

DAY 1

WE ARE UNSTOPPABLE Striking Cancer at its core



5 mins	Opening and objectives	Mohamed and Harshveer
10 mins	Unstoppable Together: Our Vision and Mission in Oncology	Yariv Hefez
5 mins	Q/A	
10 mins	Unstoppable Together: Together We Are Making a Difference	Ramsey Morad
5 mins	Q/A	
5 mins	Unstoppable Together: Medical Oncology Pipeline	Shahdak and Harshveer
5 mins	Q/A	
10 mins	Pimicotinib: Transforming SoC in TGCT	Emilie and Louise
5 mins	Q/A	All
10 mins	Coffee break	
15 mins	Strategy and Performance: Tepmetko in NSCLC	Gulin, Marie-Noelle, Mohamed and Niklas
20 mins	Panel discussion: <ul style="list-style-type: none">VISION-3YRs and resourcesHow to raise bar in execution?	Moderators: Mohamed and Harshveer Panel: Lucile, Barbara, Gulin, Marie-Noelle, Gulf and KSA
10 mins	Q/A	
5 mins	Best practice: Optimizing patient outcomes with Tepmetko	Moderator: Harshveer Presenter: US team (Video)
10 mins	Q/A	Gulin and Marie-Noelle
5 mins	Day 1 wrap up and Close	Mohamed and Harshveer

NSCLC



DAY 2

WE ARE UNSTOPPABLE Reigniting Erbitux in MEAR



5 mins
10 mins
5 mins
10 mins
5 mins
15 mins
10 mins
10 mins
5 mins
15 mins
10 mins
10 mins
10 mins
15 mins
10 mins
5 mins
15 mins
10 mins

Opening and objectives

Mohamed and Harshveer

What makes our teams unstoppable in Oncology?

GMs and Alena

Introduction...

Harshveer and Pauline

• **My story!**

Head and Neck Cancer fighter

Q/A

All

• **Strategies in management of head and neck cancer**

Professor Thorsten Füreder

All

Strategy and Performance: Erbitux in SCCHN

Andrey, Pauline, Mohamed and Niklas

Panel discussion:

Moderator: Mohamed and Harshveer

• **Behavioral segmentation and Messaging**

Panel: Lucile, Barbara, Andrey, Pauline, TRK, NA and NE

• **How to raise the bar in execution in SCCHN?**

Q/A

All

Coffee break

Strategy and Performance: Erbitux in CRC

Mohamed, Filippo and Niklas

Panel discussion:

Moderator: Mohamed and Harshveer

How can raise the bar in differentiation in CRC 1L LS RAS wt ?

Panel: Lucile, Barbara, Filippo, RUS, KSA, NA

Q/A

All

Breakout room #1(RUS,IR,TRK)

Moderator: Ihab

Differentiation vs NCB

Panel: Barbara, Harshveer, Lucile & Patricia.

Introduction ...

Panel discussion

Country BUH, Reg. and MAP

Q/A

Breakout room #2 (rest of MEAR)

Moderator: Mohamed and

Filippo

Reviving Rechallenge

Introduction ...

Country: MKTG and

Panel discussion

Medical: Gulf, South Africa, NA

Q/A

Insights from the 2 groups: Group lead
Closing day2



DAY 3

WE ARE UNSTOPPABLE MEAR GoDeeper with Bavencio



5 mins	Opening and objectives	Mohamed and Harshveer
20 mins	Bladder Cancer	Strategy and Performance: Bavencio in UC GoDeeper project
10 mins		
10 mins		Access expansion workstream <ul style="list-style-type: none">• Russia ambition• Turkey ambition
10 mins		
10 mins	Bladder Cancer	Q/A
10 mins		Coffee break
10 mins		New Launch Markets workstream: Algeria
10 mins		
10 mins		
10 mins	Bladder Cancer	Go Deeper" LMIC workstream: Egypt
5 mins		Q/A
5 mins		When to kick-off Bavencio behavioral segmentation? <ul style="list-style-type: none">• Why it is important?• Optimal timing to start ? (Voting)• Discussion
5 mins		
20 mins		
10 mins	Bladder Cancer	Establishing UNSTOPPABLE LAUNCH with Bavencio:
10 mins		Lessons learned and insights
10 mins	Bladder Cancer	Q/A
10 mins		Coffee break
10 mins	Bladder Cancer	Best practice: Raising the bar in F2F channel impact <ul style="list-style-type: none">• CMMO project• Experience sharing
10 mins		
10 mins	Bladder Cancer	Tools and insights: MyEngage and Alnstein
10 mins		
10 mins	Bladder Cancer	What is THE key learning?
10 mins		

