



Learn Essential Project Management Concepts
and Techniques for FDA Regulated Industries

Project, Program & Portfolio Management for Pharmaceuticals

Practical Approaches to Managing Pharmaceutical Industry Projects

Earn
14 PDUs
and
12 CPE
Credits

April 7–8, 2010 | Arlington, VA

Featuring Methodology Specifically Designed to Help Pharmaceuticals:

- Discover the Importance of Project, Program and Portfolio Management in the Drug Development Process
- Define and Plan Major Organizational Projects
- Track and Manage Pharmaceutical Projects with Greater Accuracy
- Cut the Costs of Developing New Products
- Master the Process of Closing and Executing Programs
- Visualize and Plan Project Activities Using a Work Breakdown Structure

In Association with:



Grow the Product Pipeline Through Effective
Project and Portfolio Management Techniques



www.ASMIweb.com/Pharm

Project, Program and Portfolio Management for Pharmaceuticals

April 7, 2010

Projects: Effective project management will help increase the predictability of pharmaceutical projects by increasing communication, enhancing planning and standardizing common processes. Discover how to articulate the key project management concepts, methodologies and tools that are applicable to each stage in the life cycle of a pharmaceutical project.

8:30
Training Registration & Continental Breakfast

12:00
Lunch Break

9:00
Project Initiation and Planning

- › Define overall project objectives and the parameters that define the project
- › Define the detailed project management plan using a Work Break Down Structure
- › Build an accurate schedule using a Work Break Down Structure

1:00
Manage Risk, Quality and Other Aspects of Project Success

- › Apply risk management to planning and managing resources
- › Manage quality and improve project cycle time
- › Discover various other important project management processes that improve risk management

10:30
Break & Refreshments

2:15
Close the Project

10:45
Execute, Monitor and Control the Project

- › Learn to manage the schedule and costs
- › Learn to monitor your projects in a cost-effective way
- › Skillfully manage change and communication

2:30
Break & Refreshments

who should attend:

- › Project Mangers
- › Portfolio Managers
- › Program Managers
- › Project Advisors
- › Project Engineers
- › Project Coordinators
- › Product Managers
- › Program Specialists
- › PMPs
- › Clinical Research Managers
- › IT Architects
- › Product Development Scientists
- › Acquisition and Procurement Officials

Programs: Effective program management is needed when managing many related projects in a way that leads to consolidated benefits. The program structure is not utilized heavily in the pharmaceutical industry. Discover how this approach works and whether it would be of value to your organization.

2:45

Program Management

- › Identify fundamental program management processes and lifecycles
- › Learn how to speed up processes by optimizing resources

3:15

Set-up the Program

- › Program initiation and planning
- › Discover the framework for planning and executing projects with a program.

4:00

Day Adjourns

“Excellent instructor. Very experienced and knowledgeable in Project Management and offered great materials”

– MOIRA BREEM, VALEANT PHARMACEUTICALS

top five reasons to attend:

- 1** **Bring** a Project from Initiation to Execution Successfully
- 2** **Break** Project and Program Work Down into Meaningful Tasks
- 3** **Understand** Critical Factors for Reclaiming Troubled Projects and Programs
- 4** **Gain** the Skills to Define and Plan Projects, Programs and Portfolios Within the Regulated Pharmaceutical Environment
- 5** **Acquire** Valuable PDU Credits from the Project Management Institute

Project, Program and Portfolio Management for Pharmaceuticals

April 8, 2010

8:30
Continental Breakfast

9:00
Establish Program Management Infrastructure

- › Learn to monitor your programs in a cost-effective way
- › Improve your process cycle time

9:30
Execute and Close the Program

- › Execute, monitor and control the program
- › Close the program properly

10:45
Break & Refreshments

“Extremely clear and to the point, no time wasted”

– GEORGIAN HENNORY, NEXGEN PHARMACEUTICALS

key methodologies covered

The project, program and portfolio management process described in this course enables project managers to produce project deliverables in the least amount of time, for the lowest cost and with the highest quality. Developed from the Project Management Body of Knowledge (PMBOK) produced by The Project Management Institute, this course teaches project managers to develop specific goals, objectives and deliverables to control the elements of projects.

1	Project Integration Management	4	Project Cost Management	7	Project Communication Management
2	Project Scope Management	5	Project Quality Management	8	Project Risk Management
3	Project Time Management	6	Project Human Resource Management	9	Procurement Management

Portfolio Management: As one of the most important components to strategic planning, portfolio management is often left neglected. Portfolio management delivers the strongest impact when aligned with corporate strategy to ensure that your most important projects are funded. Learn a full model for portfolio management and what differentiates portfolio management from the typical project planning processes done today.

11:00

Portfolio Management

- › Discover the various portfolio concepts, terms and benefits
- › Learn the concepts for strategic portfolio management

11:15

Define the Portfolio Structure

- › Determine the scope and structure of your strategic portfolio
- › Learn the purpose of balancing your portfolio and a number of ways to do it

12:00

Lunch Break

1:00

Evaluate and Select the Work

- › Prioritize, fund and balance the work successfully
- › Optimize both projects and resources effectively

2:30

Break & Refreshments

2:45

Manage the Portfolio on an Ongoing Basis

- › Authorize and plan the work of the portfolio
- › Effectively manage the work and the resources of the strategic portfolio and make changes as necessary to support the business

4:00

Training Adjourns

sponsorship opportunities

As a conference and training provider, The American Strategic Management Institute is an expert in bringing together leaders to share and discuss best practices and innovations. We connect decision-makers with respected solution providers.

ASMI offers four different pre-designed sponsorship packages:

- › Event Co-Sponsor
- › Session Sponsor
- › Luncheon Sponsor
- › Exhibit Booth Sponsor

For more information on sponsorships or to get started, contact **Meredith Mason** at 202-739-9707 or Meredith.Mason@ASMIweb.com

Project, Program and Portfolio Management for Pharmaceuticals

Logistics

Venue and Hotel:

Project, Program and Portfolio Management for Pharmaceuticals will be hosted at The Performance Institute's Training center in Arlington, VA, just one block east of the Courthouse stop on the Orange Line of the D.C. Metro. A public parking garage is located inside of the building for \$10/day. Continental breakfast and refreshments will be provided for delegates on each day.



The Performance Institute Conference Center
1515 N. Courthouse Rd., Suite 600
Arlington, VA 22201
877-992-9521

A limited number of rooms have been reserved at the Arlington Rosslyn Courtyard by Marriott at the prevailing rate of \$233.00 until March 8, 2010. Please call the hotel directly and reference code "Project, Program and Portfolio Management" when making reservations to get the discounted rate. The hotel is conveniently located three blocks from the Rosslyn Metro station. Please ask the hotel about a complimentary shuttle that is also available for your convenience. Arlington Rosslyn Courtyard by Marriott 1533 Clarendon Blvd.



Arlington, VA 22209
Phone: 703-528-2222 / 1-800-321-2211
www.courtyardarlingtonrosslyn.com

PMI Registered Education Provider



PDU: Earn 14 PDUs for this two day training

The Performance Institute has been reviewed and approved as a provider of project management training by the Project Management Institute.

As a PMI Registered Education Provider (R.E.P), The Performance Institute has agreed to abide by PMI established quality assurance criteria. "PMI" and the PMI logo are service and trademarks registered in the United States and other nations; "PMP" is a certification mark registered in the United States and other nations; "PMBOK" and "CAPM" are trademarks registered in the United States and other nations by the Project Management Institute, Inc., which is not affiliated with The Performance Institute.

Earning PMI Credits:

The Performance Institute is a Registered Education Provider of The Project Management Institute. All of our project management trainings, conferences and webinars offer credits to help you take the PMP Exam or stay accredited with PMI.

CPE CREDITS



CPE Credits: 6 Credits for Each Day of Training, 12 for the full two day training

The American Strategic Management Institute (ASMI) is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN 37219-2417. Website: www.nasba.org.

Tuition & Group Discounts:

The tuition rate for the two-day **Project, Program and Portfolio Management for Pharmaceuticals** is **\$1399**.

For more information on group discounts for Project, Program and Portfolio Management please contact **David Yerks** at 858-866-9381 or email him at David.Yerks@ASMIweb.com.

Quality Assurance

ASMI strives to provide you with the most productive and effective educational experience possible. If after completing the course you feel there is some way we can improve, please write your comments on the evaluation form provided upon your arrival. Should you feel dissatisfied with your learning experience and wish to request a credit or refund, please submit it in writing no later than 10 business days after the end of the training to: ASMI: Corporate Headquarters; 805 15th Street NW, 3rd Floor; Washington, D.C. 20005

Note: As speakers are confirmed six months before the event, some speaker changes or topic changes may occur in the program. ASMI is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.

If for any reason ASMI decides to cancel this conference, ASMI accepts no responsibility for covering airfare, hotel or other costs incurred by registrants, including delegates, sponsors and guests.

Discounts

- All 'Early Bird' Discounts must require payment at time of registration and before the cut-off date in order to receive any discount.
- Any discounts offered whether by ASMI (including team discounts) must also require payment at the time of registration.
- All discount offers cannot be combined with any other offer.
- Discounts cannot be applied retroactively

Registration



Visit
www.ASMIweb.com/Pharm



Fax this form to
866-234-0680



Call
877-992-9521

Registration Form

- Yes! Register me for the whole week of **Project, Program and Portfolio Management for Pharmaceuticals**
- Please call me. I am interested in a special group discount for my team

Delegate Information

Name	Title	
Organization	Dept.	
Address		
City	State	Zip
Telephone	Fax	
Email		

Payment Information

- Check Purchase Order/Training Form Credit Card



Credit Card Number	Expiration Date	Verification no.
Name on Card		
Billing Address		

Please make checks payable to: ASMI

CANCELLATION POLICY: ASMI will provide a full refund less a \$399 administration fee for cancellations requested four weeks prior to the event start date unless cancellation occurs within two weeks prior to the event start date. If a cancellation is requested less than two weeks prior to the event start date, no refund will be issued. Registrants who fail to attend and do not cancel prior to the event will be charged the entire registration fee. All cancellations must be requested through the cancellation link found in your attendance confirmation email. Please note that cancellation is not final until you receive a cancellation confirmation email.

- I have read and accepted the Cancellation Policy above.**

ACKNOWLEDGED AND AGREED

By: _____ Date: _____

Priority Code: **T357-WEB**

ASMI's Vision

In this challenging economic landscape, organizations must develop and execute innovative strategies to survive and thrive. Performance and process improvement methodologies give managers the tools they need to run leaner, more efficient businesses. The mission of the American Strategic Management Institute (ASMI) is to connect business leaders with best-in-class practices and training to address management challenges and improve results. ASMI has grown into one of the nation's most innovative training providers, combining market research and industry insight to deliver experiences and tools to inspire leaders and grow businesses. Through virtual sessions, national summits, training programs and consulting services, ASMI brings together leaders to share insights, ideas and actions to transform organizations.

Areas of Focus:

- ▶ **Performance Management:** Using business analytics to drive strategy
- ▶ **Process Improvement:** Leaning processes for efficiency and quality improvement
- ▶ **Financial Management:** Budgeting and forecasting for better decision-making
- ▶ **Project Management:** Managing projects to deliver results on time, within scope and in budget
- ▶ **Leadership Development:** Building leadership skills to manage in times of change and conflict

Services:



Virtual Training Briefings 90-minute training sessions for the latest tools and techniques to deliver results.



National Summits National events allowing business leaders to share best practices and strategies for success.



Training Programs Methodology-based training modules in management competencies, offered publicly or custom-designed for your organization



Consulting Services Field experts who can bring bold change to your workforce, planning processes.



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