



# 2025 EUROPEAN MEETING

27-29 JANUARY 2025  
London, United Kingdom

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## The Publication Plan



News for Medical Publications Professionals

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# Today's Speakers

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Mithi Ahmed-Richards,  
2025 EU Programme  
Committee Chair  
Executive Editor, Taylor and  
Francis



Catherine Elliott,  
2025 EU Programme Committee  
Vice-Chair  
Senior Scientific Director, Patient  
Partnerships, Envision Pharma

# 2025 Meeting Theme

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## CORE VALUES FOR AN INTEGRATED AGE

- Speaks to the necessity of being forward-thinking, especially as we navigate an era where technology, human insight, and patient involvement are increasingly intertwined with processes. This integration offers a unique chance to enhance the relevance and impact of our work, ensuring that while we evolve, we continue to uphold the principles of integrity, transparency, and patient partnerships that are the bedrock of our profession. By reflecting on these core values within the context of an integrated age, we can chart a course that honors our foundational principles while embracing the future of medical publications and communications.
- Core Values
  - Integrity, Transparency, Patient Partnerships
  - Ethics, Evolving and Advancing, Adaptability
  - Accuracy, Sustainability, Flexibility and Agility, Inclusivity

# Location

## Novotel London West

1 Shortlands, Hammersmith  
W6 8DR LONDON  
UNITED KINGDOM

GPS. N 51° 29' 31.61" W 0° 13' 11.13"

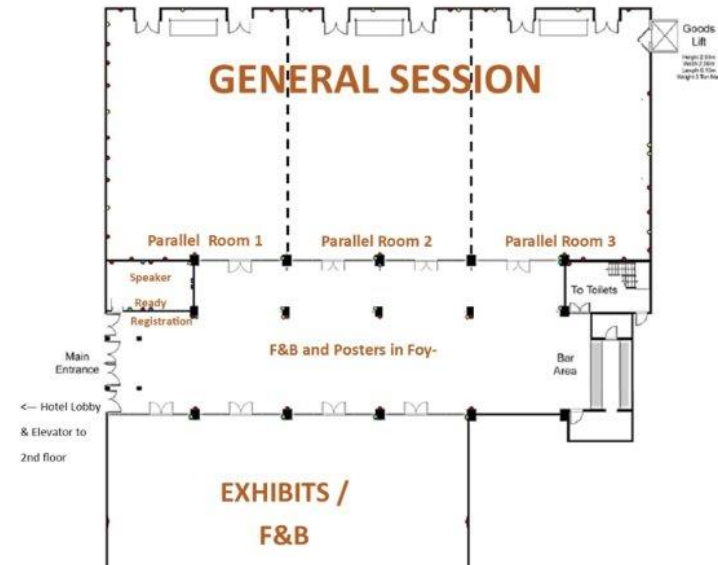
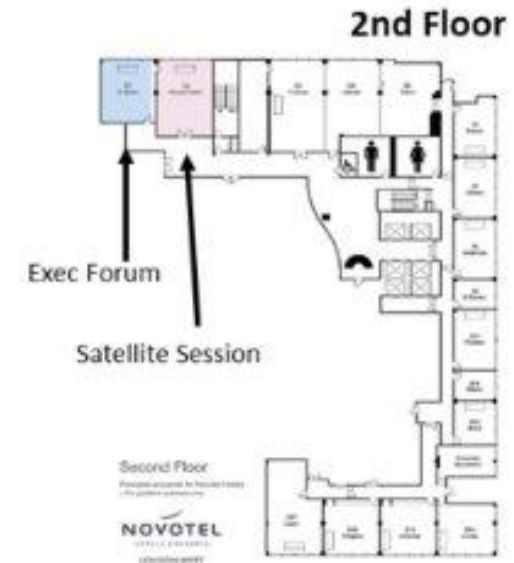
Tel: +44 (0)20 8741 1555

## Registration desk:

Novotel – Champagne Foyer

Tuesday, 28 January from 7:30 AM – 7:00 PM **and**

Wednesday, 29 January from 8:00 AM – 5:00 PM





# WHAT WE WILL BE LEARNING AT THE 2025 EUROPEAN MEETING OF ISMPP

Mithi Ahmed-Richards,  
2025 European Meeting Programme Chair

# Educational Sessions and Workshops

| Educational Session Topics   | Workshop Topics (180 minutes)   |
|--|---|
| <ul style="list-style-type: none"><li>• 3 Pre- conference workshops</li><li>• 5 plenary sessions</li><li>• 3 concurrent parallel sessions</li><li>• 2 45-minute roundtable sessions</li><li>• 18 roundtable topics</li><li>• 1 90-minute Hackathon session</li><li>• 42 accepted abstracts</li><li>• <a href="#">Full Meeting Agenda here:</a></li></ul> | <ul style="list-style-type: none"><li>• Introduction to Publication Planning: The Best of the Basics</li><li>• Keeping it Real: Publication Planning for Real World Evidence</li><li>• How to Implement Artificial Intelligence in Medical Communications</li></ul> |

# Agenda at a Glance

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Monday, 27 Jan

## **Pre-Conference Workshops:**

Introduction to Publication Planning: The Best of the Basics

Keeping It Real: Publication Planning for Real World Evidence  
Exhibitor Symposia

How to Implement Artificial Intelligence in Medical Communications

*13:00 – 16:30 (GMT)*

# Agenda at a Glance

## Tuesday, 28 Jan

Chairs Welcome and ISMPP Presidential Address *10:00 – 10:35 AM*

**Keynote:** Andy Pag - Finding Core Values in an Integrated and Sustainable World *10:35 – 11:35 AM*

**Plenary:** Partnering With Patients Beyond Traditional Patient Authorship *11:35 AM – 12:25 PM*

**Plenary:** Sustaining Publication Quality in a Fast-Paced World (Member Proposal) *13:25- 14:25*

**Plenary:** A Discussion on Use Cases and the Adoption of AI Within a Pharmaceutical, Biotech or Device Company  
*14:25- 15:25*

|  |   |                      |
|--|---|----------------------|
| Roundtable sessions                                  | } | <i>15:55 – 16:40</i> |
| Guided Poster Tours                                  |   | <i>AND</i>           |
| Sponsored Session by HCG - Finding the Story in Data |   | <i>16:45 – 17:30</i> |

**Hackathon:** Shaping the Future of GPP Together! *15:55 – 17:30*

# Agenda at a Glance

## Wednesday, 29 Jan

**Parallel:** Empowering Patient Voices in Authorship: Navigating Barriers and Enhancing Support  
9:00 – 9:45 **and** 9:55 – 10:40 AM

**Parallel:** The Shape of Things to Come? Beyond the Traditional Manuscript (A Balloon Debate)  
9:00 – 9:45 **and** 9:55 – 10:40 AM

**Parallel:** Making Meetings Better for All  
9:00 – 9:45 **and** 9:55 – 10:40 AM

**Keynote:** The Compass Within: Staying True to Core Values Amidst Chaos 11:05 AM – 12:00 PM

**Member Research Orals** 13:00 – 13:50

**Plenary:** How Can We Collaborate With Authors to Integrate AI in Publication Development? (Member Proposal) 13:50 – 14:40

**Plenary:** The Role of a Medical Publication Professional in 2035: Redundancy by Robots? 14:55 – 15:40

# Hackathon

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- Interactive 90-minute session exploring key topics from the 2022 Good Publication Practice (GPP) guidelines.
- Participants will select a table/topic to collaborate with fellow attendees, drawing on their experience and perspectives.
- Tickets required for each Hackathon topic, available at the ISMPP registration desk. Please note that tickets are limited and available on a first-come, first-served basis.
- Concurrent sessions: Hackathon attendees cannot participate in RT sessions, poster tour, or sponsor sessions



28 Jan, 10:35 -11:35 AM (GMT)

**Andy Pag**

Finding Core Values in an  
Integrated and Sustainable World



29 Jan, 11:05 AM – 12:00 PM (GMT)

**Naomi Sesay**

The Compass Within: Staying True to Core  
Values Amidst Chaos

## KEYNOTE SPEAKER LINE UP

# Poster and Networking Reception

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- Tuesday, 28 January, 17:30 – 19:00 (GMT)
  - Champagne Foyer and Black and White Foyer
  - Meet the ISMPP staff, members of the Board of Trustees, committee chairs and fellow meeting attendees while visiting the research posters and talking to the authors
  - 44 selected abstracts for posters (79 submissions)
  - 7 chosen for poster tour
  - 3 chosen for member research oral presentation

# Patient Support Program Presenters

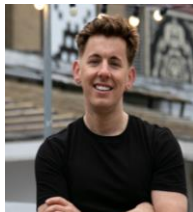
Generously sponsored by **Lockwood**



**Mercy Shibemba** Health Journalist, Podcaster, Grant Maker  
*Partnering With Patients Beyond Traditional Patient Authorship*  
Tuesday 28 January 11:35am – 12:12pm



**Ngawai Moss** Advocate for Maternal and Child Health  
*Empowering Patient Voices in Authorship: Navigating Barriers and Enhancing Support*  
Wednesday 29 January 9:00am – 9:45am and 9:55 – 10:40am



**Laurence Wollard** Director at On the Pulse Consultancy  
*Empowering Patient Voices in Authorship: Navigating Barriers and Enhancing Support*  
Wednesday 29 January 9:00am – 9:45am and 9:55 – 10:40am



**Matt Eagles** Head of Patient Voice at Havas Lynx  
*Making Meetings Better for All*  
Wednesday 29 January 9:00am – 9:45am and 9:55 – 10:40am

Are you a patient and/or advocate attending ISMPP Europe?

Join us in the Champagne Foyer on Tuesday at 8:45am to connect with other patients/advocates over coffee before the meeting begins!



# 2025 EUROPEAN MEETING OF ISMPP MEETING LOGISTICS

Catherine Elliott,  
2025 European Meeting Programme Vice-Chair

# United Kingdom Electronic Travel Authorization (ETA)



**Effective January 8, 2025, all non-UK citizens traveling to the United Kingdom for business meetings and conferences will require an Electronic Travel Authorization (ETA) prior to travel.**

**If you are not a citizen of the UK, apply for your ETA today!**

## **Requirements:**

- Pay for your application. (Cost is 10 Pounds per person)
- ETA processes within 3-5 business days. Good for 2 years or expiration date of Passport if less than two years.
- Additional information can be found on the [UK Government website](#).

# ISMPP CMPP Credit Tracking Just Got Easier!

Earn up to 13 CMPP Credits while attending the European Meeting.

## STEP ONE

Download the Meeting Mobile App (Whova)

Whova



## STEP TWO

Scan the QR code posted in the session room when you attend.

## THAT'S IT!

*ISMPP will log your attendance and apply credit automatically to your tracker!*

# Get our official Event App

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The logo for Whova, written in a blue, rounded, cursive font.

## Download the Whova Meeting App where you are able to:

- View the meeting agenda, sessions times and locations
- **NEW!** Automatically claim your CMPP credits for attended sessions
- Create meetups
- Message other attendees
- Start discussion boards
- Play games and win prizes!
- Submit questions for session faculty
  - *Please login to Whova using the same email address that you used when registering for the meeting*

# Visit the Exhibitors

- 9Labs
- Adis
- Amiculum
- Anju
- Costello Medical
- Digital Science
- Empowering Strategic Performance Ltd
- EnovaLife
- Inizio
- IQVIA
- Komodo
- Krystelis
- Kudos
- Lumanity
- Open Health
- Oxford PharmaGenesis
- Parexel
- Thermo Scientific
- Prime
- HCG
- SciMax
- SIRO Clinpharm
- Sorcero
- Syneos Health Communications
- Taylor & Francis
- Lockwood
- Wiley

Delegates who visit with all exhibitors will be entered to win prizes donated by our exhibitors, as well as a FitBit from ISMPP!

# Other notable items

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- Live post on LinkedIn and X
  - Use the hashtag [#ISMPPEurope](#) in your social media posts about meeting sessions and events.
- Get Active in the App...Win Prizes
  - **Top of the Leaderboard** – Earn points for getting active in the app – the one with the most points at the end of the meeting wins a £100 gift card.
  - **Team Selfie Contest** – Fit as many people as you can fit into a team selfie at the event! Share in the app and on social media using the hashtag [#ISMPPEurope](#) and the poster will have a chance to win a £50 Caffé Nero gift card.
- Lodging Options
  - Find and [book the best hotel choice](#) close to the meeting venue.

# ISMPP Code of Conduct

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ISMPP is committed to providing a meeting environment that is welcoming and safe for participants. Attendees are expected to conduct themselves in a highly professional and respectful manner at all times. If you experience an incident that creates discomfort for you or another meeting attendee, please contact an ISMPP staff member at the meeting's registration desk and/or email [ismpp@ismpp.org](mailto:ismpp@ismpp.org). We look forward to a great meeting experience!



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