



Updated: 13 June, 2024  
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# Pharma and Biotech Innovation and Leadership Summit



May 13 - 15 | 2025



Santorini | Greece

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# Executive summary

## Introduction

The **Pharma and Biotech Innovation and Leadership Summit** will take place from **May 13-15 in Santorini, Greece**. This premier event is designed to bring together the most influential leaders in the pharmaceutical and biotech industries to discuss strategic innovation, leadership, and advancements in project and data management.

## Event Overview

- **45 Pharma and Biotech Executives as Speakers:** Engage with top industry leaders through panel discussions.
- **7 Leading Solution Providers:** Presentations focused on strategic innovation and leadership issues.
- **VIP Invites of Sponsors:** Network with up to 40 VIP guests invited by our sponsors.

## Target Audience

The summit will attract senior executives and decision-makers, including:

- CEOs, COOs, CFOs, CIOs, CTOs
- Chief Medical Officers
- VPs and Executive Directors of R&D, Clinical Operations, Regulatory Affairs, Data Analytics, Project Management, Business Intelligence, and Digital Transformation

## Unique Features

- **Tailored Panel Discussions:** Sponsors can moderate panel discussions aligned with their solutions.
- **Exclusive Sponsor Presentations:** Each sponsor will have the opportunity to present during the conference.
- **One-to-One Meetings:** Dedicated two-hour block for personalized meetings with over 20 hosted buyers.
- **Group Activities and Dinners:** Sponsor-led activities culminating in exclusive dinners, fostering informal networking.

## Special Highlights

- **Closed Sessions for Key Stakeholders:** Confidential sessions for senior executives to foster open discussion and strategic planning.
- **Premium Forum:** High-level networking opportunities with leading executives and innovative solution providers.
- **Aligned Content:** Focus on relevant market developments, emerging trends, and strategic insights from industry leaders.
- **Invitation-Only Access:** Ensuring a curated, high-caliber audience for meaningful interactions.
- **Exclusive Location:** The serene and prestigious venue of Santorini, designed to provide a focused environment.

# Sponsorship Opportunities



## Next Steps

To become a sponsor and secure your place at this exclusive event, please contact:

### Silver Package

(3 available)

- 1 speaking slot
- 1 moderated panel
- 1 activity on Day 2
- 3 staff passes, 3 client passes

**15,000 €**

### Gold Package

(3 available)

- 1 speaking slot
- 2 moderated panels
- 1 activity with dinner on Day 1
- 4 guaranteed one-to-one meetings
- Expo stand, 3 staff passes, 5 client passes

**25,000 €**

### Platinum Package

(1 available)

- Event chairing, branding opportunities  
(lanyards, pens, gift bags)
- 3 speaking slots  
(one each day)
- 5 moderated panels
- 2 activities with dinner  
(Day 1 and Day 2)
- 8 guaranteed one-to-one meetings
- Expo stand, 5 staff passes, 10 client passes

**50,000 €**

Join us at the Pharma and Biotech Innovation and Leadership Summit for an unparalleled opportunity to connect with industry leaders, showcase your solutions, and drive innovation in the pharmaceutical and biotech sectors.

*Lubos Kusy*

### Lubos Kusy

Summit Director  
[lubos@whysummits.com](mailto:lubos@whysummits.com)



# Program at a glance



## Tuesday

May 13, 2025

7:00 AM

### Morning Exercise

7:45 AM

### Breakfast

8:30 AM

### Morning Sessions

8 insightful sessions addressing key topics Includes a networking break.

1:00 PM

### Lunch

2:00 PM

### One-to-One Meetings

4:00 PM

### Networking Break

5:00 PM

### Activities

Wine Tasting at a Local Vineyard, Sunset Catamaran Cruise, Cooking Demonstration and Tasting, Guided Tour of Akrotiri Archaeological Site

7:30 PM

### Group Dinners

Dine at selected venues, enjoying a relaxed and intimate setting.

## Wednesday

May 14, 2025

7:00 AM

### Morning Exercise

7:45 AM

### Breakfast

8:30 AM

### Morning Sessions

8 insightful sessions addressing key topics Includes a networking break.

1:00 PM

### Lunch

2:00 PM

### One-to-One Meetings

4:00 PM

### Networking Break

5:00 PM

### Activities

Wine Tasting at a Local Vineyard, Sunset Catamaran Cruise, Cooking Demonstration and Tasting, Guided Tour of Akrotiri Archaeological Site, Private Yoga Session with a View Photography Walking Tour, Visit to Art Galleries and Boutiques in Oia, Spa and Relaxation Session

7:00 PM

### Joint Dinner

All attendees gather for a grand joint dinner to network and celebrate.

## Thursday

May 15, 2025

7:00 AM

### Morning Exercise

7:45 AM

### Breakfast

8:30 AM

### Morning Sessions

Final 8 impactful sessions Includes a networking break.

1:00 PM

### Lunch

2:00 PM

### Last round of One-to-One Meetings

4:00 PM

### End of the conference

# Summit topics

## Day1

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### 1. Optimizing Project Portfolios in Pharma and Biotech

**CHALLENGES:**

- Balancing a diverse portfolio of projects.
- Aligning projects with strategic business goals.
- Managing risk across the portfolio.

Sponsor can showcase how their portfolio management tools help in strategic alignment and risk management.

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### 2. Efficient Resource Management in Drug Development

**CHALLENGES:**

- Allocation of limited resources across multiple high-priority projects.
- Ensuring optimal utilization of specialized skills and equipment.

Sponsor can discuss their resource optimization tools and capacity planning solutions to handle these challenges effectively.

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### 3. Risk Management in Pharmaceutical R&D Projects

**CHALLENGES:**

- Identifying and mitigating risks in early-stage research.
- Regulatory risks and compliance issues.
- Managing uncertainties in clinical trials.

Sponsor can present their risk management and scenario analysis tools to help manage uncertainties and compliance risks.

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### 4. Enhancing Collaboration and Efficiency in Global Teams

**CHALLENGES:**

- Coordinating work across geographically dispersed teams.
- Ensuring effective communication and real-time updates.
- Automating workflows to reduce manual errors.

Sponsor can highlight their collaboration and automation tools to enhance efficiency and communication in global teams.

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### 5. Regulatory Compliance and Quality Assurance in Biotech Projects

**CHALLENGES:**

- Meeting stringent regulatory requirements.
- Ensuring quality control throughout the product lifecycle.
- Maintaining comprehensive documentation for audits.

Sponsor can discuss their solutions for maintaining regulatory compliance and quality assurance.

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### 6. Innovation and Strategic Planning in Pharma

**CHALLENGES:**

- Incorporating innovative technologies and methodologies in drug development.
- Long-term strategic planning to stay competitive.
- Forecasting and scenario planning to anticipate market changes.

Sponsor can demonstrate their strategic planning and innovation management tools to address these issues.

By aligning the sponsored talks with these topics, senior managers and directors in Pharma and biotech will gain valuable insights and practical solutions to their specific challenges, while the solution providers can effectively demonstrate their relevance and value.

# Summit topics

## Day2

### 1. Enhancing Drug Development Through Predictive Analytics

**CHALLENGES:**

- High failure rates in drug development.
- Difficulty in predicting clinical trial outcomes.
- Balancing investment with risk.

Sponsor can showcase how their predictive analytics tools help assess and mitigate risks, improving the likelihood of success in drug development.

### 2. Optimizing Clinical Trials with Advanced Data Solutions

**CHALLENGES:**

- Inefficiencies in clinical trial design and management.
- Recruitment and retention of suitable patients.
- Real-time monitoring and data collection.

Sponsor can present their solutions for clinical trial optimization, including patient recruitment strategies and real-time data analytics to enhance trial efficiency and outcomes.

### 3. Leveraging Real-World Evidence (RWE) for Regulatory and Market Success

**CHALLENGES:**

- Integrating real-world data into regulatory submissions.
- Demonstrating product value to payers and regulators.
- Post-market surveillance and safety monitoring.

Sponsor can discuss their RWE solutions, showing how real-world data can support regulatory compliance and market access.

### 4. Data Integration and Management in Pharma and Biotech

**CHALLENGES:**

- Managing large volumes of diverse data sources.
- Ensuring data quality, integrity, and accessibility.
- Integrating disparate data systems for a unified view.

Sponsor can highlight their data management and integration services, explaining how they ensure seamless data integration and high-quality data for decision-making.

### 5. AI and Machine Learning in Biotech Research

**CHALLENGES:**

- Applying AI and ML to large datasets.
- Enhancing the accuracy and efficiency of data analysis.
- Implementing AI/ML solutions in a regulatory-compliant manner.

Sponsor can demonstrate their AI and ML capabilities, showing how these technologies can revolutionize biotech research and development.

### 6. Strategic Decision-Making with Business Intelligence (BI)

**CHALLENGES:**

- Transforming complex data into actionable insights.
- Supporting strategic planning and operational decisions with data.
- Ensuring data security and compliance.

Sponsor can present their BI tools, explaining how they help transform data into actionable insights and support strategic decision-making.

By aligning the sponsored talks with these topics, senior managers and directors in Pharma and biotech will gain valuable insights and practical solutions to their specific challenges, while the solution providers can effectively demonstrate their relevance and value.



# Summit topics

## Day3

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### 1. Effective Project Management in Pharmaceutical Development

**CHALLENGES:**

- Managing complex, multi-phase projects.
- Ensuring projects stay on time and within budget.
- Coordinating cross-functional teams.

Sponsor can showcase their comprehensive project management services that ensure successful delivery of projects.

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### 2. Optimizing Costs in R&D and Manufacturing

**CHALLENGES:**

- Controlling costs in research and development.
- Managing budgets for large-scale manufacturing projects.
- Financial planning and forecasting.

Sponsor can discuss their cost management solutions, providing insights into effective budgeting and financial control strategies.

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### 3. Aligning Projects with Strategic Business Goals

**CHALLENGES:**

- Ensuring projects contribute to strategic business objectives.
- Balancing short-term project goals with long-term business strategies.
- Managing a portfolio of projects effectively.

Sponsor can discuss strategic project management and how aligning projects with business goals can drive success.

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### 4. Navigating Change Management in Pharma and Biotech

**CHALLENGES:**

- Managing organizational change effectively.
- Minimizing disruption during transitions.
- Engaging stakeholders and ensuring buy-in.

Sponsor can offer insights into effective change management strategies, ensuring smooth transitions and minimal disruption.

Sponsor can showcase their expertise in IT and digital transformation, providing solutions for system integration and technology implementation.

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### 5. Leveraging Data Analytics for Better Decision-Making

**CHALLENGES:**

- Managing and analyzing large volumes of data.
- Deriving actionable insights from complex data sets.
- Ensuring data quality and security.

Sponsor can present their data management and analytics solutions, highlighting how advanced analytics can drive better decision-making.

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### 6. Implementing Custom Project Management Tools

**CHALLENGES:**

- Selecting and implementing the right project management tools.
- Customizing tools to fit specific project needs.

Training teams to effectively use new tools.

Sponsor can discuss their expertise in implementing and customizing project management software, ensuring it meets the unique needs of the organization.

By aligning the sponsored talks with these topics, senior managers and directors in Pharma and biotech will gain valuable insights and practical solutions to their specific challenges, while the solution providers can effectively demonstrate their relevance and value.



# Networking Events

## Day 1

### SPONSORED ACTIVITIES CONCLUDED WITH A SPONSORED DINNER

(15 -20 people in a group)

#### 1. Wine Tasting at a Local Vineyard

- **Activity Description:** Enjoy a guided wine tasting at one of Santorini's renowned vineyards. Sample a selection of local wines, learn about the island's unique wine-making process, and enjoy stunning vineyard views.
- **Duration:** 2 hours
- **Dinner Pairing:** Gourmet Dinner at a Cliffside Restaurant  
**Description:** After the wine tasting, head to a nearby cliffside restaurant offering panoramic views of the caldera. Enjoy a gourmet meal featuring local ingredients and paired with fine wines, complementing the vineyard experience.

#### 2. Sunset Catamaran Cruise

- **Activity Description:** Set sail on a catamaran for a scenic sunset cruise along the caldera. Relax with a glass of wine, enjoy light snacks, and take in the breathtaking views as the sun sets over the Aegean Sea.
- **Duration:** 2 hours
- **Dinner Pairing:** Beachside Dinner Under the Stars  
**Description:** After the cruise, enjoy a relaxed dinner on the beach. Tables set up under the stars offer a serene setting to feast on fresh seafood and local delicacies, accompanied by the sound of the waves.

#### 3. Cooking Demonstration and Tasting

- **Activity Description:** Watch a local chef prepare traditional Greek dishes in a live cooking demonstration. Learn about the ingredients and techniques used, and enjoy tasting the delicious results.
- **Duration:** 2 hours
- **Dinner Pairing:** Traditional Greek Taverna Experience  
**Description:** Continue the culinary journey with dinner at a traditional Greek taverna. Enjoy a variety of meze, grilled meats, fresh seafood, and local wines in a lively and welcoming atmosphere.

#### 4. Guided Tour of Akrotiri Archaeological Site

- **Activity Description:** Take a guided tour of the ancient Minoan city of Akrotiri, often referred to as the "Pompeii of the Aegean." Explore the well-preserved ruins and learn about the history and culture of this fascinating site.
- **Duration:** 2 hours
- **Dinner Pairing:** Private Dinner in a Cave House  
**Description:** After exploring the historical site, enjoy an exclusive dining experience in one of Santorini's unique cave houses. A local chef will prepare a gourmet meal, paired with wines, in an intimate and memorable setting. These selected activity and dinner pairings offer a balanced mix of cultural enrichment, relaxation, and culinary delights, ensuring a memorable and enjoyable experience for biotech executives in Santorini.

# Networking Events

## Day 2

### SPONSORED ACTIVITIES (selection from)

#### 1. Wine Tasting at a Local Vineyard

- **Description:** Experience a guided wine tasting session at one of Santorini's renowned vineyards. Sample a variety of local wines and learn about the unique wine-making process while enjoying the stunning vineyard views.
- **Duration:** 2 hours

#### 2. Sunset Catamaran Cruise

- **Description:** Set sail on a catamaran for a scenic cruise along the caldera. Enjoy light snacks and beverages as you take in the breathtaking views of the sunset over the Aegean Sea.
- **Duration:** 2 hours

#### 3. Cooking Demonstration and Tasting

- **Description:** Watch a local chef prepare traditional Greek dishes in a live cooking demonstration. Learn about the ingredients and techniques used, and enjoy tasting the delicious results.
- **Duration:** 2 hours

#### 4. Guided Tour of Akrotiri Archaeological Site

- **Description:** Explore the ancient Minoan city of Akrotiri with a guided tour. Discover the well-preserved ruins and learn about the history and culture of this fascinating site.
- **Duration:** 2 hours

#### 5. Private Yoga Session with a View

- **Description:** Participate in a private yoga session with a professional instructor, set against the stunning backdrop of the caldera. The session includes relaxation and mindfulness techniques to help executives unwind.
- **Duration:** 2 hours

#### 6. Photography Walking Tour

- **Description:** Join a guided photography walking tour to capture the beauty of Santorini's iconic landscapes and architecture. A professional photographer will provide tips and guidance to help you take stunning photos.
- **Duration:** 2 hours

#### 7. Visit to Art Galleries and Boutiques in Oia

- **Description:** Explore the charming village of Oia with a guided tour of its art galleries and boutiques. Discover local artists' work, unique jewelry, and souvenirs while enjoying the picturesque surroundings.
- **Duration:** 2 hours

#### 8. Spa and Relaxation Session

- **Description:** Indulge in a relaxing spa session at a luxurious spa facility. Enjoy treatments such as massages, facials, and hydrotherapy, designed to help executives relax and rejuvenate.
- **Duration:** 2 hours

These activities provide a balanced mix of cultural enrichment, relaxation, and culinary experiences, ensuring an enjoyable and memorable time for biotech executives in Santorini.

### Day 2 – JOINT DINNER FOR SUMMIT DELEGATES