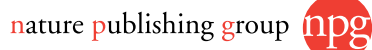




OXFORD
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8th Annual

Pharma-Bio-Med & BioSciences Information Conference & Exposition

3-5 NOVEMBER 2013 • BERLIN, GERMANY



AN INTERNATIONAL FORUM FOR PROFESSIONAL DEVELOPMENT, CONTINUING EDUCATION, NETWORKING AND THE SHARING OF INFORMATION BEST PRACTICES

For Information, library, knowledge management and CI Specialists and Managers, covering:

- R&D information
- Pre-clinical, clinical, regulatory, safety
- Pipeline, business & competitor information
- Competitor Intelligence, searching, elicitation, analysis, validation, synthesis and reporting

Featuring presentations from practitioners in industry, plus vendor exhibits and workshops:

- SciTech, medical & business information
- Publications, journals, databases
- Software tools & enabling technologies - integration, text mining, visualisation, etc.
- Searching techniques, tips and tricks

Pharma-Bio-Med[®] & BioSciences

Scientific, Technical, CI & Business Information

www.Pharma-Bio-Med.com



2013 CONFERENCE SCHEDULE

	Sunday 3 November	Monday 4 November	Tuesday 5 November
Morning Session	<p>Conference Registration Open</p>	<p>Exhibit Hall Open</p> <p>Conference Opening and Plenary Session Opens 09:00</p> <p>Featuring industry speakers and more with mid-morning networking breaks and vendor/exhibition hall demonstrations</p>	<p>Exhibit Hall Open</p> <p>Plenary Session Opens 08:30</p> <p>Featuring industry speakers and more.</p> <p>Poster Session with mid-morning networking break and vendor/exhibition hall demonstrations</p>
		Networking Conference Lunch	Networking Conference Lunch
Afternoon Session	<p>Optional Educational Workshops 14:00 - 17:15</p> <p>Workshop - AAAS Workshop - RightsDirect/CCC Workshop - BizInt Workshop - Dialog Workshop - Elsevier</p> <p>“5-Minute Mixer” Networking Activity 17:15 - 18:00</p>	<p>KnowledgeExchange™ Breakout Discussion Session</p> <p>Presentations with mid-afternoon networking breaks and vendor/exhibition hall demonstrations</p> <p>Session Ends at 17:15</p>	<p>Pharma-Bio-Med Tutorial Sessions</p> <p>Presentations with mid-afternoon networking breaks and vendor/exhibition hall demonstrations</p> <p>Official closing of the conference Session Ends at 16:00</p>
Evening	<p>Conference Welcome Reception in the Exhibit Hall 18:00 to 19:30</p>	<p>Conference Gala Dinner Event 18:30 to 21:00</p>	<p>Evening Free for Networking</p>

WHO SHOULD ATTEND AND WHY

Specifically Tailored For:

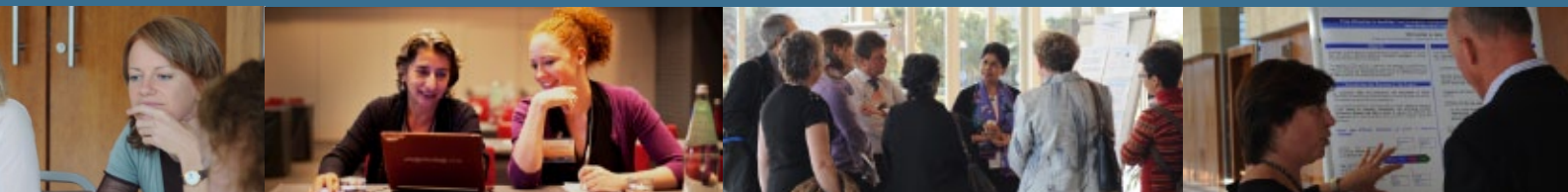
- + Information Specialists and Managers
- + Knowledge Management Professionals
- + Competitive Intelligence Specialists and Managers
- + Documentation Specialists and Managers
- + Library Professionals
- + Informatics Practitioners

Working in Industries such as:

- + Pharma and Biotech
- + Food & Nutrition
- + Agriculture/Crop Science
- + Cosmetics
- + Diagnostics and Devices
- + Academia and Government

Why Attend?

- + Learn best practice methods from experienced users of information within the industry
- + Hear case studies and comparisons of different pharma/bioscience information applications that you can take back to share with your colleagues and apply in your own work environment
- + Keep searching skills current by attending presentations and special vendor workshops, learning practical methods for enhanced information retrieval, and analysis and reporting
- + Network with other pharma & bioscience information, library and CI professionals from leading corporations throughout Europe and beyond
- + Meet key vendors of information products and services in the exhibits hall
- + Get updated on industry news and future plans to understand how this may affect your information work
- + Meet with members from national information associations and other associations representing your industry segment



PROGRAMME HIGHLIGHTS

The following is a list of speakers and topics that will be covered in the plenary and poster session. For the very latest programme information, please visit www.pharma-bio-med.com.

Access to Competitor Information @Roche: Top Challenges and Rewards

Barbara Endler-Jobst - Global Head of Information Science, F. Hoffmann-La Roche AG

Competitive Analysis - Tools and Techniques for Converting Data to Support Successful Decision Making

Monika Giese - Founder and Principal, ICOCI

The Performance of Adverse Effects Search Filters in MEDLINE and EMBASE

Su Golder - MRC Fellow in Health Services Research, University of York

The Scientific Value of Patents - How Accessible and Useful is the Scientific Content of Patents vs Scientific Papers when put under the Text-Mining Microscope?

Wolfgang Thielemann - Head of Information Retrieval & Analysis, Bayer Pharma

Challenges Resulting from a Company Separation: Content, Services, Organization etc.

Hans-Ulrich Häussermann - Manager European Service Center and Library Systems, AbbVie

How to Migrate Library into Global Information & Analysis

Henning Nielsen - Director, Global Information & Analysis, Novo Nordisk

Semantics and the Information Professionals - Linked-Data Vocabulary Management

Sorana Popa - Associate Principal Informatics Scientist, AstraZeneca

A Domain Master for Terminologies in Research and Early Development - RTS (pREDi Terminology Service)

Joachim Rupp & Martin Romacker, Scientific Information Management, F.Hoffmann-La Roche AG

The Dimensions of Information: How to Measure an Abstraction?

Phil Haswell - Biopharmaceutical Information Specialist, MedImmune

Keeping Scientific Project Groups Up-to-Date with LiMES (Literature Alerting, Mining & Evaluation System)

Christoph Schmid - Senior Information Scientist, Boehringer Ingelheim
Matthias Zwick - PostDoc, Boehringer Ingelheim

Adherence is Key: The Challenges of Providing a Competitor Intelligence Service for "Beyond the Pill"

Alison Ashmore - Principal Information Scientist, AstraZeneca

Not Your 1970s Librarian: How to Stay Relevant in the World of End-Users, Super-Users and Organizational Overhauls

Jason Leadley - Director, Global Customer Support, ProQuest Dialog

"You Don't Know What You're Missing" - Evaluating Competitor Clinical Trials with the BizInt Smart Charts Product Family

Diane Webb - President, BizInt Solutions, Inc.

Case Study: Open Access Savings in Document Delivery

Peter Derycz - President and CEO, Reprints Desk, Inc.

Get Some Satisfaction - Connecting Discovery Records to User Satisfaction while Optimizing Collection Usage and Analysis

Hans-Peter Meulekamp - Regional Sales Manager, EBSCO

Fulltext from Anywhere

Ryan Jones - Senior Director Bus. Development, Copyright Clearance Center

Onelog - Electronic Resource Management Software

David Mosby - Training Manager, ITS

More presentations to be announced.

Tutorial Sessions

The Pharma-Bio-Med Tutorials™ provide you with time to focus on exploring selected practical topics in more depth. Led by a tutor experienced in the topic, these sessions will be delivered in smaller groups in a tutorial style, with interaction and questions from participants encouraged.

The Contribution of Different Information Sources for Adverse Effects Data

Su Golder - MRC Fellow in Health Services Research, University of York (UK)

Embedding the Marketing Dimension into Strategic Information Management

Shaïda Dorabjee, SD Information Services

Elicitation Techniques - Getting Primary Information from Peers and Competitors

Gloria Reyes, Reyes Consulting

KnowledgeExchange™ Discussion Session

Encompassing information within small to medium sized companies as well as large organisations. Followed by presentation to all delegates during the poster session. Discussion topics include:

- **Social Media - How is this Being Used Internally and What Are the Challenges?**
- **Gathering Information from Conferences and Trade Shows - Current and Future Practices**
- **Intranet Portals - Current Uses and Future Developments**
- **Managing Content - Copyright and Other Rights Management Issues**
- **Biomarkers - What's the Current Experience in this Area and What Are the Current Practical Issues?**
- **Biosequence Databases - How are they Being Used by Biomedical Information Professionals?**
- **Key Performance Indicators - Which are Being Used and which are Most Suited for Information Management / Knowledge Management Functions?**
- **Information from Alternative Sources - How are Resources from Patient Associations and other Networks Being Used?**
- **Biomedical Informatics - How to Remove Barriers and Develop Effective Partnerships to Exploit New Technologies**
- **Building Competencies for Competitive Intelligence**

Workshop Highlights

On Sunday 3 November, delegates are provided with further professional development and learning opportunities via a series of educational workshops. Attendance at these workshops is open to all registered delegates and is included in the registration fee.

Workshops presented by:

Elsevier • Dialog • BizInt • RightsDirect • AAAS

FOR MORE DETAILED INFORMATION ON THE PRESENTATIONS, SESSIONS AND WORKSHOPS, VISIT WWW.PHARMA-BIO-MED.COM

REGISTRATION RATES & BENEFITS

CONFERENCE REGISTRATION RATE

995 EUR

Full registration details and pricing is available at www.pharma-bio-med.com

Group rates available - contact admin@pharma-bio-med.com for full details on discounts for multiple attendees.

Registration Benefits

- + Admission to all Conference Sessions & Workshops/Training
- + Admission to Exhibition Hall
- + Participation in all Networking Opportunities
- + Sunday Welcome Reception & Monday Gala Dinner Event
- + Lunch and Refreshment Breaks (main conference days)
- + Conference Materials (Registration Bag, Agenda, Attendee List & PowerPoint Presentations)

VENUE INFORMATION

Hotel Palace Berlin, Germany

All conference sessions, workshops and exhibits will take place at the Hotel Palace Berlin, Germany. This venue has been selected for its overall excellent facilities, comfort and reasonable cost for participants. Berlin's central location within Europe makes it easy for participants travelling from Europe and international cities. There are many direct flights and rail routes into Berlin. The venue is situated just 9km from Berlin's Tegel airport (TXL) and a short distance from the local/city railway and mainline train station.



Registration Form

Complete this form by printing clearly and faxing it directly to the Pharma-Bio-Med Organisers at +1 (858) 592 7693
The preferred, more convenient method of registering is online at www.pharma-bio-med.com

(Full registration details, including rates for Sponsors/Exhibitors and Non-Sponsoring Vendors are available on the conference website)

Dr./Mr./Ms. Last Name _____ First Name _____
Organisation _____ Job Title _____
Address _____ Phone _____
City, Post Code & Country _____ E-mail _____

Date of Arrival & Departure (if known) _____

As well as the main conference sessions, I plan on attending the following meals/events (included in Registration Fee):

- Yes No Sun. 3rd November - Vendor Workshops
 Yes No Sun. 3rd November - Evening Welcome Reception
 Yes No Mon. 4th November, Lunch
 Yes No Mon. 4th November, Conference Gala Dinner
 Yes No Tues. 5th November, Lunch

Special dietary requirements: Vegetarian Other _____

Registration Type (please select one):

- Industry Delegate, 995€
 Other Type (see the conference website for details of other registration types)

• • • • •
Includes 2-day meeting, attendance at workshops & exhibits, welcome reception, lunches, conference gala dinner, coffee breaks, & registration materials.

Yes! Please register me for Pharma-Bio-Med 2013

Signature of Attendee _____ Date _____

Payment: By Wire Transfer in Euros By Credit Card in Euros

Name on Credit Card _____

Confirmation Procedure: Each registration application for attending the conference is subject to final confirmation by the conference Organisers via email. You may wish to wait for this final confirmation prior to booking your flight and hotel. Hotel: This form is not an application for a hotel room. Please also complete the separate Hotel Booking Form and submit to the Hotel directly.

Cancellation Policy: All cancellations must be in writing. Cancellations must be received by the 1st day of the prior month to the month of the event and are subject to a EUR 100 cancellation handling fee. All fees are non-refundable after the 1st day of the prior month to the month of the event. Substitution of registrant within the same organisation is permissible at any time at no charge (please contact the Conference Organisers and we will be happy to assist you in transferring your registration).

Disclaimer: Please note that any information provided by the Pharma-Bio-Med Organisers in connection with the Pharma-Bio-Med is subject to change without notice. THE PHARMA-BIO-MED ORGANISERS DISCLAIM ALL WARRANTIES OF ANY KIND, WHETHER EXPRESS OR IMPLIED, WITH RESPECT TO THE INFORMATION, PRODUCTS AND SERVICES PROVIDED IN CONNECTION WITH PHARMA-BIO-MED, INCLUDING THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE AND NON-INFRINGEMENT. The Pharma-Bio-Med Organisers do not represent or warrant that the information provided in connection with Pharma-Bio-Med is accurate, complete, reliable or current. You agree that the Pharma-Bio-Med Organisers, its affiliates, and the officers, directors, employees and agents of the Pharma-Bio-Med Organisers (the "Pharma-Bio-Med Parties" or "IPI Parties") shall not be responsible or liable for any damages or injuries arising in connection with Pharma-Bio-Med, including any direct, indirect, incidental, special, consequential or exemplary damages. You agree to indemnify, defend and hold harmless the Pharma-Bio-Med Parties from and against any and all claims, liabilities, damages, losses, or expenses, arising out of or in any way connected with Pharma-Bio-Med.

Non-Solicitation: Other than the official Pharma-Bio-Med Sponsor Exhibitors, attendees agree not to solicit business during Pharma-Bio-Med. All attendees, including Sponsor Exhibitors, also agree that any special events (i.e any organised social events or technical programs and seminars during or within seven days either side of the conference days within the geographical region of the conference venue) must be in consultation with, and formally pre-approved well in advance by the conference organisers in writing. Without exception, all attendees to the Conference & Exposition and the organisations (including affiliates) they represent are required to strictly adhere to this condition.