

# YOUNG PROFESSIONALS ONLINE CONFERENCE 2025 29 APRIL 2025

You can find out more about  
the event here and also register:  
<https://www.ephmra.org/events/61>

This event is free to attend and is for member companies only.

## UK times shown

<b>12.00 – 12.15</b>	Opening and Introductions
<b>12.15 – 13.15</b>	<p>Finding Your Purpose at Work</p> <p>Speaker: Andy Hall, Purpose, Executive and Leadership Coach <a href="https://www.linkedin.com/in/handyall/">https://www.linkedin.com/in/handyall/</a></p> <p>Convenor: Seb Newton, Purdie Pascoe</p>
<b>13.15 – 13.30</b>	Break
<b>13.30 – 14.00</b>	<p>The critical role of failure in our professional development but even more so in market research.</p> <p>Speaker: Georgia Culley, Associate Partner, Boxee Group <a href="https://www.linkedin.com/in/georgia-culley/">https://www.linkedin.com/in/georgia-culley/</a></p> <p>Convenor: Seb Newton, Purdie Pascoe</p>
<b>14.00 – 14.30</b>	<p>Challenges and Considerations for Publication of Qualitative Primary Market Research – an Agency Perspective.</p> <p>Speakers: Rachel Hiley, Research Manager and Rachael Eddleston, Senior Research Executive, Adelphi <a href="https://www.linkedin.com/in/rachel-hiley/">https://www.linkedin.com/in/rachel-hiley/</a> <a href="https://www.linkedin.com/in/rachaeledleston/">https://www.linkedin.com/in/rachaeledleston/</a></p> <p>Convenor: Freya Lovely, Purdie Pascoe</p>
<b>14.30 – 14.45</b>	Break
<b>14.45 – 15.15</b>	<p>Artificial Intelligence and pharmaceutical market research: a journey of two young researchers within the 'AI Observatory' Lab.</p> <p>Speakers: Francesco Moletti, Junior Research Executive and Francesca Ancarola, Research Executive, Elma <a href="https://www.linkedin.com/in/francesco-moletti/">https://www.linkedin.com/in/francesco-moletti/</a> <a href="https://www.linkedin.com/in/francesca-ancarola/">https://www.linkedin.com/in/francesca-ancarola/</a></p> <p>Convenors: Caoimhe McElligott, SUAZIO and Melissa Lehmann, Impulze</p>
<b>15.15 – 16.00</b>	<p>The Importance of Personal Brand</p> <p>Speaker: Deborah Ogden, Personal Branding Expert <a href="https://www.linkedin.com/in/deborahjogden/">https://www.linkedin.com/in/deborahjogden/</a></p> <p>Convenor: Gaia Ferracci, Vox.Bio</p>

This meeting is designed and convened by:  
Caoimhe McElligott, SUAZIO | Freya Lovely, Purdie Pascoe  
Gaia Ferracci, Vox.Bio | Georgia Culley, Boxee Group  
Melissa Lehmann, Impulze