



in COMMAND OF OUR FUTURE

EMEA Area Commercial Kick-Off 2021

AGENDA

February, 3rd | 9 am – 12:30 pm CET

Session	Speaker / Moderator	Duration (min)
Plenary Session		
Welcome & Agenda of the day	Sonia Marin Tomas	20
Breakout Rooms (Parallel Sessions)		
Region Europe Priorities 2021 Region EEMEAP Priorities 2021	Edita Apuokiene Thomas Stanis	20
Play the Market: Win the Market (Region Europe) Drive Customer Loyalty: Renew and Grow the Base (Region EEMEAP)	Matthew Sawtell Mark Cynova	45
Break (30 min)		

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Breakout Rooms (Parallel Sessions)		
Drive Customer Loyalty: Renew and Grow the Base (Region Europe)	Saul Gomez	45
Play the Market: Win the Market (Region EEMEAP)	Matthew Sawtell	
Plenary Session		
AlinIQ Professional Services - Strategy and 2021 priorities - Value expansion with AlinIQ - Differentiation with CDS	Florian Lange	45
Day Closing		

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February, 4th | 12 pm – 15:30 pm CET

Session	Speaker / Moderator	Duration (min)
Plenary Session		
Welcome & Agenda of the day	Sonia Marin Tomas	20
Hematology: Our Imperatives, value proposition and expectations	Madalena Falcao	50
Break (30 min)		

February, 4th | 12 pm – 15:30 pm CET

Session	Speaker / Moderator	Duration (min)
Plenary Session		
Global Marketing Strategies	Vahe Ayvazian	25
EMEA Marketing Roadmap 2021	Sonia Marin Tomas	
Medical Affairs 2021 Vision	Jeannine Holden	15
Remarks of the Day	Sonia Marin Tomas	10
Awards Time (10 min)		

February, 4th | 12 pm – 15:30 pm CET

Session	Speaker / Moderator	Duration (min)
Breakout Rooms (Parallel Sessions)		
Region Europe Direction 2021 & Beyond ----- Region EEMEAP Direction 2021 & Beyond	Edita Apuokiene Thomas Stanis	15
Closing		



Abbott