

TENDER MANAGEMENT: FROM PLANNING TO WINNING

This training course is designed to help you master the intricacies of contracting and tender management for Medical Device, Biopharmaceutical and Generic companies within Life Sciences. The procurement environment is constantly evolving, especially within the framework of the European Public Procurement Directive and its overhaul in the EU PPD 2014/24, which most of the countries have just now fully transposed into local legislations last year. Furthermore, given the fact that every European Member State has emphasized their transposition on different aspects of the EU PPD, it created additional challenges to

maneuver within the life sciences public procurement environment: in addition to mastering the basics of contracting and tender management in this complex and dynamic market, this training is designed for tendering professionals to help to understand how to improve by doing a more pro-active planning including a more accurate forecasting, building a robust business case including an estimation to win calculation, ensuring a proper pull-through of your awarded tenders and engaging with your key stakeholders in terms of value-based tendering to ultimately increase your success within tender management.

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SUCCESSFULLY MANEUVERING WITHIN THE LIFE SCIENCES PROCUREMENT ENVIRONMENT

Learning Objectives

By attending this training, you will learn to:

- Master the core principles for successful contracting and tender management within Life Sciences, including current practices and future trends in tender management
- Understand how to identify and interact with your tendering stakeholders internally and externally
- Learn practical techniques and tools which are useful in your tendering processes
- Feel confident about the necessary scope of tendering research you may need to perform
- Understand the various tender types and procedures
- Know about the necessary strategies to develop and manage a local to global tender strategy without putting your supply forecast in jeopardy
- Work out tender pricing and competition strategies supporting a healthy P&L management

For Whom?

This training is for anyone willing to improve their knowledge of the latest best practices in contracting and tender management for Life Sciences. This will include those responsible for pricing, contracting and tender management, along with market access professionals, financial experts, controllers, supply chain and marketing managers as well as key account managers.

Reasons to attend this training:

- Getting a deep understanding of the Life Sciences Procurement Environment and Process from Contracting to Tendering
- Practical approach and tools for tender management that can be implemented immediately in today's industry
- Interactive sessions with hands-on exercises and a simulation game around tender management
- Learn from each other and network with your pricing, contracting and tendering colleagues and peers from across the industry
- This is the only dedicated tender management training in Europe focused on the Life Sciences industry.

In short, there's no better opportunity to master your contracting and tendering challenges to achieve sustainable tender business!



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PROGRAMME

*This is an intensive and interactive 2-day training. It alternates between interactive lectures with exercises, group discussions and a simulation game. It is the **premium** contracting and tender management training in Europe **focused on the life sciences industry**.*

These are the main topics to be covered during these 2 days.

DAY 1

MODULE 1 | INTRODUCTIONS & EXPECTATIONS, LIFE SCIENCES PROCUREMENT ENVIRONMENT OVERVIEW

MODULE 2 | CONTRACTING AND TENDERING BASICS

TEAM EXERCISE I: Data within the Process

MODULE 3 | DEFINE YOUR TENDER MANAGEMENT FRAMEWORK AND KPI'S

MODULE 4 | REGIONAL-SPECIFICS IN TENDER MANAGEMENT (EU / GLOBAL)

TEAM EXERCISE II: Tender Market Archotyping and Value-based Tendering I

MODULE 5 | VALUE-BASED TENDERING II

MEET YOUR FACULTY

RUVEN REMO EUL

Principal
MARBLS



Ruven is a Principal at Marbls based out of Switzerland and has worked close to 15 years in Life Sciences in European and International markets with a primary focus in Pricing, Contracting, Tendering and Commercial Excellence. Ruven began his early career working in industry for Top 5 pharmaceutical manufacturers in tendering, contracting, and commercial effectiveness, from local to global roles. After which, Ruven joined HighPoint Solutions where he started and led consulting services in Europe for Global Pricing and Tender Management. Ruven was responsible for developing teams, creating solutions, and project oversight as well as delivering services across clients from pharma, medical device to biosimilar & generic manufacturers. In addition, he was responsible for managing the international partnerships and Thought Leadership initiatives. Throughout the acquisition by IQVIA, Ruven became in charge of the legacy European HighPoint team. Ruven's focus continues in Global Pricing & Tender Management as well as Commercial Excellence.

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PROGRAMME

DAY 2

MODULE 5 | TENDER AUTHORITY ACCOUNT MANAGEMENT

TEAM EXERCISE IV: Stakeholder Engagement Planning

MODULE 6 | SIMULATION GAME – INTRODUCTION

MODULE 7 | SIMULATION GAME – EXECUTION

MODULE 8 | SIMULATION GAME – FEEDBACK & DISCUSSION

Wrap-up, feedback, next steps

MEET YOUR FACULTY

'PK' PRZEMYSŁAW KUZNICKI
Principal
MARBLS



Having more than 20 years of experience within the area of Commercial Technology, PK spent the first 7 years of his career at Bristol Myers Squibb holding various positions in Commercial Excellence. He then moved to GSK where he built a Commercial Applications team overseeing the largest implementation of Siebel at that time in Poland. After that PK became a consultant first at ISF Solutions and then at HighPoint Solutions where he played leading roles in global implementations of Commercial solutions with largest one spanning over 100 countries. These roles included both team responsibilities as well as hands-on software development (salesforce). As part of HighPoint PK also started a Salesforce practice. After the acquisition of HighPoint by IQVIA PK played a critical role in the integration of the commercial excellence practice into the commercial technology team and a later time oversaw more than 15 consultants providing services within the commercial space for multiple clients from top 20. As a pro-bono member of Health Hacking Lab, Basel PK has participated in the development of QoL assessment app for patients with a rare skin disease.

PRACTICAL INFORMATION

Registration

€ 1895 (non-member rate)

The training fee includes :

- Course material - print and digital
- Coffee, tea & refreshments during the course
- Lunches during the course

It does not cover travel, accommodation or other incidentals. We recommend you to book your flights/travel/accommodation in advance to avoid last rates.

We try to negotiate special hotel rates if possible - please ask the hotel for the best rates.

Group rates

EPP member ? Log-in to get your member discount.

Find all your benefits in the membership area.

[EPP Prime - Pricing Platform](#)

Questions? We help!

Please contact our EPP Pricing Academy Team!



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MORE INFORMATION ON WWW.PRICINGPLATFORM.COM

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In company – Customised

All programs can also be delivered as an in-company programme – or customized on demand.

For more information on the in-company and customized training programmes, please contact

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