

Advance
Information

R & D Project Management in a Commercial World

17 & 18
MAY 2005

CROWNE PLAZA
NEC
BIRMINGHAM

PIPMG



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date in your
diary NOW!

Effective drug development, hence good project management, must involve commercial considerations at every stage. Thus project management should include optimisation of the commercial considerations from the beginning of a project.

This meeting aims to review processes and issues that arise when building commercial aspects into project management. This will include how to optimise the commercial interactions and ensure recognition of commercial implications throughout a project lifecycle.

Highly experienced and entertaining speakers will share their experience and anecdotes on managing projects whilst ensuring optimal commercial input and decision-making. Workshops will provide opportunities to discuss the issues of commercial analysis within projects teams and to learn from the experiences of colleagues and other pharma industry experts.

Why: Should we incorporate commercial considerations?

When: Is there an optimum time to engage commercial thinking within the project team?

What: Learn how a Target Product Profile (TPP) can help project teams gain a common understanding of the commercial drivers in a project and be an aid to decision making.

How: Discuss how a TPP could be constructed. Gain tips on TPP dos and don'ts. Learn how TPPs differ amongst CROs, big pharma and biotech and between the various stages of drug development.

A full programme will follow shortly.

**Full meeting package
including Dinner,
Accommodation,
Breakfast and Meeting**
£475 including VAT

Day delegate package
£310 including VAT

PIPMG is an informal, not-for-profit group providing a forum for the discussion of matters of common interest to those in project management roles within the Pharmaceutical Industry in the UK and Europe.

PIPMG has over 500 members representing a broad range of pharmaceutical companies, contract houses, specialist technology, biotech and service organisations. Membership (which is free) is on an individual basis. There is no corporate membership and no direct corporate sponsorship.

PIPMG is managed by a steering committee representative of the current membership. Elections to the committee are held at PIPMG's Annual General Meeting in the autumn.

www.pipmg.org.uk

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