines and Health Products (FAMHP)**, Belgium

STREAM A

Patient Recruitment, Retention and Compliance

Exploring how to ensure patient compliance

10:00 Effectively communicating with sites to ensure patient compliance

- How to motivate and partner with the site to ensure compliance is carried out effectively
- Evaluating the advantages and disadvantages of the latest technologies versus more traditional methods for patient compliance
- Assessing whether the sponsor or CRO should be responsible for managing communication with the site
- Effectively contracting with sites to ensure patient compliance

Georgi Georgiev, MD, Clinical Research Manager, Head of Office Bulgaria, **AstraZeneca CRR CEEMEA**, Bulgaria

10:30 Patient recruitment advertising - Czech experience

- Overview of patient recruitment in clinical trials – the Czech Republic landscape
- Examining the adjusting of Patient Recruitment Advertising (PRAd) – exploring the necessity
- Investigating the local legal and ethical aspects of PRAd
- Examples, practical aspects and outcomes of PRAd
- Evaluating the future of PRAd in the Czech Republic

Marek Barger, Head of Country Clinical Operations, **Pfizer spol, s r.o.**, Czech Republic

11:00 Morning networking break and exhibition

11:40 Spotlight session

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STREAM B

Performance Metrics and Resource Optimisation

Improving efficiency with internal resource optimisation

10:00 Case Study on a Balanced Score Card for combined site and sponsor Clinical Trial management

- Evaluating the advantages and disadvantages of implementing a Balanced Score Card
- Assessing the main advantages of combining site management with sponsor management
- What went well and not so well in implementing the Balanced Score Card

Bart Dewindt, Therapeutic Area Head Oncology and Immunology, Global Clinical Operations, **Janssen-Cilag NV**, Belgium

10:30 Effectively meeting regulations with efficient use of resources

- Assessing the practicalities involved for sponsors, sites and patients when regulatory bars are raised
- Examples of how resource planning has been adapted to meet the latest regulatory changes
- Outlining the main roles and responsibilities of clinical operations in meeting regulatory requirements
- How to prioritise resources to ensure that regulations are met

Nurcan Coskun, PhD, Clinical Operations Manager, **Medtronic International Trading Sàrl**, Switzerland

11:00 Morning networking break and exhibition

11:40 Capacity planning in Clinical Operations: An AstraZeneca case study Output, budget management and productivity metrics from a big pharma perspective

Please see the conference website for further details www.informa-ls.com/clinops

Niclas Pantzar, PhD, Director Clinical Resource Coordination, **AstraZeneca R&D**, Sweden

Stakeholder engagement to enhance patient recruitment and retention

12:10 Effectively working with the CRO to optimise patient recruitment and retention

- How to decide what the CRO takes responsibility for and what the sponsor takes responsibility for
- What can the CRO do to assist in patient recruitment?
- What level of responsibility should the CRO take for feasibility of patient recruitment?
- Ensuring an effective communication between the CRO, sponsor and site to encourage patient recruitment and retention

Michael Zoerer, Global Therapeutic Area Operations Manager, Baxter Innovations, Austria

12:40 Networking lunch and exhibition

13:50 Successfully working with the site for effective patient recruitment and retention

- Implementing innovative methods to keep sites motivated to recruit and follow up with patients
- Using the latest tools for working with investigators
- Effectively training investigators site staff to keep patients motivated
- Tailoring methods to the particular type of study or particular region
- Working with sites to encourage proactive patient recruitment

Fiona Cilli, Clinical Project Manager, Actogenix NV, Belgium

14:20 Success strategies for patient retention

- Assessing how successful retention starts from successful recruitment
- Exploring the Site Management Concept and Site Coordinator's Role
- Examining the Investigator - Site Coordinator - Sponsor Triangle
- Key tools to retain the patient in the program

Gözde Olkay, Pharm., MBA, Head Of Clinical Operations, Turkey, Boehringer Ingelheim

14:50 Examining the impact of Patient Public Involvement (PPI) on recruitment and retention

- Exploring the impetus for PPI in the UK
- Investigating the process of achieving effective engagement from a clinical trials unit perspective
- Examples of PPI impact on trial design and operations that lead to improved recruitment
- Real-life research on evaluating and developing guidelines for PPI on recruitment and retention in clinical trials

Sue Pavitt, PhD, Reader in Applied Health Research, Leeds Institute of Health Sciences, University of Leeds, UK

15:20 Afternoon networking break and exhibition

15:50 Case study on working with the CRO on patient recruitment

- To what extent should this be a collaboration
- Examining who is responsible for timely patient recruitment

Annelies Legters, Patient Recruitment and Retention Specialist, Lundbeck BV, The Netherlands

16:20 Preparing clinical sites for FDA inspections

- Outlining the regulatory frame of FDA inspections
- Exploring what the FDA inspectors are looking for at the site, the sponsor and the CRO
- Examples of events during sites' inspection
- Examining how inspections preparation allow continuous improvement
- Examples of what the most common findings are

Carlos R. Camozzi, MD, Medical Director, Director of Medical Affairs Department, Clinical Development Orphan Europe - member of Recordati Group, France

16:40 End of conference day two

12:10 Exploring the latest innovations in effective data management

- Assessing the latest methods for information sharing and management
- Effectively collaborating between clinical operations and data management
- How data management can contribute to easier monitoring
- Lessons learned from data management contributing to data quality in clinical trials
- Evaluating the impact of "just-in-time" data required to increase process efficiency

Johann Prüve, PhD, Head Global Data Management, Bayer Healthcare, Germany

12:40 Networking lunch and exhibition

13:50 Corporate R&D resource planning

- Different approaches for planning resources for the next 2-3 years vs 5-10 years
- STD roles definition: need for detail vs identifying a manageable number of roles
- Project resource demand and non-project resource demand
- STD roles demand definition: Historical data analysis and experts involvement in R&D functional matter
- Considering resource planning within the R&D Portfolio evaluation

Riccardo Mariani, R&D Business Analysis Manager, Project and Portfolio Management, Chiesi Farmaceutici SpA, Italy

Maximising value with external resource optimisation

14:20 Case study on successful collaboration between sponsor and CRO on a paediatric programme

- Outlining the specificities of paediatric studies
- Identifying the hurdles and anticipating difficulties
- Planning contingency plans
- Establishing an efficient collaborative process between sponsor and CRO

Philippe Auby, MD, Senior Medical Director, Corporate ICR France & Paediatrics, Lundbeck SAS, France

14:50 Streamlining the site contracting process

Please see the conference website for further details www.informa-ls.com/clinops

Nacéra Krouri, Site Agreement Manager, Europe & South Africa (Asia ad interim), Clinical Operations, Global Study Management, Lundbeck

15:20 Afternoon networking break and exhibition

15:50 Examining the challenges and opportunities in contracts with sites

- Evaluating the main challenges in negotiating contracts with sites and how these can be overcome
- Overcoming the main opportunities in contracting with sites
- Exploring ways of shortening contract times with sites
- Identifying who needs to partake in contract negotiations and finding solutions to streamline the process
- Working with a lawyer who prioritises what is absolutely necessary to complete the contract on time

Rosanna Cooper, PhD, Global Head, RT Coopers, UK

16:20 Evaluating the benefits of a niche CRO versus a global CRO for clinical operations functions: A biotech case study

- Examining the extent of reliance on the CRO to manage studies and take initiative – the needs of the small biotech
- Exploring the role of a niche CRO
- Case study comparing the use of a global CRO and niche local providers for a small biotech
- Assessing the future of niche CROs

Albert Agro, Dr. Professor, CEO and President, HNZ Strategic Holdings Inc, CMO, Cynapsus Therapeutics Inc, Canada

16:40 End of conference day two

Pre-Conference Workshop X – Tuesday 24 May 2011

Registration 10:00 – Start 10:30 – Lunch 13:00 – Afternoon start 13:30 – Finish 17:00

Implementing adaptive and integrated design: Latest innovations

Led by: Alun Bedding, Director, Quantitative Sciences, GlaxoSmithKline, UK

What will be covered at the workshop:

Adaptive Clinical Trials

- Exploring how adaptive trials can be used to speed up the clinical trial process
- How to set up a strategy for adaptive trials
- Examining the main advantages and pitfalls
- Examples of adaptive trials that have worked
- Practically implementing adaptive trials: Planning and protocol style
- Ensuring that adaptive trials will be accepted by the regulatory agencies
- Utilising marketing information when planning an adaptive trial

Integrated design (or combined design)

- Examining how Phase II and Phase III study designs can be combined
- Assessing the regulatory guidance and acceptance of integrated design
- Exploring the options for protocol design and amendments with integrated design
- Current experience and examples of successful integrated design
- Outlining the advantages and pitfalls of integrated design

If you have any questions with regard to the agenda or content of the programme, please contact - Sarah Palit, Senior Conference Producer Tel: +44 (0)207 017 5371 or sarah.palit@informa.com
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Pre-Conference Workshop W – Tuesday 24 May 2011

Registration 11:00 – Start 11:30 – Lunch 13:00 – Afternoon start 13:30 – Finish 17:15

Project management for clinical operations

Led by: Dr Laura Brown PhD MBA Dip. Clin Sci., Independent Pharmaceutical Training and Project Management Consultant; Course Director, MSc Clinical Research, School of Pharmacy, University of Cardiff, UK; Course Director MSc Regulatory Affairs, TOPRA



What will be covered at the workshop:

What is Project Management for Clinical Operations?

- Exploring what makes an effective project manager
- Outlining who is responsible and clarity of scope
- Analysing the differences in project management across companies
- Working with the project management department
- What are project management expecting from clinical operations?
- Identifying the causes of past success and failure
- Outlining who is responsible and setting clear objectives and defining the scope

Developing the Project Plan for Clinical Trial Projects

- Implementing effective project management
- Clearly defining risk identification, timelines and budget restrictions
- Practically implementing a project development plan

Clinical Operational Project Implementation and Control

- Practically implementing project management in operational processes
- Examining how clinical operations can communicate effectively with project management

- Identifying who should be involved and who should be informed
- Overcoming enablers and constraints of clinical operational projects
- Implementing clinical trial project control and reporting system
- Monitoring clinical operational activities and performance

Clinical Operational Project Review and Learning

- Identifying the critical success factors
- Learning from mistakes
- Evaluating the longevity and success rates of the project management systems
- Using metrics results in project management
- Tips for how clinical operations can work well with project management

About your workshop leader

Laura has more than 17 years experience of managing projects in the clinical research. She has worked for several companies including Wellcome, Hoechst Marion Roussel, Good Clinical Research Practices and Phoenix International in project management.

(Please see www.informa-ls.com/clinops for further details)

Post-Conference Workshop Y – Friday 27 May 2011

Registration 08:00 – Start 08:30 – Lunch 12:00 – Afternoon Start 13:00 – Finish 15:00

Outsourcing and study oversight

Led by: Jane Winter, Pharma Business Solutions Ltd

What will be covered at the workshop:

Establishing the outsourcing relationship

- Supplier selection
- Evaluation of suppliers
- Formalising the relationship through contractual documents

The Importance of Study Oversight

- European regulatory requirements regarding outsourcing

- What is sponsor study oversight?
- Common audit findings
- Identification and Minimisation of risks in outsourced studies

Study oversight in practice

- Ideas for implementing oversight processes
- Issue management and escalation
- Benefits of study oversight

PROMOTIONAL OPPORTUNITIES

How can your company benefit from this event?

In this competitive market this combination of events offers your company an unrivalled opportunity to meet new prospects and update existing clients. With clients looking for customized solutions, face-to-face time for your sales team is central to winning new business and extending the life of existing client relations.

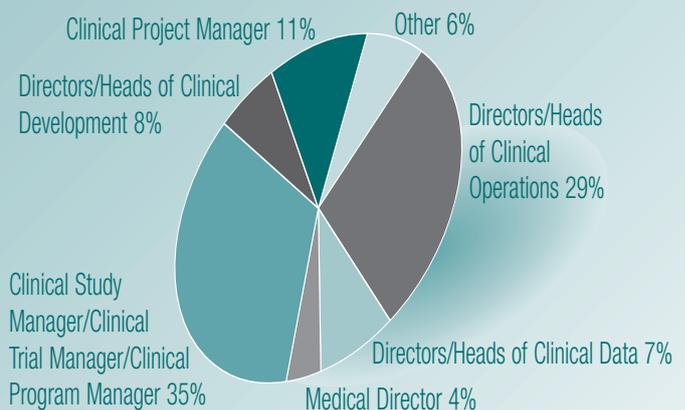


The opportunities we offer focus on delivering benefits that will ensure you achieve these goals. Benefits can include –

- Networking base at event with an **exhibition stand** providing your team access to the whole audience across all four events.
- **Speaking slot** on main programme giving your company the chance to showcase its expertise.
- **Conference passes** to ensure that your company has ample time to meet our audience and have that essential face-to-face time
- **Logo visibility** with branding packages that ensure that your company logo is seen by all of our attendees.
- **Dedicated sponsorship/exhibition marketing** – Companies can target our marketing campaign to ensure that they meet the right audience.

Who will your sales team be networking with?

In 2010 68% of delegates were from large pharma, small/medium pharma and biotech



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Step 2: Select Package	Code	Book before Friday 4 March 2011	Save	Book between Friday 4 March 2011 & Friday 22 April 2011	Save	Book after Friday 22 April 2011	Save
<input type="checkbox"/> 4 Day Pass: Conf + 2 workshops (pre W or X) & post -Y	CQ4145C+(W or X) + Y	£2797 + VAT @ 21% = £3384.37	£300	£2897 + VAT @ 21% = £3505.37	£200	£2997 + VAT @ 21% = £3626.37	£100
<input type="checkbox"/> 3 Day Pass: Conf + 1 workshop (pre or post - W, X or Y)	CQ4145C+ (W, X or Y)	£2198 + VAT @ 21% = £2659.58	£200	£2298 + VAT @ 21% = £2780.58	£100	£2398 + VAT @ 21% = £2901.58	
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