Introduction to Portfolio Management and Performance Metrics

May 11-12, 2010, Horsham, PA

Portfolio Management and Performance Metrics for the Project Management Professional

This highly interactive course will teach you how to identify and consider implications of managing performance metrics in your company. It will provide case studies, simulation exercises, shared experiences, and lessons learned from others who have worked with performance metrics in their organizations. Tools and reference lists will be provided.

WHAT YOU WILL LEARN

- How to develop viable portfolio, strategy, and drug value processes
- How to develop and use performance metrics for pharmaceutical development projects and for portfolios of development projects
- Why performance metrics are needed and the value they bring to the decision-making process at a project and portfolio level
- How performance metrics contribute to improved business processes
- Metrics available for measuring project and portfolio performance
- Steps and challenges involved in the various stages of conducting and managing metrics
- How corporate and divisional goal setting at a project and individual level can be integrated into the metrics process

CONTINUING EDUCATION

The Drug Information Association (DIA) has been approved as an Authorized Provider by the International Association for Continuing Education and Training (IACET), 8405 Greensboro Drive, Suite 800, McLean, VA 22102. DIA is authorized by IACET to offer 1.1 CEUs for this program.

The Drug Information Association has been reviewed and approved as a provider of project management training by the Project Management Institute (PMI). This program offers a maximum of 11 professional development units (PDUs).

If you would like to receive a statement of credit, you must attend the program, sign-in at the registration desk each morning, and complete the on-line credit request process through My Transcript at www.diahome.org. Participants will be able to download a statement of credit upon successful submission of the credit request. My Transcript will be available for credit requests on Thursday, May 13, 2010.

Disclosure Policy: It is Drug Information Association policy that all faculty participating in continuing education activities must disclose to the program audience (1) any real or apparent conflict(s) of interest related to the content of their presentation and (2) discussions of unlabeled or unapproved uses of drugs or medical devices. Faculty disclosures will be included in the course materials.

Learning Objectives: At the conclusion of this course, participants should be able to:

- Define how corporate strategy is delivered through the portfolio of new and lifecycle drug projects; and correlate corporate strategy to portfolio and project strategies
- Discuss in general terms some performance metrics that might be valuable to measure for either projects or a portfolio of projects
- Explain the importance of managing the process of conducting metrics, communicating and implementing recommendations resulting from metrics information
- Support portfolio, strategy, and metrics/measurement processes effectively with sufficient knowledge to contribute to ongoing process improvement initiatives for these three processes

WHO SHOULD ATTEND

- Project managers
- New portfolio managers and performance managers
- Project team leaders
- Project support office managers and staff

Part of the Project Management Certificate Program

For more information, go to www.diahome.org

Faculty comprises professionals in the pharmaceutical and related industries who are experts actively practicing in their particular disciplines.

For detailed program information including faculty and topics, please contact Laura Parker at +1.215.442.6101 or Laura.Parker@diahome.org

Unless otherwise disclosed, DIA acknowledges that the statements made by speakers are their own opinion and not necessarily that of the organization they represent, or that of the Drug Information Association. Speakers and agenda are subject to change without notice. Recording of any DIA training material in any type of media, is prohibited without prior written consent from DIA.
Introduction to Portfolio Management and Performance Metrics

REGISTRATION FORM • Meeting ID# 10433 • Registration, limited to 50, is reserved for the first 50 registrants.

You may register online at www.diahome.org or by fax to +1.215.442.6199. Walk-in registration will NOT be accepted. Registration must be confirmed in writing by the DIA office. If you have not received confirmation within five business days, please telephone DIA at +1.215.442.6100 or email confirmationservices@diahome.org.

INTRODUCTION TO PORTFOLIO MANAGEMENT AND PERFORMANCE METRICS

May 11-12, 2010 • Meeting ID# 10433 • DIA Worldwide Headquarters, Horsham, PA, USA

To see if this course will be offered at other times, go to www.diahome.org.

TUITION/REGISTRATION FEES: Registration fee includes continental breakfast(s), luncheon(s), reception (if applicable), and all course materials. If DIA cannot verify your membership upon receipt of this registration form, you will be charged the nonmember fee.

<table>
<thead>
<tr>
<th>Category</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member</td>
<td>US $1405</td>
</tr>
<tr>
<td>Nonmember*</td>
<td>US $1545</td>
</tr>
<tr>
<td>Government/Academia Member (Full-time)</td>
<td>US $705</td>
</tr>
<tr>
<td>Government/Academia Nonmember* (Full-time)</td>
<td>US $845</td>
</tr>
</tbody>
</table>

A one-year membership to DIA is available to those paying a NONMEMBER meeting registration fee. If paying a nonmember fee, please indicate if you do, or do not, want membership.

- I WANT to be a DIA member
- I do NOT WANT to be a DIA member

Please check the applicable category below.

- Academia
- Government
- Industry
- CSO
- Student (Full-time, verification required)

PAYMENT METHODS: Register online at www.diahome.org or check the appropriate payment method.

- CHECK drawn on a US bank payable to: Drug Information Association, mailed along with this form to: DIA, 800 Enterprise Road, Suite 200, Horsham, PA 19044-3595. Please include a copy of this registration form to facilitate identification of attendee.

- BANK TRANSFER When DIA completes your registration, an email will be sent to the address on the registration form with instructions on how to complete the Bank Transfer. Payment should be made in US dollars. Your name and company, as well as the Meeting I.D. # must be included on the transfer document to ensure payment to your account.

- CREDIT CARD number may be faxed to: +1.215.442.6199. You may prefer to pay by check or bank transfer since non-US credit card payment will be subject to the currency conversion rate at the time of the charge.

VISA □ MC □ AMEX □ Card # _______________ Exp Date _______________

Name of cardholder ____________________________________________

Signature ____________________________________________________

Registrant’s Name ____________________________________________

<table>
<thead>
<tr>
<th>Last Name</th>
<th>First Name</th>
<th>Middle Initial</th>
</tr>
</thead>
</table>

Degrees ____________________________________________________

Job Title ____________________________________________________

Affiliation (Company or Organization) _____________________________

Address _____________________________________________________

City (Please write your address in the format required for delivery to your country.) ____________________________

<table>
<thead>
<tr>
<th>State</th>
<th>Zip Code</th>
<th>Country</th>
</tr>
</thead>
</table>

*email _______________________________________________________

* (An email address is required for confirmation.)

Tel Number ____________________________________________ Fax Number __________

Participants with Disabilities: DIA event facilities and overnight accommodations are accessible to persons with disabilities. Services will be made available to sensory-impaired persons attending the event if requested at least 15 days prior to event. Contact the DIA office to indicate your needs.

Meetings ID # 10433

First day begins 8:30 AM
Final day concludes 2:00 PM

COURSE CANCELLATION
AND TRANSFER POLICIES

On or before APRIL 27, 2010

$200 administrative fee will be deducted.

Cancellations: Cancellations must be made two weeks prior to the course with a $200 administrative charge deducted from fee. Cancellations must be in writing and received in the DIA office by the date above. After this date, there will be no refunds. Registrants are responsible for cancelling their own hotel and travel reservations. Registrants who do not cancel prior to the course and do not attend will be responsible for the full registration fee. DIA reserves the right to alter the venue, if necessary. If an event is cancelled, DIA is not responsible for airfare, hotel or other costs incurred by registrants.

Transfers: You may transfer your registration to a colleague at any time but membership is not transferable. Please notify the DIA North American office of such transfers in writing as soon as possible. Substitute registrants will be responsible for the nonmember fee, if applicable.

TRAINING COURSE LOCATION

DIA Worldwide Headquarters
800 Enterprise Road, Suite 200
Horsham, PA 19044, USA

HOTEL INFORMATION

Hotels reservations should be made ONLY after receipt of written registration confirmation from DIA.

Joseph Ambler Inn
1005 Horsham Road
North Wales, PA 19454-1413, USA

Tucked away on 12 acres of rolling countryside, the Joseph Ambler Inn offers the exceptional features expected of a great country Inn including an award-winning Pennsylvania restaurant and 52 pampering B&B guestrooms. Surrounded by peaceful meadows and comprising 5 historic buildings, the Inn’s facilities and grounds are unmatched in all of Bucks and Montgomery counties.

Just 45 minutes from Philadelphia, the Joseph Ambler Inn is centrally located to the attractions and activities of the area. Valley Forge National Park, New Hope, and Bucks County are just a one-hour drive. Day trips can be made to Atlantic City casinos, Lancaster County Amish Country, and Reading, the shopping outlet headquarters. A limited block of rooms has been reserved at the Joseph Ambler Inn at a low rate per night until the release date of April 25, 2010. We urge you to make your hotel reservations early and plan on staying at the hotel in order to facilitate interactive discussion with faculty and fellow participants.

Single $127 / Double $127

Attendees must make their own hotel reservations. To reserve your room, contact the Joseph Ambler Inn by telephone at +1.215.362.7500 and mention the DIA Training Course.