

NEWS RELEASE

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GEN – The Global Executive Network dedicates new dinner series to digital clinical trials

Life sciences professionals invited to discuss strategies, trends and safety in clinical trials

[Wilmington, USA, November 3, 2011] GEN – The Global Executive Network, an international provider of high-quality executive dinners, yesterday kicked off a new series of events for senior business professionals from the life sciences industry. Bannered “The digital clinical trial – with a focus on safety,” the dinners offer attending executives an opportunity to discover how leading companies are streamlining and optimizing their clinical trials and safety document distribution initiatives, and what tools and technologies they are using to accomplish this. These moderated events provide an exclusive platform and intimate atmosphere in which to share ideas, experiences and best practices with peers. Hosted in first-class locations in major European industry hubs such as Copenhagen, London, Cologne, Frankfurt and Basel, the event series concludes on November 24, 2011, in Hamburg.

The digital clinical trial – with a focus on safety

Across the life sciences industry, companies are striving to find ways to boost operational efficiency, reduce costs and improve safety regimes. And yet in this increasingly complex and regulated environment, where multiple exchanges of information between sites and sponsors can increase the room for error and result in sponsor liability, organizations continue to rely on manual and paper-based processes.

The new series of GEN executive dinners addresses these challenges and outlines how paperless clinical studies can significantly shorten cycle times and eliminate compliance and security risks. Besides exploring the general topic of digitizing clinical trials, these events also focus on the proper and timely reporting of Serious Adverse Events (SAEs) during clinical trials and discuss alternatives to the traditional, non-secure methods for SAE reporting and notification still widely in use. Attending

executives will have the opportunity to discuss the latest thinking, tools and technology solutions that streamline clinical trials as well as the entire safety reporting process.

Attendance is highly recommended for heads of safety, compliance, pharmacovigilance, medical affairs and clinical operations as well as chief operating officers, chief information officers, and chief information security officers in large corporations.

Successful kick-off in Copenhagen

The event series began in Copenhagen on October 31, 2011, with a successful dinner attended by senior business professionals from such companies as Pfizer, Merck, sanofi-aventis, AstraZeneca and Ferring. Attendees valued GEN's Executive Dinner for the careful selection of the topic plus the opportunity to extend their business networks. According to the Business Technology Lead of one of the largest pharmaceutical companies in the world, the event offered "a nice balance between an intimate dinner and a good networking opportunity, with the added bonus of a really interesting presentation."

"I'm confident that this new dinner series from GEN will again prove the benefits of executive networking, particularly after the success of the curtain-raiser in Copenhagen. The GEN Professional Council carefully tracks current industry trends to hand-pick topics of real relevance for industry decision-makers, and our dinners at key locations around the world provide a valuable opportunity for senior executives to share ideas and experiences with peers, face to face," says Martin Hegi, managing director of GEN - The Global Executive Network.

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About GEN – The Global Executive Network

[GEN – The Global Executive Network](#) is an international provider of high-quality Executive Dinners for business professionals, covering current trends for industry-focused and management-related topics. The company is headquartered in Wilmington, DE, in the US and has achieved an excellent reputation as one of the leading global event providers. Each year, more than 10,000 senior management guests from large corporations and medium-sized companies participate in GEN events. More than 1,000 events covering over 50 different subjects are offered every year.

Events are delivered in the US, Canada, South America, Australia, the United Kingdom, France, Germany, Spain, Portugal, Switzerland, Austria, Belgium, Holland, Luxembourg, Sweden, Denmark, Norway, Finland, the Czech Republic, Hungary, Poland, Latvia, Lithuania, Estonia, Russia, Bulgaria, China, Hong Kong, Taiwan, Singapore, Malaysia, Thailand, the Philippines, India, and Indonesia as well as South Africa, Egypt, Turkey, the United Arab Emirates, Sudan, Algeria, Morocco, Iran, Iraq,

Saudi Arabia, Yemen, Syria, Israel, Jordan, Lebanon, the Palestinian Territories, Kuwait, Oman, Qatar and Bahrain.

Further information

GEN – The Global Executive Network: <http://www.theglobalexecutivenetwork.com>

The Professional Council:

http://www.theglobalexecutivenetwork.com/index_de.php?nav=main&con=prof/council