

London
24 – 26 June 2025

Call for Speakers



Join us and add your contribution

SUBMISSION DEADLINE 23 SEPTEMBER 2024

Submit here: <https://www.ephmra.org/paper-submission-form>

A man in a dark suit is looking down at a document on a desk. The document features several charts, including a pie chart and a bar chart. The background is a bright, out-of-focus office setting.

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Introduction

Our 2024 Conference was a huge success - so much positive feedback received and we now have the challenge of planning an even more successful 2025 Conference. Take a look at what we have in mind and see if you can add your voice by submitting an idea for a paper.

The range of topics is wide and there is plenty of scope for presentations, panel discussions and fireside chat formats – take your pick!

Any question feel free to reach out – generalmanager@ephmra.org

Thanks!

Topics to Consider

The Pharmaceutical Market Research industry is at a pivotal point in 2025, where effective research can significantly impact strategic decisions and business outcomes.

The 2025 Annual Event will focus on critical themes that leverage proven outcomes to guide the industry forward, along with exciting panel discussions on different topics.

Our Committee is committed to prioritizing submissions from both clients and agencies in a manner that ensures high-value insights and actionable strategies, thereby shaping the future of our industry.

We are particularly interested in papers that cover the following topics:



1. Enhancing Patient-Centricity and Business Outcomes Through Effective Market Research –

Actionable insights based on patient engagement/ advocacy, early product development lifecycle, and cultural differences.



2. Innovate and Diversify: Market Research Strategies for Sustainable Success –

Both AI and non-AI innovative approaches/ or digital innovation with Market Research that delivers insights for successful decision making.



3. Setting market research in the context of other data –

demonstration of how combining different data sets can maximise impact.



4. Demonstrating the impact of market research –

how market research has made a difference to patients' lives.



5. What's new in analytics and forecasting –

are there new ways to generate more accurate data to understand the market and performance.



6. Other Topics –

These are only our initial thoughts - we want you to be inspired to develop your own ideas which reflect the new world of business analysis. We welcome suggestions for other topics – so don't feel you have to keep to the list we have included here!

We welcome papers for presentation and encourage innovation in how your point of view is shared with the audience, giving them an opportunity to discuss new perspectives and take away actions they can apply to their daily lives.

In addition: We are always interested in having papers which showcase what is going on outside the pharma/healthcare sector, as these papers can provide relevant learnings which can be applied in our sector. Joint papers with pharma/healthcare speakers are encouraged.

Formats

It is great to have variety in our conference in terms of presentation formats and so feel free to suggest whether your submission would work best as a:

- Presentation
- Panel Discussion
- TED Talk
- Etc





Speaker Information

Number of Speakers

EPHMRA accepts up to 2 speakers per presentation submission. Panels, debates can feature more speakers of course. All speakers need to feature on the submission form.

Speaker Registration Fees:

Important Note

In-person event: All speakers - EPHMRA is unable to waive the conference registration fee or fund any associated travel or personal expenses. Speakers need to register themselves for the conference.

At the Event Papers will:

- be presented in English
- be presented using the EPHMRA conference PPT template, which will be sent following acceptance onto the programme
- have a speaking slot of 20-25 minutes + 5 minutes for Q&A. You may, of course, suggest another speaking format.

You will receive more details in the Speaker Guidelines which we will email to those who get a speaking slot.

Present in person in London

All speakers need to be present in person. Please note there will be no facilities to have live zoom connection/present live on screen.

A hand is shown pointing at a digital screen that displays various data visualizations, including a bar chart and a line graph. The background is a dark blue gradient with a grid of light blue dots.

Tips for a Successful Submission

A successful paper:

- Is thought provoking, innovative, forward looking or controversial in nature
- Offers solutions and recommendations based on the problem addressed
- Demonstrates how a specific process, technique or approach can impact on the business
- Is appropriate to an international audience

It is assumed that all presenters have ensured that permission has been obtained from clients or other third parties to present the information (this includes, music, drawings, visuals etc.) contained in the paper and/ or the final presentation.

The presenters will indemnify EPHMRA and will ensure that EPHMRA is not held liable for any claims from clients or other third parties incurred by the author's failure to obtain permission to use information.

The authors should also be sure there is no infringement upon the copyright, right of use or any other right of intellectual property under any circumstances.

PLEASE ENSURE:

You give a clear and detailed picture of the intended full paper to enable judgement of the quality of the final presentation output.

Outline the main argument to be put forward, describe the case study and/ or data which will be used to support the argument, present the major findings or conclusions and list any published papers which will be referred to.

State clearly the key take away messages from your paper – what will the audience be able to do differently when back in the office.

Submit your speaking ideas online by 23 September 2024.

A receipt should be received by email within 3 working days - if not then please contact EPHMRA to check if the document has been received. This is very important as each year at least one submission is not received by EPHMRA and the authors did not follow up to enquire about receipt.

If you are submitting supporting files, then please ensure that you indicate on your submission (and in your email) what you are proposing to send, so that we can be sure to tie up your submission.

What Happens After You Submit

The submissions are all formatted and then evaluated by the Programme Committee in late September.

In November or December - we contact you about the Programme Committee's decision.

There are 3 possible outcomes:

- 1. Acceptance onto the programme (with or without revisions).**
- 2. A 5 minute zoom 'pitch' to the Programme Committee to provide further detail on your submission.**

These will take place in November – as below:

Tuesday 19 November 14.30 – 16.30 UK time

Thursday 21 November 10.30 – 12.30 UK time

Tuesday 28 November 14.30 – 16.30 UK time

Please make a note of these dates in order to ensure you are available on one of the days. We are not able to offer other slots.

The zoom meetings will be 10 minutes and will be arranged at 15 minute intervals: 5 minutes pitch time and 5 minutes for questions.

- 3. Your submission not being accepted onto the programme, with some guidance on why this decision was reached.**



Who is on the Steering Committee?

Amr Khalil, Ripple International

Erik Holzinger, groupH

Georgina Cooper, Basis Research

Letizia Leprini, Roche

Sarah Phillips, IQVIA

Stephen Potts, Purdie Pascoe

Tracy Machado, Elma Research

Xierong Liu, Ipsos

Kristina DiPietrantonio, The Planning Shop

Roy Rogers, Research Partnership

The conference will be held in 2025 in London.

