BRING YOUR TEAM | **PHARMA** 2027

Bring your cross functional teams together.

New for 2027: bring your team and build a shared playbook



1,200+ Attendees

100% Top 50 pharma

87% Director level and above

Speak to our team

Questions about passes or bringing your team? Get in touch.



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New for 2027: build a shared team playbook

Pharma manufacturers only: bring your cross-functional team and **save 50%** on each additional pass!

DELEGATE	PRICE PER PASS	SAVING PER PASS
First delegate	€1,499	–
Second delegate	€749.5	€749.5 (50%)
Each additional delegate	€749.5	€749.5 (50%)



Sample team sessions to attend together

These sessions are designed for cross-functional teams. Each one gives your people a common language and a shared plan to take home.

Team session	What your team builds together
PANEL: Kill, Scale or Invest? Prioritise Pharma's AI Initiatives	One shared scorecard that links AI pilot results to budget decisions across medical, commercial and operations.
PANEL: The AI Powered Commercial Model: Turn Intelligence into Action	Shared demand forecasts and next-best-action priorities that commercial and marketing teams use to make joint decisions.
PANEL: Scale AI for Enterprise Impact: Build the Operating Model for Value Creation	A shared operating model that decides which AI capabilities sit centrally, in functions, or embedded in business teams.
KEYNOTE PANEL: The adoption test: Why Pharma's customer-facing AI isn't earning trust	A shared field-trust framework that tells reps and customer-facing teams which AI tools to use and which to challenge.
PANEL: Your 2030 Customer	A shared engagement blueprint that positions the brand for AI-mediated customer conversations, before the research is done.
PANEL: Commercial Viability Starts Sooner Than We Think	A shared launch-readiness plan that brings commercial, medical and market access teams together 24 to 36 months pre-launch.

Informal networking: Team building and peer connections

When	Session	Team building & peer connections
Day 1, 17:30–19:00	End of day one drinks reception & offsite party	Team building away from the desk: unwind together, build trust across functions, and meet like-minded peers from across the industry.
Day 1 & 2, Lunch	Meet & eat tables	Sit and meet with new peers facing the same challenges. Regroup and share your learnings with your colleagues.
Day 1, before the conference	5K fun run	Team benefit: start the day together and connect with industry peers outside the conference room. All paces welcome.

REGISTER YOUR TEAM TODAY

Questions or group bookings: Daisy Beale | Delegate Relations Lead
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Reuters Events