

📍 Millennium Gloucester Hotel London Kensington

Oct 22, 2025 8:00 AM - Oct 23, 2025 3:30 PM

4-18 Harrington Gardens, London, SW7 4LH, United Kingdom

Medical Information & Communications Conference

Engage with medical information professionals and other field experts in a dynamic programme of workshops and interactive discussions that will truly benefit from your active involvement.

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Print Agenda

Day 1 Oct 22, 2025

8:15 AM — 9:00 AM

Registration and Welcome Coffee

9:00 AM — 9:15 AM

Welcome and Opening of the DIA Medical Information and Communications Conference

Session Chair(s)



Claudia Ferreira

Scientific Programs Manager
DIA, Switzerland

9:15 AM — 10:45 AM

Session 1: Frameworks, Functions, and the Future of Medical Information

Discover how organizations are rethinking the structure of Medical Information (MI) to keep pace with today's healthcare needs. Speakers will share stories of global transformations, hybrid service models, and quality frameworks that make MI more strategic and resilient. Learn how teams are adapting to deliver greater impact - even in the age of AI.

Session Chair(s)



Jürgen Bentz, MD, PhD, MSc

Global Head of Medical Information
UCB, Belgium

Dr. Jürgen W.G. Bentz is the Global Head of Medical Information of UCB. As a physician, Jürgen is enthusiastic about the well-being of people suffering from severe diseases to provide the right drug to the right patient at the right time, dosage and duration. While providing solutions to

patients is the right thing to do, things must be done in the right way. Jürgen was medically trained with specialization in pharmaceutical medicine, is a graduated chemist and holds a PhD in pharmacology and analytical chemistry. During his professional career, he contributed for more than 25 years to the well-being of patients in several biopharmaceutical companies in multiple medical, clinical and operational roles with increasing responsibility.

Speaker(s)



A Case Study of Project Motion: “The Global Transformation and Evolution of the Medical Information Capability at Boehringer Ingelheim

Jen Multari

Global Capability Owner, Medical Information
Boehringer Ingelheim, Germany

Jen Multari is a life sciences leader who loves turning complex regulatory and medical information challenges into streamlined, effective solutions. In her current role as Global Capability Owner for Medical Information at Boehringer Ingelheim, she leads the global development of medical information in a strategic and sustainable way. This includes aligning with business strategy, supporting cross-functional models, and addressing the needs of all stakeholders. With an MSc in European Regulatory Affairs, and a BA in Molecular Biology/Biochemistry, Jen is driven a passion for collaboration, operational excellence, and making a meaningful difference for patients everywhere.



Transforming Medical Information Services: From Shared Service to Hybrid Model

Emily Patel

Director of Medical Information, EU
Propharma Group, United Kingdom

Emily Patel is the Director of Medical Information – Europe at ProPharma, where she leads strategic direction, operations, and innovation across the region. With 19 years of experience in the field, she began her career as a Medical Information Specialist and has advanced to become a key member of ProPharma's Global Leadership team. Emily is recognized for her commitment to excellence in Medical Information, guiding diverse teams and supporting pharmaceutical and biotech companies of all sizes. Passionate about ensuring patients and healthcare professionals receive accurate, timely, and meaningful information, she is dedicated to advancing best practices and enhancing the overall impact of Medical Information services



Transforming Medical Information Services: From Shared Service to Hybrid Model

Jukka Lokkila

Therapeutic Area Manager, Global Medical Information
Santen, Finland



Safeguarding Our Core Values: A Quality Framework for Medical Information in the AI Era

Lillian Auberson, PhD

Director Medical Information International
Argenx Switzerland SA, Switzerland

Lillian Auberson has over 21 years of experience in global and regional medical affairs leadership, developing strategic and innovative above-country operational frameworks in highly regulated environments. Her expertise spans medical information and patient support programs (PSPs), where she has played a key role in advancing excellence and compliance. Collaborating with industry peers, Lillian has helped elevate the strategic importance of the medical information function for effective customer engagement across Europe. Based in Basel, Switzerland, she enjoys exploring and sharing the city's rich history. Outside of work, she loves giving tours of Basel's historic neighborhoods and spending time with her two daughters.



Safeguarding Our Core Values: A Quality Framework for Medical Information in the AI Era

Miena Amiri

Chief Executive Officer
AVAYL, Germany

10:45 AM — 11:15 AM

Coffee Break

11:15 AM — 12:45 PM

Session 2: Closer to the Customer: Real-World MedInfo in Action

Let's see how Medical Information puts customers — especially patients — at the center. This session features stories of embedding the patient voice, responding to crises with agility, identifying engagement gaps, and designing accessible content through pictograms. Find out how MI teams deliver information that truly resonates in real-world situations

Session Chair(s)



Sarah Dunnett

Medical Operations Partner
Sarah Dunnett Consulting Ltd, United Kingdom

With over 25 years of experience across the pharmaceutical, medical device, & healthcare sectors, Sarah Dunnett is a Medical Operations Consultant supporting Medical Information, Affairs, & Compliance professionals to enhance performance & patient outcomes. A Pharmacist & qualified

Medical Signatory, she combines clinical insight with leadership experience as a Regional Director & Cluster Senior Manager. Through Sarah Dunnett Consulting Ltd, she has partnered with nearly thirty companies on projects involving signatory services, SOP development, audits, mentoring, & process improvement. A past President of PIPA, founding member of MILE, & long-time DIA contributor, Sarah is dedicated to advancing excellence & innovation in medical affairs.

Speaker(s)



Embedding the Patient Voice into Medical Information:
A Multi-Functional Approach to Enhance Clarity,
Access, and Trust

Marta Moreno, PhD

Global Medical Information Senior Manager
Ipsen, Spain

Marta Moreno is a Global Medical Information professional with a background in biomedical research and a focus on making scientific knowledge accessible and useful for patients and healthcare professionals. After earning her PhD in Biomedicine and completing postdoctoral research, she transitioned into Medical Information, where she now leads Neuroscience-related initiatives at Ipsen. Marta works cross-functionally to improve the quality and relevance of medical content, with a strong emphasis on patient-centered solutions and evidence-based communication.



Crisis Management in France: An agile and collaborative response to serve patients

Patricia BELLOT

Medical Information Lead France and Benelux
Sanofi, France

Patricia has 25 years of experience at Sanofi's French affiliate. She joined Regulatory Affairs in 2000, holding roles including Advertising Project Leader, Regulatory Affairs Manager, and Head of the Advertising, Promo & Portfolio Support Unit. In 2013, she became Communication Manager for the French General Medicine & Customer Health Care Business Units, overseeing product crisis communication. Since 2021, she leads the French & Benelux Medical Information Cluster, managing all medical information activities in line with global operating models and local requirements. A Pharmacist and former hospital intern in Paris, Patricia holds postgraduate diplomas in French Health Law (DESS) & Biostatistics (DIU CESAM).



Qualitative identification of gaps in the practice landscape of patient involvement in publications

Adeline Rosenberg

Doctoral researcher - Centre for Pharmaceutical Medicine Research
King's College London, United Kingdom

Adeline Rosenberg is a doctoral researcher at the Centre for Pharmaceutical Medicine Research, King's College London investigating patient involvement in pharmaceutical publications, a medical communications and patient engagement professional with expertise in plain language and health literacy, and a patient advocate with lived experience of multiple chronic conditions.



Enhancing Understanding of Medicine Information: A multi-stakeholder Approach to Uniform Pictograms

Yara Mangindaan

Pharmacist Patient Information
Medicine Evaluation Board (MEB), Netherlands

Yara Mangindaan is a pharmacist, currently working at the Medicines Evaluation Board on projects with a focus on patient information, patient participation and stakeholder management.



Enhancing Understanding of Medicine Information: A multi-stakeholder Approach to Uniform Pictograms

Carolien Van De Wal, PharmD

Director Regulatory Affairs
MSD, Netherlands

Carolien van de Wal is Director of Regulatory Affairs at MSD in Haarlem. She was trained as a pharmacist at the University of Groningen, where she also obtained her foundation degree in law. Her choice for Regulatory Affairs stems from the bridge this field creates between science and practical application. Carolien has a particular interest in promoting health literacy through the use of clear language, digital innovation—including the use of AI—patient-friendly packaging, and pictograms.

12:45 PM — 2:00 PM

Lunch Break: Exhibition

1:00 PM — 1:30 PM

Lunch Break and Sponsored IQVIA Session

During this lunch break, take the opportunity to meet and network with our sponsors, exploring solutions to help you and your company innovate and advance. Additionally, you can attend a Sponsor Session by IQVIA from 13:00-13:30 in the main conference room

Session Chair(s)



Louise Molloy

Director, Operations - Medical Information & Pharmacovigilance
IQVIA, Spain

Louise Molloy acquired her Pharmacy degree at Trinity College Dublin in 2008 and has recently completed a master's in Industrial Pharmaceutical Science with the Royal College of Surgeons Dublin. After graduation she spent some years in Clinical pharmacy, working with the hospital drugs & therapeutics' committee to develop SOPs for rational use of medicine in the hospital setting. Since relocation to Argentina she managed Quality and training development for a team of over 60 in a large Contract Research Organization.

Speaker(s)

2:00 PM — 3:30 PM

Session 3: Inside Out - Strengthening the Core of Medical Information

Strong internal foundations lead to better outcomes. In this session, learn how MI teams are improving internal collaboration, reshaping behaviors, and reinforcing their strategic role. Topics include redesigning SRDs, supporting self-service platforms, and building partnerships between global and local teams.

Session Chair(s)



Martina Foy

Global Medical Information Manager – Content Global Medical Affairs Excellence
Kyowa Kirin, Ireland

Speaker(s)



Changing Behaviour Through Education

Diane Wiseman

Global Medical Information Leader
Roche Products Limited, United Kingdom

Diane Wiseman is the Global Medical Information Leader at Roche Products, specializing in neuroscience and rare diseases. She ensures that medical information enquiries in these therapy areas are handled consistently and to a high standard by MI Cluster members, while also creating and maintaining standard responses for multiple products. Passionate about training and education, Diane collaborated with her colleague Anita Lewis to develop an interactive training curriculum covering all roles, from new starters to experienced MI professionals. Their modules, including literature searching and safety document training, are available to medical affairs, safety colleagues, and all customer-facing teams



Changing Behaviour Through Education

Anita Lewis

Global Medical Information Leader
Roche, United Kingdom

Anita has 14 years' experience in various Medical Information roles at Roche, including MI affiliate, management and global positions. Anita is passionate about the value MI teams can bring to healthcare professionals, and ultimately patient's lives. She's committed to training affiliates and facilitating collaborations within the MI network at Roche, to ensure the network offers exceptional customer service.



Overcoming global challenges in online self-service Medical Information: behavioural insights from HCPs

Ian Hamilton

Solutions Director

Datapharm, United Kingdom

After an extensive career in the pharmaceutical industry at Eli Lilly & Company, where he evaluated and delivered digital solutions for global medical affairs, [Name] spent nearly four years as a partner in the innovative digital startup Original Digital, which was later acquired by Datapharm. He currently serves as Solutions Director at Datapharm, leading the development and international growth of the SRD Search solution. A founding committee member of MILE (Medical Information Leaders in Europe), he contributed to IT and digital initiatives and won a PM Society Digital Innovation Award. His experience spans medical websites, conversational AI chatbots, search tools, and building modern international contact centres.



Reimagining SRDs to improve HCP engagement, support confident clinical decisions, and demonstrate the evolving value of Medical Information.

Evie Williams

Global Scientific Content Lead, Medical Communications & Engagement
Astellas Pharma Ltd., United Kingdom



Reimagining SRDs to improve HCP engagement, support confident clinical decisions, and demonstrate the evolving value of Medical Information.

Nicholas Venaglia

Global Medical Information Inquiry Team Lead
Astellas Pharma Europe, United Kingdom

Nick Venaglia is the Global Medical Information Inquiry Team Lead at Astellas, overseeing the strategic delivery of high-quality, compliant medical information across global markets. With nearly a decade of experience in medical information and a background in pharmacy, he has led transformative initiatives in inquiry handling, content innovation, and agile team operations. Passionate about service design, lean project management, and mentoring high-performing teams, Nick focuses on enhancing the medical information customer experience, adapting to evolving needs to support informed decisions and drive optimal patient outcomes. Based in London, he brings a collaborative mindset and a commitment to innovation in medical affairs.



Strengthening Internal Partnerships: A Framework for Medical Information (MI) and Patient Safety (APS) Collaboration at the Affiliate Level to Address Evolving Safety Needs

Reshmi Pal

Global Medical Information Leader, Hematology
Roche (Genentech, Inc), United States

Reshmi Pal is a Leader in Global Medical Information at Roche, driving operational excellence & continuous improvement across the Hematology & Heme-Oncology portfolio. She has led cross-functional initiatives with legal, compliance, medical, & pharmacovigilance teams to enhance information delivery & governance. With experience in medical affairs, clinical research, & public health, Ms. Pal holds a degree in medicine from India & a Master of Public

Health from the University of Florida. Her work as a primary care physician & published author reflects her commitment to evidence-based communication & improving patient access to reliable healthcare information.

3:30 PM — 4:00 PM

Coffee Break

4:00 PM — 5:15 PM

Ask the Audience or Share your Story – Open-Mic:

We're excited to hear from you during our dynamic open-mic session! Submit the simple form online or on-site so we know what you'd like to raise. [ONLINE FORM \(CLICK HERE\)](#) During this session we will leverage hundreds of years of collected MI experience to help answer a range of topical questions. We'd also love to hear about your successes or challenges. 1) Calibrate your thinking with others in our field; 2) Sense-check your solutions; 3) Gain free advice from others in the same boat : 4) Share your learnings – highs and lows; No preparation, no slides, no risk.

Session Chair(s)



Sarah Dunnett

Medical Operations Partner
Sarah Dunnett Consulting Ltd, United Kingdom

With over 25 years of experience across the pharmaceutical, medical device, & healthcare sectors, Sarah Dunnett is a Medical Operations Consultant supporting Medical Information, Affairs, & Compliance professionals to enhance performance & patient outcomes. A Pharmacist & qualified Medical Signatory, she combines clinical insight with leadership experience as a Regional Director & Cluster Senior Manager. Through Sarah Dunnett Consulting Ltd, she has partnered with nearly thirty companies on projects involving signatory services, SOP development, audits, mentoring, & process improvement. A past President of PIPA, founding member of MILE, & long-time DIA contributor, Sarah is dedicated to advancing excellence & innovation in medical affairs.



Isabelle C. Widmer, DrMed

CEO & Consultant
elytra GmbH, Switzerland

Isabelle Widmer, MD is a life science consultant and coach based in Europe. Isabelle supports teams in both Fortune 500 companies and biotech to deliver global transformation programmes in Medical Affairs and Med Info. Combining an entrepreneurial mindset, analytical and project management skills with the ability to design and implement tailored solutions, Isabelle takes pride in proposing pragmatic, sustainable and cost-effective solutions. A published author, frequent conference presenter, recent Programme Director at Basel University in postgraduate education in pharmaceutical medicine and a Program Committee member for the DIA Annual European Medical Information and Communications Meeting she is passionate about continuing education.

5:15 PM — 5:30 PM

Wrap-up and Highlights from Day 1

Session Chair(s)



Claudia Ferreira

Scientific Programs Manager
DIA, Switzerland

5:30 PM — 6:30 PM

Networking Reception

6:30 PM — 9:00 PM

Connect & Dine: Networking Dinner

Day 2 Oct 23, 2025

8:45 AM — 9:00 AM

Welcome and Opening of Day 2

Session Chair(s)

Claudia Ferreira

Scientific Programs Manager
DIA, Switzerland



9:00 AM — 10:30 AM

Session 4: The Hot Stuff: Deploying Innovative AI for Scalable Medical Information Services

Fed up with only listening to potential opportunities of AI? See how AI is already making a difference in Medical Information. This session showcases real-world examples of using AI and language technologies to create, translate, and manage content efficiently and compliantly. Explore lessons learned from deploying scalable solutions - from open-source tools to advanced automation.

Session Chair(s)



Marie-Luise Helmich, PhD

Head of Global Medical Information Key Markets - Global Medical Information
Sanofi, Germany

Marie-Luise is Head of Global Medical Information Key Markets at Sanofi, overseeing operations in Europe, Japan, China, and the Greater Gulf. She previously led Medical Information for Europe after establishing the function in Germany, Switzerland, and Austria. In addition to ensuring high-quality information delivery, she is driving the integration of digital media into MedInfo channels. Marie-Luise co-founded the Medical Information subcommittee at the German VFA, is a member of MILE, and has served on the DIA Medical Information Conference program committee for over a decade. Her background also includes leadership roles in Medical Affairs, Supply Chain, and Quality, including work as a Qualified Person.



Michelle Bridenbaker, BSN, MBA, MS

Vice-President at MILE & Head of Global Medical Information
Recordati, Switzerland

Michelle is currently the Global Head of Medical Information at Recordati Rare Diseases. She is an advanced practice nurse, toxicologist, and earned her Executive MBA in 2022 and has worked in industry for nearly 20 years in roles including: Medical Device Sales, Med Info, Pharmacovigilance and Medical Affairs. Her most recent areas of interest include increasing the uptake of AI in Med Affairs and in social media strategy for health communication. Michelle is very passionate about Med Info & Med Affairs and is highly motivated by innovative, customer centric ways to support healthcare and non-healthcare professionals around the world to ensure the safe and effective use of medicines.

Speaker(s)



AI-Powered Content Generation and Localization - How to Use AI to Create, Localize, and Translate Your Documents in an Efficient and Compliant Way

Alessandra Grossi

Medical Operations Director
Transperfect, United Kingdom

Alessandra Grossi is the Medical Operations Director at TransPerfect, UK, with over 30 years of experience in the pharmaceutical industry. She has held leadership roles in Medical Information at local, regional, and global levels, as well as positions in Medical Operations, Systems, and Governance at Pfizer. Alessandra has led numerous system implementations, process harmonization initiatives, and contributed to innovation teams. She is passionate about advancing Medical Information and Communication and is committed to driving its evolution through technology adoption and innovative practices, enhancing efficiency, compliance, and the overall impact of medical affairs functions globally.



AI-Powered Content Generation and Localization - How to Use AI to Create, Localize, and Translate Your Documents in an Efficient and Compliant Way

Myriam Fay

Medical Information Customer Experience Cluster Lead
Pfizer, France

Myriam Fay has a PharmD with a background in medical information and customer experience. Currently, working as a Medical Information (MI) Customer Experience Cluster Lead at Pfizer, managing several MI Frontline teams.



Making AI-Real: Leveraging Open-Source Tools for Natural Language Processing in Medical Information

Igor Vieira, DrSc

Medical Information Data & AI Solutions Lead
UCB Pharma, Belgium

Igor Vieira, the Medical Data & AI Solutions Lead at UCB, is dedicated to enhancing medical data, insights, and digital capabilities. With a PhD in machine learning applied to medicine from KU Leuven, Belgium, and over a decade of AI expertise across diverse industries, Igor's passion lies in leveraging technology to improve the lives of those battling severe diseases. He is committed to working collaboratively with caregivers, healthcare professionals, and other stakeholders to make a meaningful impact on people's life.



Artificial Intelligence in Medical Information: A Bed of Roses?

Laura Avanzo Leeke

Global Medical Information Manager
Recordati Rare Disease , United Kingdom

Laura Avanzo Leeke is Global Medical Information Manager at Recordati Rare Diseases, bringing over 13 years of cross-therapy experience. She leads the development of scientifically balanced content and supports affiliates worldwide, with a focus on the endocrinology portfolio. Passionate about innovation, Laura integrates AI into medical information workflows to enhance accuracy, streamline responses, and improve training. As a PIPA Committee Honour Member and advocate for excellence, she blends deep regulatory insight with a people-first mindset to uphold quality and compliance in a dynamic global environment.

10:30 AM — 11:00 AM

Coffee Break

11:00 AM — 12:30 PM

Session 5: Workshop on AI Experience & Adoption

Session 5: Workshop on AI Experience & Adoption

Session Chair(s)



Marie-Luise Helmich, PhD

Head of Global Medical Information Key Markets - Global Medical Information
Sanofi, Germany

Marie-Luise is Head of Global Medical Information Key Markets at Sanofi, overseeing operations in Europe, Japan, China, and the Greater Gulf. She previously led Medical Information for Europe after establishing the function in Germany, Switzerland, and Austria. In addition to ensuring high-quality information delivery, she is driving the integration of digital media into MedInfo channels. Marie-Luise co-founded the Medical Information subcommittee at the German VFA, is a member of MILE, and has served on the DIA Medical Information Conference program committee for over a decade. Her background also includes leadership roles in Medical Affairs, Supply Chain, and Quality, including work as a Qualified Person.



Claudia Ferreira

Scientific Programs Manager
DIA, Switzerland

12:30 PM — 1:30 PM

Lunch Break: Exhibition

1:30 PM — 3:00 PM

Session 6: Driving Decisions with AI and Analytics

Explore how data and AI are powering smarter decisions in Medical Information. Presenters will highlight how analytics tools uncover customer insights, enhance daily operations, and optimize service delivery, including in call centers. Get inspired by innovative ways data can help your team deliver more value.

Session Chair(s)



Jürgen Bentz, MD, PhD, MSc

Global Head of Medical Information
UCB, Belgium

Dr. Jürgen W.G. Bentz is the Global Head of Medical Information of UCB. As a physician, Jürgen is enthusiastic about the well-being of people suffering from severe diseases to provide the right drug to the right patient at the right time, dosage and duration. While providing solutions to patients is the right thing to do, things must be done in the right way. Jürgen was medically trained with specialization in pharmaceutical medicine, is a graduated chemist and holds a PhD in pharmacology and analytical chemistry. During his professional career, he contributed for more than 25 years to the well-being of patients in several biopharmaceutical companies in multiple medical, clinical and operational roles with increasing responsibility.



Isabelle C. Widmer, DrMed

CEO & Consultant
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Speaker(s)



SMART Analytics for Medical Information Insight Generation

Beatrice Omisakin, MPharm

Head of Region EMEA Medical Information
Takeda Pharma International GmbH, Switzerland

Beatrice Omisakin is a healthcare leader with over 23 years of experience in clinical pharmacy and global pharmaceutical operations. An expert in Medical Affairs, Digital Transformation, and AI-driven innovation, she develops scalable solutions that enhance patient engagement, HCP connectivity, and real-time medical information. Beatrice leverages technologies such as AI, NLP, and automation to optimize workflows, accelerate decision-making, and deliver measurable business impact. Her roles at Takeda, Novartis, and Bristol-Myers Squibb focused on advancing medical communications and virtual engagement. She is active in the global medical affairs community and a member of MILE and the General Pharmaceutical Council (GPhC).



Uncovering the Potential of AI in MI: Augmenting the MI Specialist

Harriet Pengelly

Global Medical Information Leader
Roche Products Ltd, United Kingdom

Harriet Pengelly is the Global Medical Information Leader at Roche, with a background in Biology and over 10 years' experience across oncology, genomics, and ophthalmology. She leads the design of digital-first MI services, leveraging practical applications of AI—including knowledge retrieval, query triage, automation, and conversational tools—to accelerate accurate, customer-centered scientific communication. Harriet is passionate about simplifying processes and enabling MI teams to work more efficiently, delivering higher value to both internal and external stakeholders. Her work focuses on enhancing team performance, improving the customer experience, and driving innovation in medical information services across global markets



Enhancing Medical Information Call Center Management with Technology and Language Services

Alessandra Grossi

Medical Operations Director
Transperfect, United Kingdom

Alessandra Grossi is the Medical Operations Director at TransPerfect, UK, with over 30 years of experience in the pharmaceutical industry. She has held leadership roles in Medical Information at local, regional, and global levels, as well as positions in Medical Operations, Systems, and Governance at Pfizer. Alessandra has led numerous system implementations, process harmonization initiatives, and contributed to innovation teams. She is passionate about advancing Medical Information and Communication and is committed to driving its evolution through technology adoption and innovative practices, enhancing efficiency, compliance, and the overall impact of medical affairs functions globally.

3:00 PM — 3:15 PM

Conclusions and Outcomes

Session Chair(s)



Claudia Ferreira
Scientific Programs Manager
DIA, Switzerland

3:15 PM — 3:15 PM

End of the Conference