

EPHMRA UK MEETING AGENDA

6 MARCH 2025

Meeting time: 08.30 to start at 08.50 and finish at 16.30 local time followed by Networking drinks

Meeting Convenors:

Anna Garofalo
Janssen, Market Research Consultant

Alex Marriott
Lumanity, Director

John Grime
Prescient Healthcare Group, Associate
Vice President

Sophie Fleming
GSK, Global Strategic Insights Director -
Haematology

08.30 – 08.50 **Registration and Welcome Coffee**

08.50 – 09.00 **Welcome from the Convenors**

09.00 – 09.45 **Why Should Anyone Listen to You?**

Speaker: Danny Wain, Consultant and Trainer, Daniel Wain Consulting

Convenor: Anna Garofalo, Janssen

09.50 – 10.25 **Cultural Storytelling: Using Semiotics & Language Analysis to Build More Successful Healthcare Brands**

Speakers: Alex Gordon, CEO/Founder and Mark Lemon, Associate Director, Sign Salad

Convenor: Alex Marriott, Lumanity

10.25 – 10.50 **Coffee and Networking**

10.55 – 11.30 **Illustrating Lupus: Creative Storytelling Through Graphic Medicine to Transform Patient Education**

Speakers: Mohamed Akrouf, Integrated Insights Manager, Roche and Gregg Quay, Senior Director, Head of International Business Unit, Elma Research

Convenor: John Grime, Prescient Healthcare Group

11.25 – 12.00 **Morning Q&A to the speakers**

Moderator: Sophie Fleming, GSK

12.00 – 13.00 **Lunch**

13.10 – 13.45 **Do Avatars Make Better Storytellers?**

Speaker: **Dan Coffin, Director, Research Partnership**

Convenor: **Sophie Fleming, GSK**

13.45 – 14.20 **Goldilocks: Villain or Victim? The importance of narrative perspective in great stories.**

Speakers: **Viv Farr, Managing Director and Lucy Oates, Director, Narrative Health**

Convenor: **Alex Marriott, Lumanity**

14.15 - 14.45 **Coffee and Networking**

14.50 – 15.25

Speakers:

Convenor:

15.25 – 16.20 **Q&A with all the Speakers/World Cafe**

Moderator: **John Grime, Prescient Healthcare Group**

16.20 – 16.30 **Convenor Summary and Thanks**

16.30 – 17.00 **Networking Drinks**

