

# Navigating AI in Pharma: From Innovation to Implementation

AI

Real-world insights. Practical tools. Ready to use.



### DRIVE IMPACT

Discover how AI is driving value across the biopharma and healthcare landscape



### LEARN FROM EXPERTS

Gain perspectives from industry leaders at the forefront of AI adoption



### IMPLEMENT WITH CONFIDENCE

Understand governance, ethics and responsible AI use in pharma

## LEARN FROM INDUSTRY EXPERTS



Microsoft

David Kelly,  
Copilot Senior  
Solutions Engineer

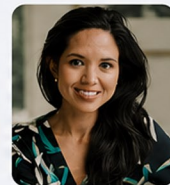
Microsoft



EY

Ciarán Hickey,  
Partner - AI & Data

EY



NOVARTIS

Alette Hunt,  
Global Director of  
AI & Digital Innovation

Novartis

## A DEEPLY PRACTICAL, HANDS-ON WORKSHOP



### Interactive & applied

Real scenarios, live demonstrations and peer discussions



### Bring your laptop

Work directly in Microsoft 365 Copilot with expert guidance



### Cross-functional relevance

Designed for Commercial, Marketing and Medical professionals



### Practical. Relevant. Actionable.

Leave with skills and insights you can put into practice immediately



### NETWORK WITH PEERS

Share challenges, exchange ideas, build connections

## YOUR PRACTICAL TOOLKIT – WHAT YOU’LL LEAVE WITH



### Prompt scripting playbook

Proven frameworks and examples to get better results from AI



### Microsoft 365 Copilot in action

How to integrate Copilot across Word, Excel, PowerPoint, Outlook, Teams and more



### Experience with AI Tools

Practical afternoon workshop led by AgencyX and Combined Media where you will use a suite of AI tools to respond to a brief in a team environment



### Responsible AI checklist

Key considerations for safe, effective and ethical use in pharma



AGENCY X  
agencyx.ie

combinedmedia  
DRIVING YOUR DIGITAL PRESENCE

Microsoft



**JUNE 9**  
9.30am - 4pm  
(incl workshop)



IMI Campus  
Sandyford



FOR PROFESSIONALS ACROSS  
healthcare industry

INSIGHTS. SKILLS. IMPACT.  
READY WHEN YOU ARE.