

Customer Focused Project Management

British Institute of Radiology
36 Portland Place, London UK
29 & 30 October 2007

Course content:

This two day course covers the key elements of project management with an emphasis on managing customers and stakeholders:

- *Setting up for success*
- *Adding value*
- *Managing risk*
- *Project management techniques*
- *Budget and resource planning*
- *Customer management*
- *People issues*
- *Team structures*
- *Project closedown*

This course will provide an in depth understanding of the world of project management in the pharma and related industries. It is focused on the idea that the management of customers and key stakeholders is a key success factor. It is designed to be participative, to address real day to day issues, and will use case studies, exercises and examples. After you have completed this course you will have an effective set of tools that you can use to manage any type of project effectively. You will also understand how and why your project will add value and reduce risk.

Who will benefit from this course

- All project managers with an interest in the pharma or related industries.
- All those who work for service based companies (such as CROs) and customer facing project managers.
- Those who work in biotech, big, medium, small or speciality pharma companies.
- All functional managers from focused disciplines who need to understand how project management brings disciplines together to add value.

Course Leaders

Brian Roche is managing director of Conceptua Training and Consulting Ltd. He has over 25 years experience in the pharma and healthcare sectors both in industry (Dentsply, Wyeth and Wellcome) and in consulting (Gemini Consulting, Wood Mackenzie, and Cambridge Pharma Consulting). He has extensive experience in the management of both consulting projects and various types of projects in the world of R&D, often with a special focus on customer management.

Stephen Allport has over 30 years of experience in the pharma and healthcare sectors with Wellcome, Coopers Animal Health, and GSK. He has worked on and led project teams in the US and Europe for all phases of drug delivery, development and commercialisation. After leaving GSK Stephen established his own consultancy (SWA Consulting Ltd) and has provided assistance to many companies in the fields of project and portfolio management.

Presented by

PharmaTraining
 **Services**



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Course Outline:

This two day course will consist of

Day 1

Introduction

- an overview: the big picture

Setting up for success

- scoping and objective setting; roles and responsibilities; defining stakeholder and customer requirements; effective planning

Adding value

- understanding the project life cycle; understanding how value is added; tools and techniques to measure value; what is value for the customer

Managing risk

- qualitative and quantitative measures of risk; making decisions under uncertainty; contingency planning, mitigation and control

Tools and techniques

- planning and scheduling; work breakdown structures; project control tools

Day 2

Tools and techniques (continued)

- change management; earned value analysis; stakeholder analysis

Budget resource & planning

- tricks and traps in estimating; tools to improve cost and resource estimating and control

Customer management

- understanding the different types of customer; building and developing relationships over time;
- negotiating; communication; consensus building

People management

- building and leading effective teams; team roles and responsibilities; managing stakeholders; communication

Team structures

- joint project teams; virtual project teams; matrix management

Project closedown

- third party considerations; learning lessons; benefits management;

Case studies, exercises and examples will be used throughout and there will be a number of breakout sessions

Numbers in our courses are limited to ensure that participants have the opportunity for thorough discussion of the issues to be covered and individual attention from our top-ranked Speakers

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Venue

British Institute of Radiology, 36 Portland Place, London W1B 1AT. Portland Place is a Grade 11 listed building designed by the Adam Brothers and is centrally located within easy reach of Oxford Street, Regents Park and the West End.

A list of nearby hotels is available upon request.

Terms and conditions

Delegate fees

Fees for this programme are shown overleaf. Delegate fees are inclusive of course documentation, refreshments and lunch as well as course dinner on the evening of 29 October.

Payment of the registration fee must be paid within 14 days of commencement of the course. Upon receipt of payment, a proof of payment will be sent to you.

Cancellation Policy

Full refunds less a handling fee of £100 will be made for cancellations received in writing within 28 days of the commencement of the course.

Refunds of 50% will be made for cancellations received in writing between 28 and 7 days prior to the commencement of the course.

Regrettably no refunds will be made after 7 days prior to commencement of the course.

Substitutions can be made at any time.

Liability

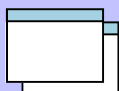
PharmaTrainingServices reserves the right to change the Programme, speakers, date or venue without notice or cancel the event. If cancellation occurs delegates will be notified as soon as possible and will receive full refund of fees paid.

PharmaTrainingServices will not be responsible for any airfare, accommodation or other travel costs incurred.

Course Calendar Autumn 2007

- Molecules to Markets—London
- Integrated Tablet Formulation Development—Copenhagen
- Pharmateutical Preformulation—making the most of your Compound—Copenhagen
- GMP Auditor Training—Ireland
- How to Audit API Manufacturers—Ireland
- The Amorphous State and its significance for Product Manufacturing—London
- The Challenges and Formulation Strategies for Poorly Soluble Drug Substances—London
- Strategic Marketing—London
- Customer Focused Project Management—London

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We deliver a range of expert programmes in pharmaceutical development, quality assurance and regulatory topics, plus a new range of industry awareness courses. We employ speakers/trainers with a high degree of expertise, completely up to date with industry trends.

We run our programmes in a variety of locations, throughout the year. All of our programmes can be run in-house.

Contact **Judy Callanan** by email or telephone at any time to discuss.

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REGISTRATION FORM

I wish to register for the following course	Please tick
Customer Focused Project Management 29 & 30 October 2007: 2 day course £1160 + Vat £203 Total £1363.00	<input type="checkbox"/>

Total payable £

Title (Mr/Mrs/Ms/Dr/Prof): _____ First name _____	
Surname: _____	
Position: _____	
Company: _____	
Address: _____	
Post Code: _____ Country: _____	
Email address: _____	
Tel: _____ Fax: _____	
Signature: _____	
Method of Payment <input type="checkbox"/> Cheque (Please make cheque payable to "JA Conference Management") <input type="checkbox"/> Bank transfer Quoting Reference No. 717 JA Conference Management Barclays Bank, Muswell Hill & Crouch End Branch Sort Code: 205851 Account No: 10245038 <input type="checkbox"/> Credit/Debit Card Card Number: _ _ _ _ _ Expiry Date: _ _ / _ _ / _ _ Cardholder: _____ Address: _____ Signature: _____	
For security purposes please supply Security Code separately (email)	

**Please send completed
registration forms and
payment to:
Judy Callanan at:**

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Data Protection

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