

EPHMRA GERMANY MEETING AGENDA

3 APRIL 2025

Convenors on the day:

Katja Birke, CEO, Produkt +Markt
Yannick Rieder, Manager Market Research & CI, Johnson and Johnson
Barbara Lang, Managing Director, Point Blank Research



Foresight # Workshop # Opportunity

Where is the journey heading? What opportunities will the next 10 years bring? What does the future of healthcare market research look like?

08.45 - 09.15 Registration and Welcome Coffee

09.15 - 09.45 Welcome and introduction to the day

09.45 - 10.45 Key Note Speaker: Dr. Hannes Fernow (GIM Foresight)

Society in transition: The trends you should know about that will change our industry, our everyday lives and the way we live together.

10.45 - 11.15 Networking Coffee Break

11.15 - 11.45 Break Out Session

What do we expect from the future? How do we think that the trends presented will impact our future?

11.45 - 12.30 Brain Storming Session

12.30 - 13.15 Networking Lunch

13.15 - 14.15 Inspiration and Input Poster Session

14.15 - 15.45 Break Out Session

Working on the key opportunities + challenges / topics - brainstorming solutions

15.45 - 16.15 Brain Storming Session

16.15 - 16.30 Farewell and Networking Coffee