
From: Spokane, Randy
Sent: Wednesday, September 1, 2010 1:42 PM
To: Thatcher, Jerri Ann
Attachments: PCS NSM Agenda_TT_011007.xls

Here's the agenda I had from the 2007 NSM, a full quarter after the FENTORA Launch.

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Cephalon NSM 2007 (February 12–15, 2007) Gaylord Texan - Dallas, TX

Objectives: To recognize the current launch success and to provide the PCS/OAS with clear direction, motivation and support in order to achieve \$140MM in 200

Audience: PCS/OAS Franchise

Overall Meeting Theme: You Make the Difference

PCS Franchise Theme: Breakthrough 07

Duration		Presenters/ Facilitators	Message/Key Points	Strategy (Why)	Support/ Materials (How)	Attendees	Room Set	Location
Start Time	End Time (mins)							
Monday, Feb 12								
12:00 PM	1:00 PM	60	Lunch					Rounds
1:00 PM	1:00 PM		Arrivals/Registration		Welcome Pack			
1:00 PM	5:00 PM	240	GS Rehearsals					
				Roy Craig				
				Lynne Brookes				
				Michael Richardson				
				Brand Team				
6:00 PM	9:00 PM		Rehearsal of Open Segment					
			No Evening Activity					

Duration			Activity/Topic	Presenters/ Facilitators		Message/Key Points	Strategy (Why)	Support/ Materials (How)			Attendees	Room Set	Location
Start Time	End Time	(mins)											
Tuesday, Feb 13													
7:00 AM	8:00 AM	60	Breakfast										
8:00 AM	8:05 AM	5	GS Open Bond <i>Open video</i>				Kick-off meeting, introduce theme			PCS all	Classroom	Texas AB	
8:05 AM	8:08 AM	3	Host Intro	Michael (Bond)		Review Objectives, intro Roy							
8:08 AM	8:18 AM	10	Breakthrough: Performance	Roy		4th Quarter 2006 Results Sales force has a tall order to achieve in 2007							
8:18 AM	8:19 AM	1	Transition										
8:19 AM	8:29 AM	10	Breakthrough: Environment <i>Media Montage Video</i>	Lynne		Market Receptivity, Acknowledgments							
8:29 AM	8:30 AM	1	Transition										
8:30 AM	8:45 AM	15	Breakthrough: Strategy WT: <i>Sales & Marketing video</i>	Michael		Life Cycle Management			007or Austin P over-dub				
8:45 AM	8:46 AM	1	Transition										
8:46 AM	8:56 AM	10	Breakthrough: Fentora <i>Patient Profiles video & MC Doctors Video</i>	Terry		Issues, CFA Fentora Analysis & Strategic Plan							
8:56 AM	8:57 AM	1	Transition										
8:57 AM	9:17 AM	20	Breakthrough Tools: <i>Breakthrough Pain video</i> (Paula); <i>Fentora Story video</i> (Paula); <i>Dosing & Titration video</i> (Chandler); <i>Reimbursement video</i> (Dan); <i>Abuse Addiction Diversion video</i> (Randy)	Paula, Wink, Randy, & Chandler		Material Programs - Randy & Chandler set-up the four key issues (ALL) / Austin P segment / Randy sets up AAD			Austin Powers enters between Reimbursement Video & AAD Video			Move 4 Stools onto Stage at top of segment	
9:17 AM	9:18 AM	1	Transition										
9:18 AM	9:28 AM	10	Breakthrough: Targeting	Matt		Messaging & Targeting			CVA Gallery?				
9:28 AM	9:30 AM	2	Close & Send to Training <i>Bond Close video</i>	Matt									
9:30 AM	10:00 AM	30	Break & Rotate										
10:00 AM	12:00 PM	120	Breakthrough Barriers: Reimbursement					ARS	PCS		3 rounds of 10	Texas 1, 2, Dallas 6, 7	
12:00 PM	1:00 PM	60	Lunch										
1:00 PM	2:30 PM	90	Breakthrough Vision: CVA Walking Tour						PCS & OAS		Kiosks, 8 rounds of 10	Grapevine A	
2:30 PM	3:00 PM	30	Break & Rotate										
3:00 PM	4:30 PM	90	Breakthrough Science: Clinical Proficiency						PCS & OAS		8 rounds of 10	Texas 1/2	
4:30 PM	7:00 PM	150	Break										

Duration		Activity/Topic	Presenters/ Facilitators	Message/Key Points	Strategy (Why)	Support/ Materials (How)	Attendees	Room Set	Location
Start Time	End Time (mins)								
7:00 PM	10:00 PM	180	President's Club Awards						Texas AB

Duration			Activity/Topic	Presenters/ Facilitators	Message/Key Points	Strategy (Why)	Support/ Materials (How)	Attendees	Room Set	Location
Start Time	End Time	(mins)								
Wednesday, Feb 14										
7:00 AM	8:00 AM	60	Breakfast						Rounds	
8:00 AM	9:00 AM	60	Compliance				ARS	PCS	Classroom for 250	Grapevine C
9:00 AM	9:30 AM	30	Break & Rotate							
9:30 AM	12:00 PM	150	Breakthrough Skills: Skill Refinement					PCS	3 rounds of 10	Texas 1, 2, Dallas 6, 7
12:00 PM	1:00 PM	60	Lunch							
1:00 PM	2:30 PM	90	POA Mtgs (areas)							12 area rooms
2:30 PM	3:00 PM	30	Break							
3:00 PM	5:00 PM	120	POAs							
5:00 PM	6:30 PM	90	Break							
6:30 PM	7:30 PM	60	Regional Sales Awards							
7:30 PM	10:00 PM	150	Dinner							Texas CD

Thursday, Feb 15										
7:00 AM	8:00 AM	60	Breakfast						Rounds	
8:00 AM	10:00 AM	120	POA Mtgs							
10:00 AM	10:00 AM		Departures							