

ANNOUNCING OUR 2026 CONFERENCE SPEAKERS

Dates: 23 - 25 June 2026



Venue: Leonardo Royal Hotel - St Paul's, 10 Godliman Street, London EC4V 5AJ

We are featuring as part of the programme 3 x 60 minutes interactive workshops

Workshop: The F Word: Injecting 'FUN' Into Research

Speakers: Tamara Burke, VP, Global Qualitative Solutions - Konovo and Annie Stubbs, Associate - Boxee Group

Convenor: Amr Khalil - Ripple International

Workshop: Not Cheaper, Not Faster. Myth-Busting AI For Real Strategic Impact

Speaker: Hannah Mann, Founding Partner - Day One

Convenor: Sarah Phillips - IQVIA

Workshop: Patients Spoke. Did We Really Listen?

Speakers: Gillian Newbold, Principal - IQVIA and Mei Go, Global Patient Engagement, Immunology - Novartis

Convenor: Letizia Leprini - Roche

Take a look at our featured Speakers and Papers;

True Faces, Trusted Stories: Why Real Imagery Matters In Healthcare Communication

Speakers: Georgia Culley, Associate Partner - Boxee Group

Katy Bunn, Market Research and Competitive Intelligence Manager - Chiesi

Convenor: Esme Barrow Williams - Healthcare Research Worldwide

Beneath The Surface - Deep Ethnography To Uncover The Hidden Realities Of Living With Chronic Itch

Speakers: Ishaan Chaudhury, Associate Director - Prescient and Daniel Guirguis, Medical Affairs Lead - Galderma

Convenor: Georgie Cooper - Basis Research

Leveraging Artificial Intelligence To Analyse Multiple Myeloma Treatment Patterns

Speakers: Hilary Worton, VP, Client Engagement - APLUSA

Jorge Tavares, BI & Data Analytics Director Oncology - GSK

Convenor: Xierong Liu - Ipsos

Calibrating Over And Under-Statement In Product Uptake

Speaker: David Eatwell, Head of Insights - Porterhouse Insights

Convenor: Herminder Bains - Adelphi

Beyond The Averages: Uncovering Hidden Gaps In The Patient-Doctor Relationship In Rare Disease

Speakers: Ben Lorkin, Senior Director - Day One and Lauren Halliwell, Global Insight Lead - UCB

Convenor: Hilary Fischer - Organon

Chatting With Your Target: How AIDDA Creates Instant Insights Through AI-Powered Conversations

Speaker: Diego Casaravilla, CEO - Fine Research

Convenor: Herminder Bains - Adelphi

From Stigma To Support: Insights On Engaging Migrant People With HIV In Europe

Speakers: Lucia Romanelli, Director - Elma Research

Mike Haydock, Associate Director, HIV Integrated Insights - Gilead Sciences

Convenor: Mike Pepp, Beyond Blue

Speakers and Papers continued;

Is It Time to Stop Asking Doctors To Predict What's Next?

Speakers: Patricia Elliott, Research Director and Chris Loxley, Behavioural Scientist - Adelphi

Convenor: Xierong Liu - Ipsos

From Tracking To Understanding: Humanizing Data Collection To Reveal The Why

Speakers: Zylienne Fluonia, Lead Analyst Market Research - SKIM

Virginie Kraif, Senior Manager Market Research - BMS

Convenor: Georgie Cooper - Basis Research

Elevating Real Life Connections With Customers Through The Power Of Digital Twins

Speakers: Lizzie Eckardt, UK Managing Director - STRAT 7 Incite

Jocelyn Archbold, Business Intelligence Director - Jazz Pharma

Convenor: Xierong Liu - Ipsos

The Problem With 'Compelling': Hidden Ambiguous Language In Market Research

Speakers: Esme Barrow-Williams, Senior Director and Katy Irving, Global Head of Behavioural Science - Healthcare Research Worldwide

Convenor: Lauren Halliwell - UCB

From Caution To Commitment: Tracking Pharma's Leap Into The Future Of Research

Speakers: Damian Eade, Business Director and Sam Chapman, Client Services Director - Humanity

Convenor: Steven Hankin - GSK

Flow & Clutch States In Pharmaceutical Market Research

Speakers: Niko Tsakalakos, Senior Manager, Market Insights - Novo Nordisk

Salvatore Zerilli, Executive Director, Knowledge & Innovation - BioVid

Convenor: Kristina DiPietrantonio - Beyond Blue

Turning Patient Voice In RWE: A Practical Standard

Speakers: Jackie Cuyvers, CEO and Abhinab Bhanja, Head of Pharma Insights - Convosphere

Convenor: Esme Barrow Williams - Healthcare Research Worldwide

From Insight To Impact: Rethinking Persona Research

Speakers: Viv Farr, Managing Director and Lucy Oates, Strategic and Brand Insight Director - Narrative Health

Convenor: Jocelyn Archbold - Jazz Pharma

Predictive AI Testing of Attention and Emotion: A Process Disruption Story

Speakers: Pietro Barbi, Corporate Business Insight and FFE Analyst - Menarini

Andrea Sempi, CMO - Co Founder - Emotiva

Convenor: Mike Pepp - Beyond Blue

Maximising Brand Impact: Integrating Research To Rebuild Prescribing Confidence

Speakers: Rebecca Davies, Director - Inizio Ignite, Research Partnership

James Linney, Senior Global Project Director - Inizio Ignite, STEM Healthcare

Convenor: Steven Hankin - GSK

Speakers and Papers continued;

Synthetic Patients Put To The Test: Solid Science Or Smoke And Mirrors?

Speakers: Bilal Babar, Analytics Director and Saloua Andoh, Senior Research Executive -
Inizio Ignite, Research Partnership

Convenor: Mike Pepp - Beyond Blue

More Than A Map: Turning Hidden Insight Into Launch-Ready Action In An Anonymous Disease

Speakers: Rachel Sandford, Director, Head of Qualitative - Ipsos
Fenna Gloggnier, Senior Director, Global Commercial Insights - Insmmed

Convenor: Sarah Phillips - IQVIA

Shining a Light on Needle Phobia in Psoriatic Disease - External Publications Research

Speakers: Lucy Bennett, Senior Director - Ipsos and Stewart West, EMEA Business Insights Manager- Janssen

Convenor: Kristina DiPietrantonio - Beyond Blue

And a huge thanks to our Steering Committee for developing the programme:

Amr Khalil, Managing Director - Ripple International

Erik Holzinger, Director - groupH

Georgina Cooper, Managing Partner - BASIS Health

Kristina DiPietrantonio, Head of Strategy - Beyond Blue

Letizia Leprini, Global Competitive Strategy Enabler - Roche

Mike Pepp, Senior Commercial Consultant - Beyond Blue

Sarah Phillips, Vice President - IQVIA

Xierong Liu, Senior Director - Ipsos

And we recognise our featured Convenors:

Esme Barrow-Williams, Senior Director -Healthcare Research Worldwide

Herminder Bains, Vice President - Adelphi

Hilary Fischer, Executive Director, Global Business Insights & Analytics - Organon

Jocelyn Archbold, Executive Director, Global Business Insights & Analytics - Jazz Pharma

Lauren Halliwell, Insights Lead - UCB

Steven Hankin, Strategic Insights Director Respiratory Vaccines - GSK