

Strategy Institute presents...

Adapt your Strategy
and be inside
Rapidly Changing
Market Realities

20th Annual

Market Access

Virtual Summit



October 5-6, 2021

JOIN CANADA'S LEADING FORUM FOR MARKET ACCESS & DRUG REIMBURSEMENT STAKEHOLDERS

Meet + Network + Learn From:



ANDRÉ PICARD
*Author and Journalist;
Health Columnist*
The Globe and Mail



PATRICK DICERRI
Assistant Deputy Minister
Ontario Ministry of Health



CHRISTIAN OUELLET
*Head of Government
Relations and Public
Affairs*
Novartis



JOEY MATTINGLY
*PharmD, MBA, PhD, Associate
Professor & Vice Chair of
Academic Affairs, Department
of Pharmaceutical Health
Services Research*
**University of Maryland
School of Pharmacy**



SHERYL GROENEWEG
*Director General, Health and
Life Sciences, Innovation,
Science and Economic
Development (ISED)*
Government Of Canada



SUZANNE MCGURN
President & CEO
CADTH



SYLVIE BOUCHARD
Director of Medication
INESSS



ANDREW CASEY
President & CEO
BIOTECANADA

Capitalize on exclusive insights and dialogue to:

- Gain direct intelligence from CADTH to ensure compliance with the latest approval process updates
- Learn best practices from Bayer on the path to gene therapy success
- Leverage INESSS recent approval 'paradigm shift'
- Stay on top of new provincial developments from Ontario's Health Ministry and others
- Smooth your PLA process when dealing with Canada's leading private payors
- Achieve successful rare disease drug launches with a thorough understanding of Covid-19's impact on the new government framework

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20th Annual

Market Access

Virtual Summit 

Welcome to The Largest and Longest-Running Market Access Event in Canada!

The 20th Annual Market Access Summit is the event to attend to get the latest news on what is happening in Canada's pharmaceutical industry! This year's version is of particular importance as we all strive for a new-and-improved Life Sciences strategy to benefit ALL Canadians.

Key benefits of attending this years' summit include:

- Take part in an industry renowned knowledge exchange and join our community of 200+ market access leaders.
- Stay on top of current trends and gain crucial insights and actionable takeaways.
- Gather unrivaled market intelligence and scope out the competition.
- Form lasting connections with other top professionals from across the industry.
- Develop new ideas, benchmark processes and brainstorm with your peers.

Improve and update your organization's strategies to meet the changing expectations of both public and private payors.

Get the answers you need by joining interactive discussions with leading experts from all key stakeholders: public and private payers, manufacturers, patient groups and government / regulators in this rapidly evolving industry.

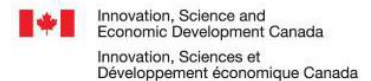
See you on-screen!

Meet + Network + Learn From:

PDCI | MARKET ACCESS



CADTH Evidence Driven.



New This Year

1. International Reference Pricing (IRP): Overview and Outlook for IRP in North America
2. The Road to Advanced Therapeutics: Assessing the State of Play: Are Gene Therapies the Next Big Game Changers?
3. Are Patient-Centered Outcomes and A Cost-Effective Drug System Polar Opposites?
4. Canadian Talent - Stopping The Health & Life Science "Brain Drain"
5. Anticipating the Future of R&D Innovation & Pharma Manufacturing In Canada and an OPENING KEYNOTE address from: *André Picard, Author and Journalist; Health Columnist, The Globe and Mail*

Register today by Visiting MarketAccessCanada.ca

Source 5 Actionable Ideas to Advance your Market Access Strategy:

1. Strategies for Negotiating PLA's:

Navigate the current evolving landscape for negotiating PLAs for both the public and private sector

2. CADTH:

Gain insight on the updated review process for successful submissions

3. Market Access for Orphan Drugs:

Understand how new, innovative approaches to drug development could improve market access

4. Real World Evidence:

Gain insight into how to improve your submissions

5. Provincial perspectives:

Hear the status of perspectives and budgets re: drug reimbursement in CY 2022

REGISTER TODAY!

Don't miss out on this opportunity to stay on top of critical developments in the pharma market that will impact the success of your market access strategies!

Save your spot now for Canada's preeminent idea exchange on the latest innovations in Market Access.

 1-866-298-9343 ext 200

 registrations@strategyinstitute.com

 MarketAccessCanada.ca

START THE CONVERSATION BEFORE THE SUMMIT!



Follow and tweet @MarketAccessCA or connect with other leaders attending #MASummit21



Join the LinkedIn group the 'Canadian Pharmaceuticals: Legislative Demand, Regulations, Market Access & Reimbursement Network'

Past Attendees Include

Astellas Pharma ■ Astra Zeneca ■ Bayshore Healthcare ■ Biogen Canada ■ Boehringer-Ingelheim ■ Eli Lilly Canada ■ Galderma Canada ■ Gilead Sciences Canada ■ GlaxoSmithKline ■ Hoffmann-La Roche ■ Janssen ■ Manulife Financial ■ Merck Canada ■ Novartis Pharmaceuticals Canada ■ Otsuka Pharmaceuticals ■ Pfizer Canada ■ Roche ■ Servier Canada ■ Teva Canada

Who You Will Meet

Pharmaceutical manufacturers

Vice President | Director and Managers of Market Access | External Relations | Government Relations | Public Affairs | Pricing and Reimbursement

- Improve submission success rates
- Navigate changing industry dynamics, emerging drug discovery models and regulatory changes
- Adapt to greater payer expectations on evidence and pricing

Private Payers and Plan Developers

Directors and Managers | Group Benefits | Group Benefit Advisors | Pharmacy Services | Drug Plan Management

- Outline industry challenges and find collaborative solutions
- Explore new innovative approaches to determine value for new therapies
- Engage with industry stakeholders

Provincial, Federal and Government Regulators

Directors | Managers | Drug Plan Management | Formulary Listing | Reimbursement and Pricing Programs | Public Affairs | Senior Pharmacist | Senior Policy Analysts

- Converse directly with your target audience
- Present changes and announcements on a national platform
- Evaluate industry sentiment

Insights & Analytics

Presidents | Vice Presidents | Managing Partners | Principals | Business Development Officers | Sales and Account Managers | Managers/ Directors of Marketing/Sales

- Expand your network of industry stakeholders
- Determine opportunities for future business
- Demonstrate your leadership in the industry

Register today by Visiting MarketAccessCanada.ca

Industry Thought Leaders



ANDRÉ PICARD

*Author and Journalist;
Health Columnist*

The Globe and Mail



PATRICK DICERNI

*Assistant Deputy
Minister*

**Ontario Ministry
of Health**



**CHRISTIAN
OUELLET**

*Head of Government
Relations and Public
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Novartis



JOEY MATTINGLY

*PharmD, MBA, PhD, Associate
Professor & Vice Chair of
Academic Affairs, Department
of Pharmaceutical Health
Services Research*

**University of Maryland
School of Pharmacy**



CHAD MITCHELL

*Executive Director,
Pharmaceutical and
Health Benefits Branch*

**Alberta Ministry
of Health**



**SUZANNE
MCGURN**

President & CEO

CADTH



SYLVIE BOUCHARD

Director of Medication

INESSS



PAMELA FRALICK

President

**INNOVATIVE
MEDICINES CANADA**



**HEATHER
MCDONALD, PHD**

*Head of Global Market
Access - Cell and Gene
Therapies + Digital Health |
Global Market Access, Public
Affairs and Sustainability*

Bayer Inc



FARAH JIVRAJ

Head of Market Access

BIOGEN CANADA



BRAD MILLSON

*Senior Principal, Real
World Solutions*

IQVIA



**DARIA O'REILLY,
PHD, MSC**

*Lead Health Economist,
Pharmacy Consulting, Health
Benefits Management*

TELUS Health

Industry Thought Leaders



LOUISE BINDER

Health Policy Consultant

**Save Your Skin
Foundation**



JAMES LEBROCQ

Vice President

**Canadian
Association
for Healthcare
Reimbursement**



GAIL OUELLETTE

*Founder, President &
Scientific Director*

RQMO



FERG MILLS

*Director, Strategic
Consulting: HEOR Lead*

Innomar Strategies



ANDREW CASEY

President & CEO

BIOTECanada



SHERYL GROENEWEG

*Director General, Health and
Life Sciences, Innovation,
Science and Economic
Development (ISED)*

**GOVERNMENT
OF CANADA**



ALAIN BOISVERT

*Head, Government
Affairs & Market Access*

Pharmascience Inc



BRENT FRASER

*Vice President,
Pharmaceutical Reviews*

CADTH



ROSALIE WYONCH

Senior Policy Analyst

C.D. Howe Institute



BARBARA MARTINEZ

*National Practice
Leader, Drug Solutions
Toronto Consultant,
Group Customer*

Canada Life



ASHLEY DAVIS

Founder and Partner

**West Front
Strategies**



NED POJSKIC

*Leader, Pharmacy
& Health Provider
Relations*

**GREEN SHIELD
CANADA**

Industry Thought Leaders



**ALISON
DRINKWATER**

Senior Director

**INNOMAR
STRATEGIES**



NEIL PALMER

*Founder and
Former CEO*

PDCI



JOE FARAGO

*Executive Director,
Private Payers
and Investment*

**INNOVATIVE
MEDICINES CANADA**

DAY ONE

Tuesday October 5th, 2021

9:00 AM **Networking**

10:00 AM **Welcome from your Host**

10:10 AM **OPENING KEYNOTE: CANADIAN HEALTHCARE LANDSCAPE**

Position your Company to Succeed in the Brave New World of Canadian Healthcare

Canadians were severely impacted during COVID-19 due to a lack of domestic pharmaceutical R&D and manufacturing. Is now the time for a reset to the industry/government partnership? Set your company up for future success with insights from an experienced and objective voice, André Picard. Engage in a high-level conversation on:

- The history of the pharma industry in Canada
- Valuable lessons to actionable learnings from the pandemic
- Indications that 'the times, they are a changing'

Carve out your company's place in the evolving world of Canadian healthcare.



ANDRÉ PICARD

Author and Journalist; Health Columnist
[The Globe and Mail](#)

11:00 AM **PANEL DISCUSSION: VIEW FROM THE TRENCHES**

Overcome Risk and Seize Opportunities with Insight from Canada's Key Health System Players

The Canadian pharmaceutical landscape is changing at a rapid pace. This includes recent updates to PMPRB regulations, a new CADTH compliance process and emerging opportunities in rare diseases — all against the backdrop of a pandemic-shaken health system. Determine the immediate and future impact on your business through dialogue with government, regulatory, industry and patient group leaders. Take away an action plan to:

- Uncover emerging opportunities within Canada's impending national strategy for high-cost drugs for rare diseases.
- Incorporate best practices and lessons learned during the COVID-19 pandemic.
- Overcome early stumbling blocks surrounding the updated PMPRB regulations.

Prepare your organization for opportunity and risk in the 'new normal.'



SYLVIE BOUCHARD

Director of Medication
[INESSS](#)



PAMELA FRALICK

President
[INNOVATIVE MEDICINES CANADA](#)



LOUISE BINDER

Health Policy Consultant
[Save Your Skin Foundation](#)

11:30 AM **FIRESIDE CHAT: CADTH UPDATE**

Learning from the COVID-19 Pandemic – How can it Guide Navigation in the Future for a Successful Submission the First Time Around

Accurately interpreting the impact of these learnings is fundamental to your company's bottom line. Source intelligence to:

- Gain a comprehensive understanding of the information requirements for drug submissions to CADTH.
- Adopt best practices to better manage your product submissions under the revised process.
- Navigate the changes seamlessly and efficiently

Position your product for a successful submission through the updated CADTH review process.



SUZANNE MCGURN

President & CEO
[CADTH](#)

12:00 PM **INDUSTRY EXPERT: IQVIA**



BRAD MILLSON

Senior Principal, Real World Solutions
[IQVIA](#)

12:30 PM **PANEL DISCUSSION: RARE DISEASE MARKET OUTLOOK**

Paving the Way Forward for Rare Disease Therapies with Lessons Learned from COVID-19

Health Canada is preparing to implement a national strategy to help fund high-cost drugs for rare diseases by 2022–2023. How can you best prepare, and what can we learn from the COVID-19 vaccine journey? Inform your market access strategy with the experience of these market leaders. Establish your game plan by:

- Determining the types of partnerships and funding that will be key to the successful development of drugs for rare diseases
- Analyzing the impact of recently increased government funding on the overall treatment pipeline
- Visualizing potential safe and expeditious routes to commercialization for these medicines

Chart a course to succeed in the new market access model for rare disease therapies.



GAIL OUELLETTE

Founder, President & Scientific Director
[Regroupement québécois des maladies orphelines \(RQMO\)](#)

1:00 PM **Networking Break**

Build Relationships and Visit Virtual Booths

1:30 PM

AFTERNOON KEYNOTE: INTERNATIONAL
REFERENCE PRICING (IRP)

An Overview and Outlook for IRP in North America

IRP is a frequently tossed-around term used in reference to controlling rising drug prices in both Canada and the US. Leverage an in-depth understanding of the history and future consequences for your brands/products. Gain critical insights including:

- Incorporating IRP, the absence of price transparency and role of confidential agreements & patient access schemes
- Informing yourself via a case study how the new basket of 11 reference countries is intended to lower Canadian drug prices to OECD median
- Evaluating the proposed US IRP regulatory proposals and their potential for implementation in current political environment

Assess the impact of IRP on your upcoming launch sequencing & patient access.



NEIL PALMER
Founder and Former CEO
PDCI

2:00 PM

PANEL DISCUSSION: THE ROAD TO ADVANCED
THERAPEUTICS

Assessing the State of Play: Are Gene Therapies the Next Big Game Changer?

Although still considered by some an experimental technique, gene therapy, which focuses on the genetic modification of cells, is poised to become much more prevalent. Researchers are constantly unveiling new approaches to gene therapy. Inform your development pipeline with an in-depth understanding of these strategies, including:

- Replacing a mutated disease-causing gene with a healthy copy of the gene
- Inactivating, or “knocking out,” a mutated gene that is functioning improperly
- Introducing a new gene into the body to help fight a disease

Equip your team with actionable insights in your development of efficacious gene therapy products.



HEATHER MCDONALD
Global Head, Pricing Innovation and Implementation
Bayer



NED POJSKIC
Leader, Pharmacy & Health Provider Relations
GREEN SHIELD CANADA



PATRICK DICERRI
Assistant Deputy Minister
Ontario Ministry of Health

2:30 PM

INDUSTRY EXPERT: REAL-WORLD EVIDENCE

Understand How Real-World Evidence Is Impacting Drug Development And Approval

As seen with the expedited approval of the COVID-19 vaccines, governments, industry players and other stakeholders are increasingly being required to incorporate quality data to support their submissions for reimbursement. Explore new approaches using Real World Evidence (RWE) to improve the value proposition of your medicines. Take away actionable insights to:

- Enhance the efficacy of your medications on individual patient outcomes
- Evaluate the impact of RWE on overall patient population health in those taking your medication
- Partner with stakeholders to access data pertinent to reimbursement

Prove and improve the value, efficacy and impact of your medications with RWE.



ALISON DRINKWATER
Senior Director
INNOMAR STRATEGIES

3:00 PM

PANEL DISCUSSION: PRIVATE PAYERS'
PERSPECTIVE

Ensure A Pathway to Access & Reimbursement Among Private Payors

Continued tightening of access to private payor formularies combined with a move to outsource benefit plans and administration to third parties for some payors, means more barriers to access in this market than before. Hone your private payor access strategy by understanding new market developments and payer priorities. Create an action plan to:

- Leverage elements of successful public PLA submissions and adapt them for the private payer market
- Analyze the influence of public payor decisions on private payors to increase your preparedness
- Discover what pharma companies can do to optimize the ROI of their submissions to private payors

Gain insight into what private payors need and succeed with a tailored approach to securing a PLA.



BARBARA MARTINEZ
National Practice Leader, Drug Solutions
Toronto Consultant, Group Customer
Canada Life



JAMES LEBROCQ
Vice President
Canadian Association for Healthcare Reimbursement



JOE FARAGO
Executive Director, Private Payors and Investment
INNOVATIVE MEDICINES CANADA

3:30 PM

Summary from your Host

3:35 PM

Virtual Happy Hour

4:00 PM

Conference Day 1 Adjourns

DAY TWO

Tuesday October 6th, 2021

10:00 AM NETWORKING

Enter Networking Lounge, Connect with your Industry Colleagues

- Start your day off right and make connections with industry leadership.
- Join “drop-in” roundtables discussing current and relevant topics.
- Schedule 1-2-1 video meetings with peers or vendors.
- Gather essential content and get exclusive offers at virtual exhibit booths.

11:00 AM Welcome from your Host

Gain insight into today's sessions so you can get the most out of your experience and maximize your value. Discuss yesterday's highlights and map out your day!

11:05 AM PANEL DISCUSSION: VALUE-BASED HEALTHCARE

Assess the Current State of Value-Based Healthcare and Determine Potential Business Opportunities

Value-based healthcare (VBHC) has experienced wide-spread global adoption in its earliest stages, but in Canada, there has been little system level progress on the move to a value-oriented system. Participate in a frank, open discussion as to why this is true and leave with best practices to:

- Identify current and future priorities and develop an action plan to address them
- Implement lessons from innovative VBHC activity across the country
- Boost outcomes, reduce costs, and thrive under value-based care

Realize and recognize the potential benefits of a national VBHC approach for your organization



ALAIN BOISVERT
Head, Government Affairs & Market Access
Pharmascience Inc



ROSALIE WYONCH
Senior Policy Analyst
C.D. Howe Institute



CHRISTIAN OUELLET
Head of Government Relations and Public Affairs
Novartis

11:30 AM INDUSTRY EXPERT: PREDICTIVE ANALYTICS

Predictive Analytics in Patient Support — Fact or Fiction?

There is a lot of buzz around harnessing historic trends and patterns in patient data. Is it hype or reality? Determine if it will impact PSP design and implementation and whether patients will benefit. Take away valuable answers to the following questions:

- What is predictive analytics in the PSP environment?
- What is the impact on patient engagement?
- Can informed analytics impact patient outcomes?

Leverage predictive analytics in patient support to help your products thrive.

12:00 PM PRESENTATION: QUEBEC UPDATE

Prepare for the Potential National Implications of Quebec's New PLA System

In early summer 2021, INESSS announced a change in their guidelines for listing applications. Arm your team with the knowledge to prepare for potential changes, and investigate how these revisions could affect the rest of the country. Develop a blueprint to:

- Review learnings from the Quebec market to-date.
- Understand why INESSS/Quebec instituted these particular changes.
- Gain valuable insight into specifics you may have missed.

Position your company to succeed in an uncertain environment with a solid public PLA strategy.



SYLVIE BOUCHARD
Director of Medication
INESSS



BRENT FRASER
Vice President, Pharmaceutical Reviews
CADTH

12:30 PM NETWORKING

Build Relationships and Visit Virtual Booths

Expand your network and exchange expertise with your peers. Take advantage of our intuitive platform to deepen your knowledge and connect with industry leaders and experts.

- Pose your biggest questions to leading solution providers through 1:1 video conversations or chat.
- Join “drop-in” roundtables in the networking lounge and make connections that last beyond these two days.
- Experience live demos and test drive new technology. Source leading-edge content from virtual booths.

1:00 PM AFTERNOON KEYNOTE:
U.S./CANADA COMPARISONS

Are Patient-Centred Outcomes and a Cost-Effective Drug System Polar Opposites?

The economy may be rebounding, but we will be ‘paying’ for the government’s pandemic spending for years to come. Clarify your understanding of where the U.S. stands in comparison to Canada with respect to drug pricing and ‘profit-taking.’ Gain insight into similarities you may not be aware of, and bring back learnings to:

- Re-evaluate your assumptions when it comes to price setting.
- Reassess your current plans for 2022.
- Improve your chances of success when drafting PLAs.

Maximize the potential of your U.S. dealings with an in-depth understanding of the current state of play.



JOEY MATTINGLY

PharmD, MBA, PhD, Associate Professor & Vice Chair of Academic Affairs, Department of Pharmaceutical Health Services Research

University of Maryland School of Pharmacy

1:30 PM FIRESIDE CHAT: U.S. UPDATE

What a Democrat Administration & Congress has in Store for U.S. Drug Pricing

Can President Biden do what Donald Trump and Barack Obama tried to do but failed? Examine the latest rumours swirling around Washington, D.C., regarding ‘forced’ lower drug payments by Medicare and other proposed action. Assess how the following could potentially impact Canadian companies:

- The passing of H.R. 3, which allows Medicare to negotiate lower prices for prescription drugs and set a \$2,000 maximum for out-of-pocket spending
- The establishment of a health research agency
- A Republican backlash leading up to the 2022 midterm elections

Get answers to important questions that you won’t find in traditional media sources.



ASHLEY DAVIS

Founder and Partner
West Front Strategies



STEVE SAMPSON

SVP
Global Public Affairs

2:00 PM INDUSTRY EXPERT: METRIC ANALYSIS

Position Your Company to Succeed in the Next Decade with Market Access Metrics and Trends for 2020 and Beyond

The pharmaceutical industry has changed significantly over the past decade. In many ways, this change will accelerate, affecting nearly the entire process from drug development to market access. Prepare your company to adapt to changing market access realities with data-driven insights. Develop an action plan enabling you to:

- Understand the factors likely to impact the timeline for your products’ development and prepare for their seamless launch
- Analyze how market trends are shaping your next opportunities
- Assess how the increasing digitization of healthcare will impact your relationships with patients and health professionals

Bolster your market access strategy for the next decade with a data-driven approach.

2:30 PM PANEL DISCUSSION: HEALTH ECONOMICS

Integrate Health Economics & Outcome Research in Product Development

Cost-effectiveness analysis is commonly undertaken as a one-off exercise. However, the benefits of an iterative use of economic evaluation during the new product development process have been viewed as extremely valuable. Develop a blueprint to:

- Address complex, systemic health economics and outcomes questions by incorporating big data and system modelling in your approach
- Ensure health economics is covered every step of the way in new product development

Optimize your product development process with big data, system modelling and outcome research.



FARAH JIVRAJ

Head of Market Access
BIOMERIEUX CANADA



FERG MILLS

Director, Strategic Consulting: HEOR Lead
Innomar Strategies

3:00 PM **PANEL DISCUSSION: SECURING THE FUTURE OF HEALTH & LIFE SCIENCES TALENT**

Canadian Talent — Combating the Health & Life Science “Brain Drain”

Of the 20 leading and emerging fintech hubs globally, Toronto ranked #8, Vancouver #12, Montreal #14 and Calgary #16. Unpack why the same can't be said for Canada's health and life sciences sector, and outline what can be done to change that. Take back strategies to galvanize your senior management (and MP) to build a resilient industry by:

- Using the economic drivers of biotech and fintech as prime examples of successful strategy execution
- Leveraging learning from key players
- Incorporating government departmental mandates to strengthen the case for the benefit of all



ANDREW CASEY
President & CEO
BIOTECANADA



SHERYL GROENEWEG
Director General, Health and Life Sciences, Innovation, Science and Economic Development (ISED)
GOVERNMENT OF CANADA

3:30 PM **CLOSING FIRESIDE CHAT: INNOVATION & MANUFACTURING IN CANADA**

Anticipate the Future of R&D Innovation & Pharma Manufacturing In Canada

The federal government recently invested \$200 million to build an mRNA vaccine plant in Mississauga, Ontario. Determine what this means for your organization and for Canadian pharmaceutical manufacturing as a whole. Devise a step-by-step plan of action to:

- Generate incremental EBITDA while lowering transfer costs.
- Eliminate the Canadian life sciences “brain drain” to the south.
- Pioneer home-grown innovation by Canadians for Canadians.

Envision a vastly different future for your Canadian-based company.

4:00 PM **Conference Summary from your Host**

Review key insights and takeaways from the conference. Source a summary of action points to implement in your work.

4:05 PM **Virtual Happy Hour**

- Get to know fellow delegates in “drop-in” virtual roundtables.
- Engage in 1:1 video conversation with peers or vendors.
- Connect with other attendees based on similar interests and business objectives using our “recommend matches” tool.

4:30 PM **Conference Adjourns**

Connect with world leading Market Access practitioners.

Find answers to your biggest challenges!

EVENT SPONSORSHIP OPPORTUNITIES

AT CANADA'S LARGEST MARKET ACCESS SUMMIT

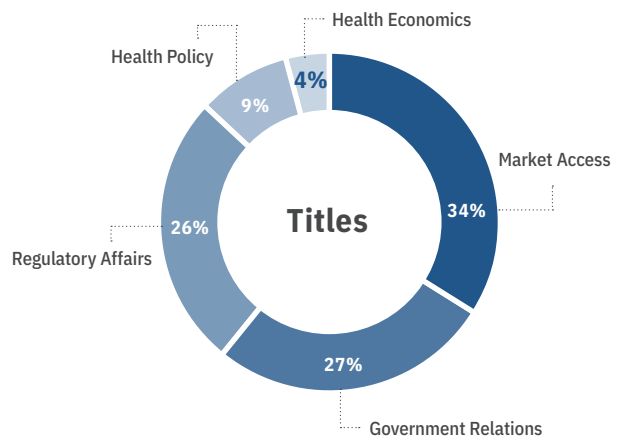
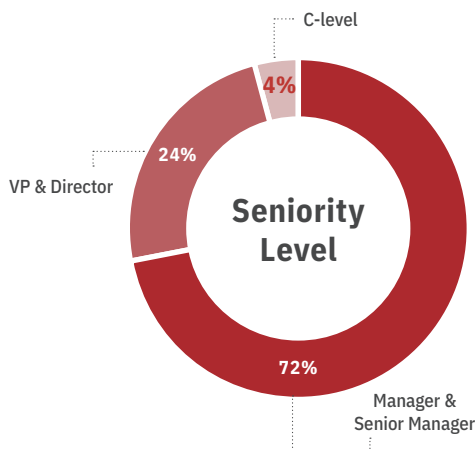
This is the longest-running market access event in Canada, drawing delegates from leading pharmaceutical organizations, public and private payers and regulatory bodies. Take advantage of keynote sessions, case studies and panels to initiate thoughtful conversations with leaders.

TOP 5 REASONS TO SPONSOR

1. Meet hundreds of delegates who have market access as a top priority
2. Network with key decision makers and government influencers at the largest and longest-running Market Access event in Canada
3. Increase top-of-mind brand awareness by promoting your products and service offering
4. Demonstrate your expertise and thought leadership to key senior influencers within their organizations with real-time insights supplemented by a comprehensive Audience Insight Report after the event
5. Benefit from high-level private conversations with key decision-makers via 1:1 chats and pre-scheduled video meetings

*Limited exhibit space and sponsorship packages are available.

Who you will meet...



DON'T MISS THIS OPPORTUNITY TO BE AT THE CENTRE OF THE ACTION!



To learn more, contact **Patrick Savoy** at
1-866-298-9343 ext. 272 or
email Patrick@strategyinstitute.com

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\$150 OFF Until July 30th

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QUESTIONS?
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Registration fee: Subject to 13% HST. Ticket includes full-access to the virtual conference including all keynotes, interactive sessions and panel discussions. Delegates will have full access to message boards, private messaging, interactive polls, expo hall, and networking opportunities. Content will be available on-demand for 3 months post-event. Payment is required in advance and can be made by company cheque, VISA, MasterCard, or American Express. Please make cheques payable to Strategy Institute Inc.

Early Bird special: Expires on July 30th, 2021. Cannot be used with group discount.

Group Discount: A Group Discount is offered for this conference (not in combination with any other offer). To be eligible for the Group Discount, delegates MUST register at the same time. The total discount per delegate (including applicable group discounts, etc.) MUST not exceed 25% of the regular conference costs.

Cancellations: Must be received in writing by September 21st, 2021. You will be eligible for a prompt refund less a \$195.00 administrative fee. If you register for the program and do not attend, you are liable for the full registration fee unless you cancel according to the terms stated above. If you are unable to attend, delegate substitution is permitted up to, and including, the day of the conference.

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