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# JPM Week 2022

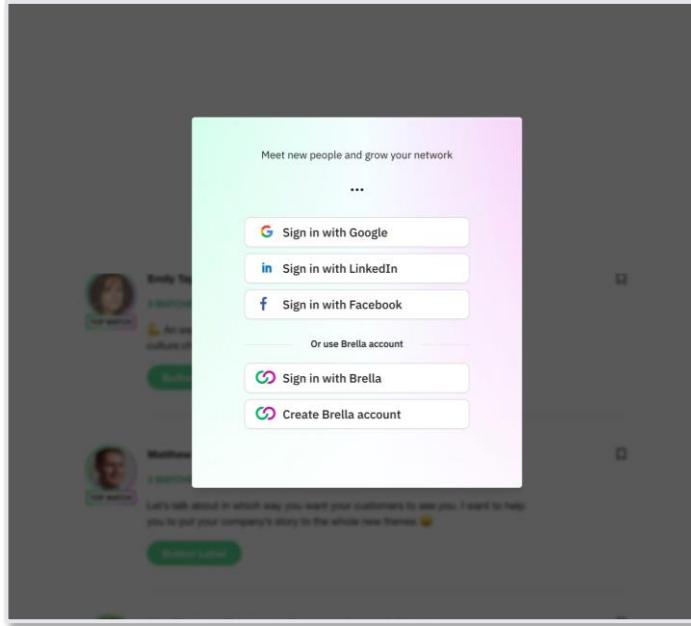
Virtual Platform Guide

AN EXPERIENCE FROM

Questex

# Set up your Profile

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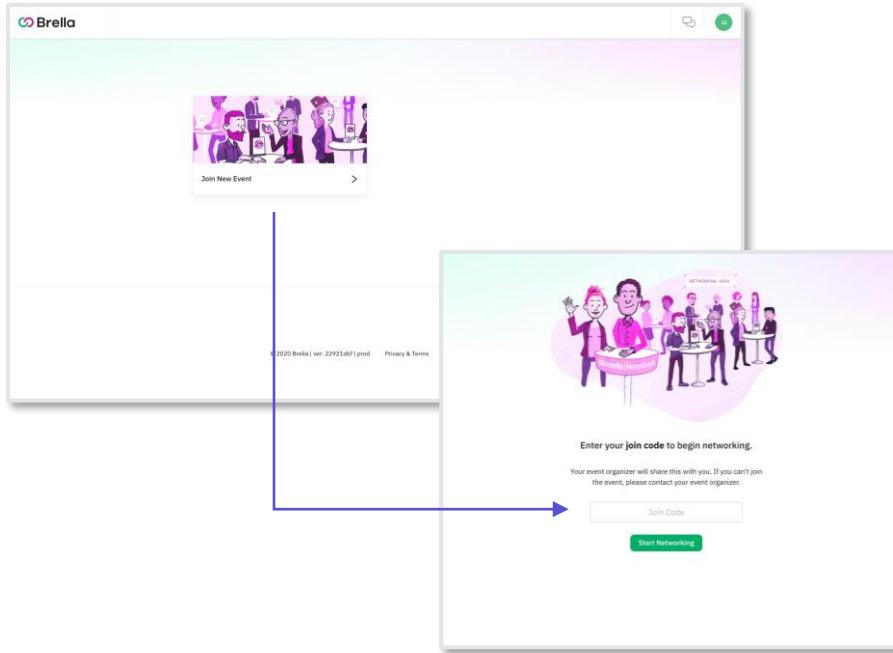
**1.** Use your unique join link or visit <https://next.brella.io/join/FierceJPM22>. Then 'Create Brella account' or sign in with a social media account or existing Brella account. We suggest using Google Chrome on your desktop.

A screenshot of the Brella account creation form. It starts with a "Join Brella" heading and a brief description. Below that is a "Credentials" section with fields for "Email" and "Password (min. 8 characters)". Under "Personal" information, there are fields for "First name" and "Last name". In the "Company" section, there are fields for "Title" and "Company / Organization". At the bottom is a "Create Account!" button and a small note about accepting terms and privacy policy. A blue arrow points from the text in step 2 to the "Email" field.

**2.** Upload your photo and input your details including the email address you used to register for the event and select 'Create Account.'

*Please note that if you choose to sign in with an established account, ensure the email address you use for this account, matches the email address you used to register for the event.*

# Set up your Profile

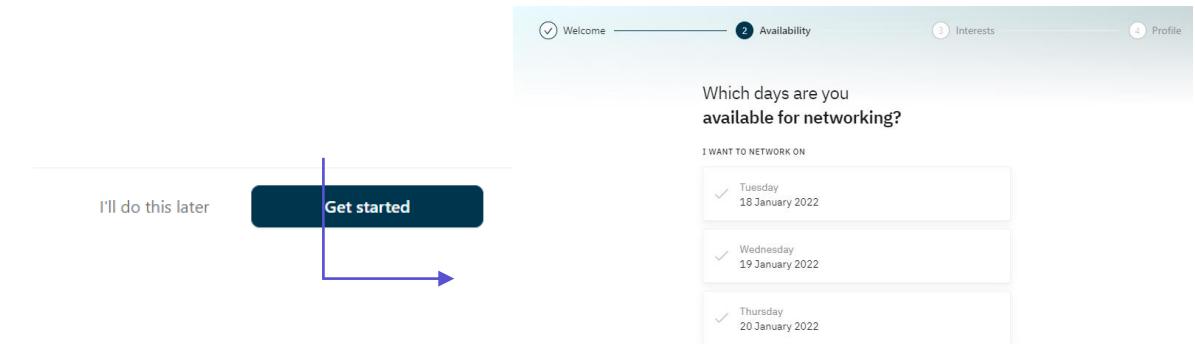


- 3.** Input your unique join code.  
Select 'Start Networking.'



## Welcome to Fierce JPM 2022

To help you meet the most relevant people who can help you achieve your goals, let's first create your networking profile. Brella's matchmaking with artificial intelligence will then suggest people you may want to meet.



- 4.** Select your availability for networking: January 18, 19 and 20.

# Set up your Profile

Welcome — Availability — **3 Interests** — Profile

Select the items you're interested in

Main category

Interest

Therapeutic Areas

- Cardiology Gastroenterology Hematology
- Immunology Infectious Disease Neurology Oncology
- Immunology Ophthalmology Rheumatology Urology

Drug Development

- Clinical Research Supply Chain Manufacturing
- Clinical Supply Injectables Regulatory Biologics
- Diagnostics Small Molecule Large Molecule R&D
- Vaccines Clinical Recruitment / Patient Services
- Commercialization Outsourcing Cell & Gene Therapy

Back to Availability Continue

**5.** Take your time to select your interests to enable the platform's intelligent algorithms to suggest relevant connections to help you grow your network.

Welcome — Availability — Interests — **4 Profile**

Finally, let's complete your profile

**DV** Deanna Vollmer  
Questex LLC, Director of Events

INTRODUCTION 0 / 280

Hi I would like to meet new people at this event.

COUNTRIES WE / I OPERATE IN

Select country / countries

Back to Interests Continue

People Schedule Speakers Sponsors

Stephanie Campano Valenzuela Briebo

Hi I would like to meet new people at this event.

Dawn Walton Questex LLC, Director Customer Success

Large molecule Hi I would like to meet new people at this event.

Breilabot McRobot Breilabot LLC, Head of Robotics

Hello and welcome! Suggest a meeting with me to discover how simple networking in Briebo is.

Deanna Vollmer Questex LLC, Director of Events

Data & Analytics

Hi I would like to meet new people at this event.

Chat / Suggest meeting Edit my profile

We recommend you go to your account settings to enhance your profile and opt in to receive notifications.

**6.** Complete your profile by adding a brief bio. Other attendees can search for keywords in your intro, so use this showcase who you are and what you are looking to achieve.



Learn

# Learn

Visit the 'Schedule' tab to see the details and timings of each session. The event will include interviews, keynotes, fireside chats, panel discussions, and more!

Sessions will be shown in the 'Stream' tab. We recommend you **open one browser to watch the stream and another to allow you to network and visit sponsor booths simultaneously!**

The screenshot shows the Fierce JPM Week 2022 event interface. On the left, a sidebar menu includes Event Home, People, Schedule (selected), Speakers, and Sponsors. The main content area displays the 'Fierce JPM 2022' schedule for Tuesday, January 18th.

**Schedule View:**

- 09:30 AM:** Welcome and Opening Remarks by Rebecca Willison (Host) - Vice President & Publisher • Life Sciences & Healthcare
- 09:35 AM:** New Paths to Trial Diversity (Sponsored by CMIC and PhRMA, 55min, Virtual, Panel Discussion)
- 10:30 AM:** How Modern Digital Solutions Deliver Breakthrough Products Faster - Top 5 Factors for R&D Success (Sponsored by Benchling, 20min, Virtual, Partner Keynote)
- 10:50 AM:** Executive Interview: Christian Rommel, Ph.D., EVP, Head, Pharmaceuticals Research & Development, Bayer AG (20min, Virtual, Executive Interview)

**Stream View (bottom):**

09:35 AM: New Paths to Trial Diversity

Sponsored by CMIC and PhRMA

Keiki Oishi (Opening Remarks)  
President and COO • CMIC Group

Annalee Armstrong (Moderator)  
Senior Editor • Fierce Biotech

Jess Mega (Panelist)  
Co-Founder and Chief Medical and Scientific Officer • Verily

Gaelan Ritter (Panelist)  
Head of Analytics Innovation and Digital Health • Bristol-Myers Squibb

Greg Rotz (Panelist)  
Principal • PwC US

Craig Tendler, M.D. (Panelist)  
Global Head, Late-Stage Clinical Development, Diagnostics & Medical Affairs, Hematology & Oncology • Janssen

Ramona Sequira (Closing Remarks)  
President, U.S. Business Unit and Global Portfolio Commercialization • Takeda Pharmaceuticals

55min  
Virtual | Panel Discussion

**Right sidebar:**

- Show: Bookmarks, Past content
- Filter: Sessions & Meetings (selected), Sessions, Meetings, Networking availability
- Day: All days (selected), Tuesday 18th January, Wednesday 19th January, Thursday 20th January
- Tags / Tracks: Networking, Virtual, Panel Discussion, Partner Keynote, Executive Interview, Partner Presentation, CEO Presentation
- Your availability: Calendar sync

**Callout annotations:**

- A blue arrow points from the 'Sessions will be shown in the 'Stream' tab...' text to the Stream view screenshot.
- A blue arrow points from the 'We recommend using the bookmark feature to keep track of your favorite sessions by clicking on the star icon on the top-right corner of the session slot.' text to the star icon in the top-right corner of the 'New Paths to Trial Diversity' session card.

We recommend using the **bookmark feature** to keep track of your favorite sessions by clicking on the star icon on the top-right corner of the session slot.

# Network



# Set Up Your Meetings

The screenshot shows the Fierce JPM Week 2022 interface. On the left, there's a sidebar with navigation links: Event Home, People, Schedule (which is selected), Speakers, and Sponsors. The main area is titled 'Fierce JPM 2022' and shows a search bar and filter options. Under 'Show', 'Past content' is checked. Under 'Filter', 'Networking availability' is selected. A 'Day' filter shows 'Tuesday 18th January' is selected. Two networking availability slots are shown: one from 09:00 AM to 09:20 AM where the user is 'available for requests' and another from 09:20 AM to 09:40 AM where they are 'unavailable for requests'. To the right, a detailed view of a session on Tuesday at 09:30 AM is shown, with a callout highlighting the 'Filter' section and a tooltip about overlapping networking slots.

**Bookmark your favorite sessions and select that you do not wish to network during the session.**

**1.** We recommend you **set your own availability for meetings** via the 'Schedule' tab under 'Filter' and 'Networking Availability.'

**2.** Please make yourself unavailable for meetings if there are any sessions you wish to watch or take part in.

# Set Up Your Meetings

The screenshot shows the 'People' tab of the Fierce JPM Week 2022 interface. At the top, there's a search bar with the placeholder 'Search by name, title, ...'. Below it, there are three user profiles displayed in cards:

- Stephanie Campano Vale...** (Brella, Customer Success Rep...) - Hi! I would like to meet new people at this event.
- Dawn Walton** (Questex, Sr. Director Customer S...) - Large Molecule  
Hello and welcome! Suggest a meeting with me to discover how simple networking in Brella is.
- Brellabot McRobot** (Brella Ltd, Head of Robots) - Operates in: Worldwide

Each profile card includes a 'Chat / Suggest meeting' button and a small icon.

*Search attendees by name,  
title or keywords, or by  
using the interest filter.*

The screenshot shows the 'Your schedule' feature for Dawn Walton. It displays her availability and suggested meetings:

- Tuesday**:
  - 15 mins NETWORKING** (09:00 AM - 09:00 AM)  
Available for both  
**Suggest Meeting**
  - 15 mins NETWORKING** (09:20 AM - 09:20 AM)  
Available for Dawn  
**Suggest Meeting**
  - 09:35 AM - 10:30 AM - 55min** (09:35 AM - 10:30 AM)  
New Paths to Trial Diversity  
Tue • 09:00 AM • 15mins

Below the schedule, there's a message from Dawn: "Hi, Dawn. I'd love to meet and have a quick conversation." A 'Send meeting request!' button is visible.

**3.** In the 'People' tab you will see your most relevant connections based on your interests.

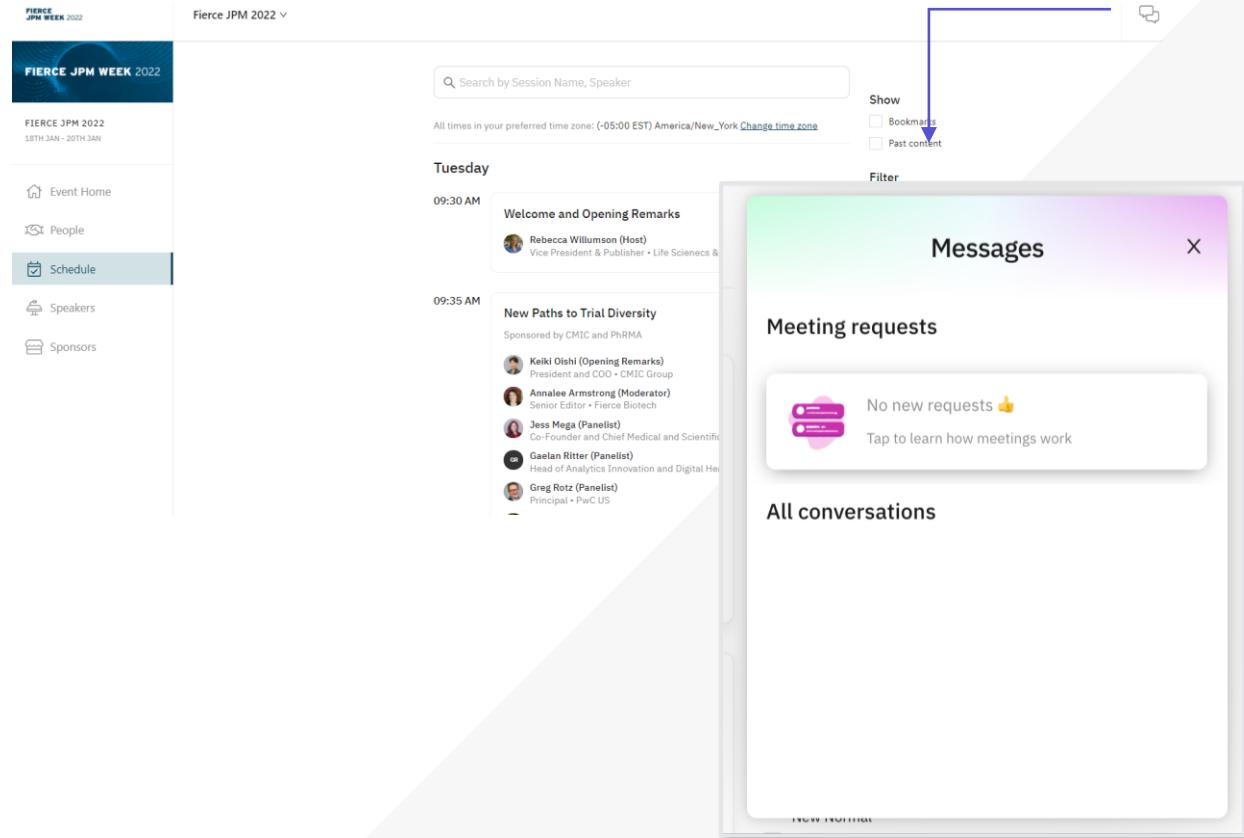
**4.** Once you have found people you would like to network, 'suggest meeting' to view that person's availability and suggest a meeting at an appropriate time to suit you both.

# Set Up Your Meetings

**5.** If another attendee wants to meet with you, you will receive an email and in-platform notification asking you to accept, reschedule or decline the meeting. Please do not leave any meeting requests as 'pending.' By accepting or declining you allow others to either plan their agenda or book a new meeting.

**6.** Once a meeting is accepted, you will be able to chat with that person and your meeting will be added to your schedule under 'Sessions & Meetings' and in your chat box (top right corner).

**7.** You can also sync Brella to your calendar. Further details of how to do this can be found [here](#).

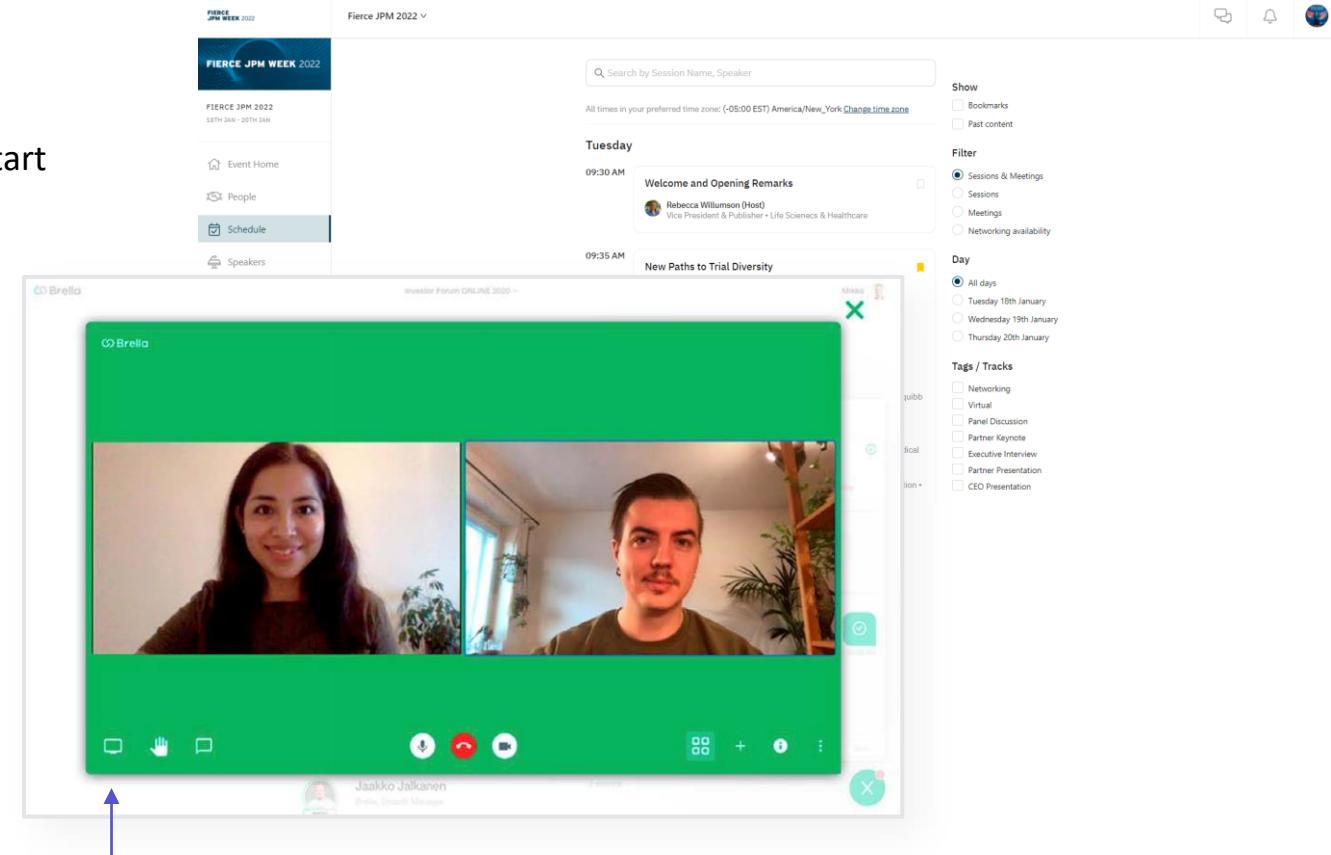


# Video Meetings

Meetings will be held through the Brella video call. Meetings are 15 minutes in length, so make sure you arrive on time and ensure your microphone and video are enabled.

Visit the Schedule tab to view your meeting and select ‘Video call’ to start the meeting at the correct time.

*All parties will receive a push notification 5 minutes before each meeting (ensure you enable notifications in your account settings before the event day).*



*To share your screen, click on the bottom left corner icon.*

Be Inspired



# Partners

Visit the 'Partners' tab to see how our partners can help you achieve your business objectives and access the Partner Content Hub with whitepapers, videos and more.



## Fierce JPM Week 2022 Partner Content Hub

To return to the event environment, close this window.

To login or register for the event to watch event sessions, select the button below.

[Event Home Page](#)

Search

[Filter by Topic](#) [Filter by Sponsor](#)

A screenshot of the partner content hub interface. It features a search bar and filter options. Below, there are three main content cards: 1) A brochure for FUJIFILM Diosynth Biotechnologies titled 'Gene therapy specialist'. 2) A video thumbnail for 'FUJIFILM Diosynth Biotechnologies, Holly Springs, NC' under the 'Commercialization' category. 3) A video thumbnail for 'ApolloX Moving Apollo to the Next Generation' under the 'Commercialization' category. A legend on the right defines 'Apollo' key components: Expression Vector, Host Cell Line, CLD Process, and Media, Feeds &amp; Process.

A screenshot of the 'Sponsors' section of the website. It lists 'Executive Platinum' and 'Platinum' sponsors. The 'Executive Platinum' section includes Google (with a 'Visit booth' button) and FUJIFILM Diosynth Biotechnologies (with a 'Visit booth' button). The 'Platinum' section includes Catalent (with a 'Visit booth' button), Benchling (with a 'Visit booth' button), and FUJIFILM Diosynth Biotechnologies (with a 'Visit booth' button). A callout arrow points from the 'View company details, videos &amp; documents, live chat with sponsor representatives, and even arrange 1:1 meetings to discuss how they can help you and your business.' text to the FUJIFILM Diosynth Biotechnologies card.

*View company details, videos & documents, live chat with sponsor representatives, and even arrange 1:1 meetings to discuss how they can help you and your business.*

# Speakers

Visit the 'Speakers' tab to learn about the speakers taking part in the event, read their bios, and chat with them live during their session on the 'Stream' tab.

The screenshot shows the Fierce JPM Week 2022 website. At the top, there's a navigation bar with the event name and date: "FIERCE JPM WEEK 2022" and "18TH JAN - 20TH JAN". Below the navigation, there are several menu items: "Event Home", "People", "Schedule", "Speakers" (which is highlighted in blue), and "Sponsors". A portrait of Kevin Ali is displayed, followed by his name and title: "Kevin Ali, CEO • Organon". Below this, a box for an "Executive Interview" is shown, featuring "Frazier Kansteiner (Moderator)" and "Kevin Ali (Speaker)". The duration is listed as "20min" and the format as "Virtual Executive Interview". To the right, a list of speakers is presented in a grid format:

- Stephanie Barker, Fierce Life Sciences - Senior Conference Director
- Kevin Dunleavy, Fierce Pharma • Staff Writer
- Al Boyle, Alnylam Pharmaceuticals • Chief Technical Operations and Quality Officer
- Kevin Cook, Sandoz • VP Supply Chain, North America
- Holger Weinritt, Ph.D., Bayer Pharmaceuticals • EVP, Head Pharmaceuticals Product Supply
- Alessandro Maselli, Catalent • President and COO
- Christian Rommel, Ph.D., Bayer AG • EVP, Head, Pharmaceuticals Research & Development

Below the speakers list, there is a detailed biography of Kevin Ali:

Kevin Ali is the CEO and board member of Organon, a global healthcare company with the vision of creating a better and healthier every day for every woman around the world. Kevin led the formation of Organon in 2021 to address the significant health issues that women face and deliver impactful solutions all over the world.

Kevin has more than three decades of healthcare and commercial experience from Merck, where he has held a number of leadership roles. Before leading Organon, Kevin was president of Merck's international business, responsible for all commercial markets outside the US which account for 96% of the world's population and over half of Merck's pharmaceutical revenues. Under Kevin's leadership, the international business was a significant driver of Merck's growth. Previously, Kevin served as the president of the emerging markets region where he transformed the performance of many countries for sustained growth and strength. Earlier in his career, Kevin was the managing director of Germany and Turkey and also led key

# Support

If you have any technical issues, please contact [VEoperations@questex.com](mailto:VEoperations@questex.com)