

EphMRA/ESOMAR PHARMACEUTICAL CONFERENCE

BUILDING A COMPETITIVE CULTURE THROUGH SHARED RESPONSIBILITY



WEDNESDAY 23 JUNE

Venue - Ballroom ABCDEF

- 1230 - 1415 **Lunch** - Ballroom GH -
Sponsored by Insight International, Medicare Audits Ltd, NOP Healthcare, SGR International, SSRI - Social Survey Research Information, The Companies of Strategic Marketing Corporation & Total Research
- 1415 - 1430 **Introduction** -
Panos Kontzalis - EphMRA President & Juergen Schwoerer - ESOMAR Director General
- 1430 - 1510 **The Spider in the Information Web** -
Soumitra Dutta - INSEAD - France

Session One: **Developing a Competitive Culture Company-Wide**

Chairman: Cathy Swift - SmithKline Beecham - UK

- 1510 - 1515 Chairman's Introduction
- 1515 - 1545 **Intellectual Capital: Securing a Competitive Advantage** -
Holly Atkinson - Reuters Health Information Inc - USA
- 1545 - 1610 Coffee sponsored by I + G Gesundheitsforschung
- 1610 - 1640 **From Individual Knowledge to Organisational Know-How:
Building a Market Focused Organisation** -
Keir Rothnie & Philippe Latapie - Strat*X - France
- 1640 - 1710 **Staying Competitive in the Corporate Culture** -
Jeff Davidson - Breathing Space Institute - USA