



# Agenda-At-A-Glance

## DAY ONE | MONDAY, DECEMBER 2, 2024

8:00 AM – 6:30 PM	Registration Open
9:00 AM – 1:00 PM	Pre-Conference Certification Course: Healthcare Meeting Compliance Certificate Course – HMCC <i>Additional Registration Fee Required - \$413.99 for MPI members / \$613.99 for MPI non-members</i>
1:00 PM – 2:00 PM	Welcome Lunch
2:00 PM – 2:15 PM	Summit Welcome and Opening Remarks
2:15 PM – 2:45 PM	Keynote: Rasing the Bar: What Meaningful Innovation in Meeting Planning Looks Like
2:45 PM – 3:35 PM	Unlocking the Key(s) Building Long-Term Partnerships that Enhance Meeting Operations and Experience
3:35 PM – 4:05 PM	Networking Break in the Exhibit Hall
4:05 PM – 4:55 PM	Find the Right Partner at the Right Price: Hear Real-World Advice on Vetting Potential Partners, Leading Effective Negotiations, and Generating Contract Value in the Current Market
4:55 PM – 5:30 PM	3 Things You Need to Fix With Congresses' Omnichannel Engagement
5:30 PM – 6:45 PM	Networking Reception in the Exhibit Hall



**DAY TWO | TUESDAY, DECEMBER 3, 2024**

7:00 AM – 5:00 PM	Registration Open		
7:45 AM – 8:30 AM	Morning Coffee and Breakfast in the Exhibit Hall		
8:30 AM – 8:40 AM	Chairperson Remarks and Review of Day One		
8:40 AM – 8:45 AM	Morning Meditation		
8:45 AM – 9:45 AM	Keynote: Mastering Your Message		
9:45 AM – 10:35 AM	Adapting to Change: Transformative Approaches to Medical Meetings While Staying Compliant		
10:35 AM – 11:15 AM	Networking Break in the Exhibit Hall		
<b>CHOOSE YOUR DEEP-DIVE INTERACTIVE SESSIONS</b>			
11:15 AM – 12:30 PM	<b>AI is Here to Stay: Leveraging Emerging Technology for Data-Driven Meeting Execution</b>	<b>Biopharma Commercial and Product Launches – Creating a Roadmap to Maximize Efficiency and Mitigate Risks</b>	<b>Trends and Innovations in Exhibiting at Congresses</b>
12:30 PM - 1:15 PM	Networking Lunch		
1:20 PM – 2:15 PM	<b>Un-Conference Session: Paving the Path Forward for Pharma and Medical Meetings</b> Engage in powerful and thought-provoking conversations on critical topics curated by you (attendees) and identify actionable takeaways to implement in your role/organization.		
2:15 PM	Main Summit Concludes		
2:30 PM – 5:30 PM	<b>Post-Conference Certification Course: Medical Meeting Professional Certificate Course (MMP)</b> <i>Additional Registration Fee Required - \$413.99 for MPI members / \$613.99 for MPI non-members</i>		

