CONFERENCE HIGHLIGHTS

This two-day conference will explore the skills, processes, and tools necessary to achieve project management success at your organization. Leaders in their fields will present top-notch lectures and facilitate lively discussions on how they have been successful in their organization and where they have observed successful leadership in other settings. And don’t forget your business cards, because this conference will provide extensive networking opportunities to help you grow your network of project management colleagues from whom you can learn for a lifetime.

PRE-CONFERENCE TUTORIALS WILL BE HELD ON OCTOBER 22

TUTORIAL #1
PROJECT MANAGEMENT IN LIFE SCIENCES: HOW WELL IS IT REALLY DONE?
RESEARCH OUTPUTS FROM A GLOBAL STUDY

TUTORIAL #2
IMPLEMENTING CRITICAL CHAIN IN THE PHARMACEUTICAL AND MEDICAL DEVICE INDUSTRY

See Page 2 for more tutorial details.

WHO SHOULD ATTEND
Professionals interested in life sciences project management, including:
- Pharma, biotech and medical device program and project managers
- Global product/project leaders
- Drug development functional leaders
- Discovery and development portfolio managers and planning staff

US CONTACT INFORMATION
Conference: Kathleen Donner, Program Manager
Phone +1-215-293-5810 / Fax +1-215-442-6199
Email Kathleen.Donner@diahome.org

VISIT WWW.DIAHOMEO.ORG FOR A COMPLETE SCHEDULE OF EVENTS!
DIA, 800 Enterprise Road, Suite 200, Horsham, PA 19044, USA 
tel: +1-215-442-6100  fax: +1-215-442-6199  email: dia@diahome.org
Discuss the differences between the art and science of Project Management; Describe Project Management best practices; Explain the different practices and tools used by different industry sectors; Outline the leadership skills necessary to become an effective Project Leader; and Discuss the best Project Management tools and strategies to use at your company.

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.

The Drug Information Association has been reviewed and approved as a provider of project management training by the Project Management Institute (PMI).

Continuing Education Credit Allocation

Tutorials 1 and 2: .7 IACET CEUs; 7.0 professional development units (PDUs)
Conference: 1.1 IACET CEUs; 11.0 professional development units (PDUs)

To receive a statement of credit, please visit www.diahome.org. Detailed instructions on how to complete your credit request and download your certificate will be provided onsite.

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

- Discuss the differences between the art and science of Project Management;
- Describe Project Management best practices;
- Explain the different practices and tools used by different industry sectors;
- Outline the leadership skills necessary to become an effective Project Leader; and
- Discuss the best Project Management tools and strategies to use at your company.

DIA ALSO OFFERS A PROJECT MANAGEMENT CERTIFICATE PROGRAM.

This program is designed for those working in or considering a career in project management, including biopharmaceutical professionals looking to gain specific skills in this growing field. See www.diahome.org for specific course dates and locations.

TUESDAY • OCTOBER 21, 2008  6:00-8:00 PM  REGISTRATION

WEDNESDAY • OCTOBER 22, 2008  7:30 AM-7:00 PM  REGISTRATION

PRE-CONFERENCE TUTORIALS

TUTORIAL #1  8:30 AM-12:00 PM
PROJECT MANAGEMENT IN LIFE SCIENCES: HOW WELL IS IT REALLY DONE? RESEARCH OUTPUTS FROM A GLOBAL STUDY
INSTRUCTOR
Pete Harpum, MSc, MAPM
Director, Harpum Consulting

Ever wondered how well pharma, biotech, and device companies actually do project management? Have you heard rumors that there is a lot of ground for life science project management to catch up on compared to other sectors? This tutorial will present the outputs from a global research project on the best practices found in drug and device project management. We will show you how well project management can be done in this sector. Not only that, we will give you clues about how to begin convincing senior management of the huge contribution effective project management can bring to your organizations. There are people out there using project management to fix the oft-stated ‘broken pharma model.’ We will bring you the lessons to take back to your own workplace.

LEARNING OBJECTIVES:
- Obtain a data-driven perspective of the best practices in life science project management
- Recognize the leverage these best practices provide to the companies using them
- Reflect on ways in which your own organization can adopt the practices identified

TUTORIAL #2  1:30-5:00 PM
IMPLEMENTING CRITICAL CHAIN IN THE PHARMACEUTICAL AND MEDICAL DEVICE INDUSTRY
INSTRUCTOR
Jason C. Bork
Manager, Project Management Excellence
Eli Lilly and Company

The tutorial will be given by multiple presenters. Here are the key segments. Introductions by Jason Bork from Eli Lilly.

1. Why senior executives should care about Critical Chain (30 min) Andreas Scherer
2. Key concepts and implementation strategy (90 min) Wendell Simpson
3. Customer examples in the Pharma and Medical Device Industry (60 min) (Sharon Miller, (Lilly) Chuck Voelker (Abbott)
4. Q&A session with the presenters (30 min) All

LEARNING OBJECTIVES:
- Understanding the business impact of Critical Chain in the Pharma and Medical Device Industry
- Becoming familiar with key concepts and terminology
- Understanding real world applications of Critical Chain in the Pharma and Medical Device Industry

Please note that lunch is not served on the tutorial day.
THURSDAY • OCTOBER 23, 2008

7:00-8:00 AM  REGISTRATION AND CONTINENTAL BREAKFAST

8:00-8:30 AM  WELCOME AND OPENING
Wolf-Ulrich Nickel, PhD
Executive Director, Global Project Leader
Celgene Inc.

Jann Nielsen, PhD
Senior Director, Project Management
Wyeth Research

8:30-10:30 AM  PLENARY SESSION 1
ART OF STRATEGIC PLANNING VS. SCIENCE OF OPERATIONAL EXCELLENCE

SESSION CHAIRPERSONS
Randy Dunson, MBA, PMP
Senior Consultant, Harpum Consulting Ltd., U.S. Operations

Martine van Vugt, PhD
Associate Director, Genmab BV, Netherlands

Strategic planning is an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy, including its capital and people. Operational excellence is a goal of conducting business in a manner that improves quality, obtains higher yields, faster throughput, and less waste, and also the state or condition of superiority in operations and execution of business processes. There are varying opinions that view strategic planning as an “art” and operational excellence as a “science.” This session seeks to delve into the issues surrounding these opinions to offer thoughts on how both processes might influence pharmaceutical project management today and in the future.

STRATEGY TO REALIZATION
Daniel Zweidler, PhD
Senior Vice President, Research Planning and Integration (RPI), Merck and Co., Inc.

STRATEGIC PLANNING AND KNOWLEDGE MANAGEMENT — THE ART AND SCIENCE OF PROVIDING LEADERSHIP AND DIRECTION FOR EFFECTIVE PROJECT DELIVERY
Charles Egbu, PhD
Chair in Project Management and Strategic Management in Construction, University of Salford, UK

Panelist
Richard Bayney, PhD
President & Founder
Project & Portfolio Value Creation (PPVC)

10:30-11:00 AM  REFRESHMENT BREAK

11:00 AM-12:00 PM  PLENARY SESSION 2
METRICS AND REGULATORY IMPACT: CAN WE TAKE THE MEASURE OF THE FUTURE?
SESSION CHAIRPERSON
Wolf-Ulrich Nickel, PhD
Executive Director, Global Project Leader, Celgene Inc.

The session will be a keynote lecture for the entire audience. Based on recent studies of metrics such as cost, clinical development and approval times, as well as success rates will be presented to demonstrate shifts in the health care and pharmaceutical industry. The impact of these metrics will be discussed for the future planning with a strong emphasis on regulatory influence for new projects and portfolio planning strategies.

Christopher-Paul Milne, DVM, MPH, JD
Associate Director, Tufts Center for the Study of Drug Development, Tufts University

12:00-1:30 PM  LUNCHEON BREAK

1:30-3:00 PM  PLENARY SESSION 3
EVOLVING THE ROLE OF PROJECT MANAGEMENT: STRATEGIES FOR GETTING A SEAT AT THE EXECUTIVE TABLE
SESSION CHAIRPERSON
Su Linna, MS, MA
Executive Director, Project Management, Novavax

Project Management is recognized as an "art and a science", it’s an operational as well as a strategic role, and it’s managing day-to-day detail while never losing sight of the big picture. With this broad range of responsibilities and high expectations placed on project management to deliver operational success, what are the attributes of an accomplished project manager and how does the function get a seat at the executive table? In this plenary session, two models of project management/project leadership will be compared and contrasted. Join this session to learn how organizations view the roles of project leaders versus project managers, what are the most valued skills, how organizational structures can reinforce a project management function, and what are the career ladders and opportunities for growth.

ATTRIBUTES REQUIRED FOR PROJECT LEADERS AND PROJECT MANAGERS TO SUCCESSFULLY DRIVE THE DEVELOPMENT ORGANIZATION: AN INTEGRATING PERSPECTIVE
Andreas Jessel, MD
Vice President, Global Head Project Direction, R&D, sanofi-aventis

IMPLEMENTING PROJECT MANAGEMENT AT THE CORPORATE LEVEL
Michael Shires, MBA
Vice President Global Project Management – Corporate and BioScience, Baxter Healthcare International

3:00-3:30 PM  REFRESHMENT BREAK
3:30-5:00 PM  CONCURRENT TRACKS

**TRACK 1**

**TOOLS TO EFFECTIVELY AND EFFICIENTLY MANAGE PROJECTS AND PROGRAMS**

**SESSION CHAIRPERSONS (US AND EUROPE)**

**Eric M. Towler, PhD, PMP**
Associate Project Director, Project Management, Merck & Co., Inc.

**Elisabeth C. Goodman, MSc**
Business Operations Consultant, GlaxoSmithKline Research & Development Ltd, UK

The purpose of this session will be to address the hard tools, the "Science of Project Management", necessary to achieve project management success and increase productivity in our organizations. During the course of the session, attendees will hear a broad overview of tools to be considered, as well as specific practical examples of how some of the tools are being applied. Attendees will learn best practices from leaders in the Science of Project Management.

**PM INC - INSTALLING TOOLS AND TRANSFORMING THE ROLE OF THE PROJECT MANAGER AT MERCK**

**Ralph Nicholas Carita, PMP, CPM**
Associate Director Projects and Process, Merck and Co., Inc.

**STAYING FOCUSED AND FLEXIBLE: USING TARGET PRODUCT PROFILES TO MANAGE SCOPE**

**Joy T. Barnitz, PhD**
Director, Project Management SuperGen

**USE OF TEAM CHARTERING AND STATUS REPORTS TO DRIVE CREATION OF HIGH PERFORMING TEAMS AND DELIVERY AGAINST MILESTONES**

**Michael J. Gaskell, PhD, PMP**
Global Program Manager, Program Management and Strategic Operations, Amgen, Inc.

5:00-6:00 PM  NETWORKING RECEPTION

6:00-8:00 PM  PROJECT MANAGEMENT MYSTERY DINNER

Join your conference friends and colleagues for an evening of intrigue around Project Management excellence. This fun event promises plenty of opportunities to meet new colleagues while enjoying a meal and solving a mystery using your Project Management experience. We hope to see you there!

*Please note that there is a registration fee for the mystery dinner. See the registration page for pricing information and to register for the event.*

**TRACK 2**

**REDEFINING PROJECT MANAGEMENT IN A MATRIX ENVIRONMENT**

**SESSION CHAIRPERSONS (US AND EUROPE)**

**Kristin M. Neff, MS**
Director, Clinical Project Management Office, Boston Scientific Corp.

**Ralph D. White, PhD**
Director, PPMLD Ltd., UK

While matrix management is fairly common in the pharmaceutical industry, upon closer inspection, different organizations implement a matrix structure in different ways to support their needs. This session will look closely at the matrix environment to better understand the unique challenges associated with effectively executing a matrix management structure in an organization, as well as the opportunities for ensuring Project Management excellence in a matrix environment. Case studies will be presented to support greater understanding of matrix environments in our industry.

**A PMO IN A CRO: IMPLEMENTATION AND INTEGRATION**

**Kimberley Cummings, PhD, RAC**
Senior Project Manager, Associate Director, Project Management Office, Cato Research

**AN IMPERATIVE FOR EFFECTIVE UPWARD MANAGEMENT BY PROJECT LEADERS IN A MATRIX ENVIRONMENT**

**Ramana Sonty, PhD**
Director, Wyeth

**EVOLVING PROJECT MANAGEMENT WITHIN THE MERCK MATRIX ENVIRONMENT**

**Russell Boyd, PhD, PMP**
Project Manager, Merck & Co., Inc.
The DIA Annual Project Management Conference always seeks to present thinking from experts on best practices in project management. Our speakers passionately believe that project management is an essential element of business management, not an adjunct to it. Bringing about the change within organizations that is required to allow best project management practices to flourish is however a difficult, not to say daunting, task for senior managers and practitioners alike. The speakers will tell you their stories of organizational transformation and employee change, as they brought stronger project management cultures to their organizations. Their experiences, working from both US and EU locations, will provide invaluable insights for people contemplating, or in the middle of, challenging programs of change to develop project management as a core competence of their company. Following their presentations, delegates will have the opportunity to interact with the presenters in a global Q&A session.

**Change Management**

**Session Chairpersons (US and Europe)**

- Jann Nielsen, PhD
  Senior Director, Project Management, Wyeth Research
- Pete Harpum, MSc, MAPM
  Director, Harpum Consulting

This session will discuss leadership skills of Functional PMs versus Global PMs. Functional PMs include Clinical, CMC or data management PMs. They are responsible for planning and executing their project, they may also form and lead teams. They coordinate all the activities and ensure that the projects are executed on time and on budget. These responsibilities need strong skills that help manage projects but mostly people, where the PM motivates and empowers the team to achieve the project goals. The drug development PMs are the so-called Global PMs. In many Life Science organizations, they work in partnership with Project Leaders. They are responsible for managing the projects including planning without directly executing the plans, do they need to have different skills to achieve the development project goals?

Are the leadership skills, approaches and personal styles required for these roles all different? We will discuss.

**The Essential Elements of Leadership in Project Management**

- Karole Sutherland
  Principal, Sutherland Consulting Group

**Project Management Leadership: Functional Lines versus Drug Development Project Teams**

- Dr. Sameena Sharif
  Senior Director Program Management, Exelixis Inc

**PM Role and Leadership from a Large Pharma Perspective**

- Jodi Hayes
  Senior Project Manager, Wyeth

**Track 4**

**Metrics Driven Performance**

**Session Chairpersons (US and Europe)**

- Michael Mentesana
  US Pharmaceutical and Life Science R&D Advisory Services Leader
  PricewaterhouseCoopers, LLP
- Jason Bork
  Manager, Project Management Excellence, Eli Lilly and Company
- Thomas Halliwell
  Senior Global Project Manager, Pharmaceutical Project Management, Roche Products Limited, UK

Over the past five to seven years the Pharma R&D Business model has evolved, with this evolution the role of Project Management changes. As many organizations are modifying their R&D systems to produce a more integrated model, other organizations are seeking new ways to extract the maximum value from this integration. To this end, we will explore leading edge methods and practices related to driving performance through the use of metrics and how to translate the theory into practical application.

This session will be designed to be thought provoking and interactive while focused on exploring real-life examples and practices from industry leading speakers that the audience can take back to their respective companies for consideration and implementation.

**Implementing Critical Chain: Achieving the Gain While Minimizing the Pain**

- Sharon Miller
  Manager, Eli Lilly and Company

**Using a Critical Chain Metrics Dashboard to Drive Pharma R&D Pipeline Performance**

- Michelle Smith, BS, PMP
  Project Resource & Portfolio Analyst, Procter & Gamble Pharmaceuticals

**Putting Theory into Action: A Case Study Utilizing Critical Chain**

- Trish Melton
  Managing Director, Mime Solutions
TRAVEL AND HOTEL

The most convenient airport is Reagan National Airport and attendees should make airline reservations as early as possible to ensure availability. The Marriott Wardman Park Hotel is holding a block of rooms at the reduced rate below until September 30, 2008, for the DIA event attendees. Room availability at this rate is guaranteed only until this date or until the block is filled.

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Please contact the Marriott Wardman Park Hotel by telephone at +1-800-228-9290 or +1-202-328-2000 and mention the DIA event. The hotel is located at 2660 Woodley Road, NW, Washington, DC 20008, USA.

GROUP DISCOUNTS*

Register 3 individuals from the same company and receive complimentary registration for a 4th! All 4 individuals must register and prepay at the same time – no exceptions. DIA will apply the value of the lowest applicable fee to this complimentary registration; it does NOT include fees for optional events or DIA membership. You may substitute group participants of the same membership status at any time; however, administrative fees may be incurred. Group registration is not available online and does not apply to the already-discounted fees for government or charitable non-profit/academia.

To take advantage of this offer, please make a copy of this registration form for EACH of the four registrants from your company. Include the names of all four group registrants on each of the forms and return them together to DIA.

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.

12:00-1:00 PM LUNCHEON BREAK

1:00-2:30 PM PLENARY SESSION 5: DEBATE
“THERE IS NO PLACE FOR ‘ART’ IN THE ‘SCIENCE’ OF EFFECTIVE PROJECT MANAGEMENT”

SESSION CHAIRPERSON

Wolf-Ulrich Nickel, PhD
Executive Director, Global Project Leader, Celgene Inc.

The session will bring the different features of successful project management in an interactive debate between the speakers and the audience to a conclusion of the entire conference. The lessons will be how an effective project manager can learn to combine people and managerial skills for an effective project execution.

Bill Stewart
President and CEO
Project Management Leadership Group, Inc.

Lisa DiTullio
Principal
Lisa DiTullio & Associates

Paul Bunch, PhD
Vice President Project Management and Clinical Operations
Covance Inc.

Tom Johns
Senior Partner, CEO
Business Management Consultants

2:30-3:00 PM CLOSING REMARKS

3:00 PM CONFERENCE ADJOURNED

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 information, in any type of media, is prohibited at all DIA events without prior written consent from DIA.
Project Management Excellence in Life Sciences:
Balancing Art and Science

Marriott Wardman Park Hotel
Washington, DC USA

OCTOBER 23-24, 2008            Event ID #08026

This two-day conference will explore the skills, processes, and tools necessary to achieve project management success at your organization.

Learn Pharma, Biotech, and Medical Devices Project Management Best Practices from Around the World.

Register online or fax this page to +1-215-442-6199

CONTACT & TABLETOP EXHIBIT INFORMATION
Attendees may visit the tabletop exhibits during the event and during receptions (if applicable).

Event information: Contact Kathleen Donner at the DIA office by telephone +1-215-293-5810, fax +1-215-442-6199 or email Kathleen.Donner@diahome.org.

Tabletop exhibit information: Contact Jeff Korn, Exhibits Associate, at the DIA office by telephone +1-215-442-6184, fax +1-215-442-6199 or email Jeff.Korn@diahome.org. For tabletop exhibit space, please check the box below.

GROUP DISCOUNTS (not available online or on already discounted fees)
Register 3 individuals from the same company and receive complimentary registration for a 4th! All 4 individuals must register and prepay at the same time – no exceptions. See page 6 for complete details.

Discount Fees

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To qualify for the early-bird discount, registration form and accompanying payment must be received by the date above. Does not apply to governmental/academic/nonprofit members.

Registration Fees

- If DIA cannot verify your membership upon receipt of registration form, you will be charged the nonmember fee. Registration fee includes refreshment breaks, luncheons, and reception (if applicable), and will be accepted by mail, fax, or online.

MEMBER NONMEMBER *

Last Name First Name Complete form required for each group registrant

Group Registrant #1 Last Name First Name Complete form required for each group registrant

Group Registrant #2 Last Name First Name Complete form required for each group registrant

Group Registrant #3 Last Name First Name Complete form required for each group registrant

Group Registrant #4 Last Name First Name Complete form required for each group registrant

PAYMENT OPTIONS

Register online at www.diahome.org or check payment method

CREDIT CARD number may be faxed to: +1-215-442-6199. You may prefer to pay by check or bank transfer since non-U.S. credit card payment will be subject to the currency conversion rate at the time of the charge.

Nonmember fee

- US $825
- Government or Academia or Nonprofit (Member or Nonmember) = $100
- Tutorial (if applicable) = $50

Cancellations must be in writing and be received by the cancellation date above. Registrants who do not cancel by that date and do not attend will be responsible for the full registration fee paid. Registrants are responsible for releasing their own hotel and airline reservations. You may transfer your registration to a colleague at any time but membership is not transferable. Please notify DIA of any such substitutions as soon as possible. Substitute registrants will be responsible for nonmember fee, if applicable.

DIA reserves the right to alter the venue, if necessary. If an event is cancelled, DIA is not responsible for any airfare, hotel or other costs incurred by registrants.

I cannot attend but please keep me informed of DIA’s future events.
(requires completion of name, postal address and email address on this form)