



# A Change in Paradigm – SharePoint® Trends in Life Sciences

Thursday, November 8<sup>th</sup>, 7:30 am – 6:00 pm  
The Westin Princeton at Forrestal Village  
Princeton, NJ

Sponsored by



## EVENT AGENDA

7:30a – 8:30a	<b>Registration and Continental Breakfast</b>	
8:30a – 8:45a	<b>Welcome and Opening Remarks</b> Jeff Klein, VP Global Solution Sales & Product Development, <b>FCG Life Sciences</b>	
8:45a – 9:45a	<b>Keynote Address</b> “Breaking the barriers to user adoption: Microsoft Office SharePoint Server 2007” Tamir Orbach, Business Productivity Advisor – Solution Specialist, <b>Microsoft Corporation</b>	
9:45a – 10:00a	<b>Break</b>	
10:00a – 11:00a	<b>Session One</b> “Strategies to improve the preparation, submission and maintenance of INDs.”  <i>Michael Brennan, Vice President, Global Regulatory Operations, Centocor, Inc.</i>	“Where is the business case for ECM? Why user productivity can now be a part of the ROI equation.”  <i>Steve Gens, Managing Partner, Gens and Associates Inc.</i>
11:00a – 12:00p	<b>Session Two</b> “Driving innovation in life sciences.”  <i>Les Jordan, Industry Technology Strategist, Microsoft Life Sciences</i>	“Optimizing the process of content migration across a global organization.”  <i>Dave Biersach, Associate Director at Pfizer, Inc.</i>
12:00p – 1:00p	<b>Lunch</b>	
1:00p – 2:00p	<b>Session Three</b> “FirstPoint, the next generation of enterprise content management.”  <i>Jennifer Wemstrom, Business Development Director, FCG Life Sciences</i>	“It’s not just about the Repository – Intelligent enterprise content management via metadata driven solutions.”  <i>Gabor Fari, Industry Solution Sales Professional, Microsoft Life Sciences</i>
2:00p – 2:30p	<b>Break</b>	
2:30p – 3:30p	<b>Session Four</b> “Biogen-Idec Vision: The new user-experience driven model for an integrated enterprise for document management.”  <i>Michael Sauter, Sr. Director Global Regulatory Operations, Biogen Idec</i>	“Innovative CRM solutions for the Pharma industry creating substantial benefits when using the latest Microsoft technology.”  <i>Sebastian Merlöv CEO and co-founder Brimstone International</i>
3:30p – 4:30p	<b>Session Five</b> “Medical communications management on an integrated Microsoft platform.”  <i>Leverent Consulting &amp; FCG Life Sciences</i>	“Reducing Contract Risks by effectively managing the Contracting Process from initiation to administration.”  Barbara Staehelin, Chairman of <b>axicos</b>
4:30p – 6:00p	<b>Reception/Networking</b>	

### Program Contact:

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