

# Preparation Launch Meeting

**Highlight Tower 1 –  
Work Lab 32 II**

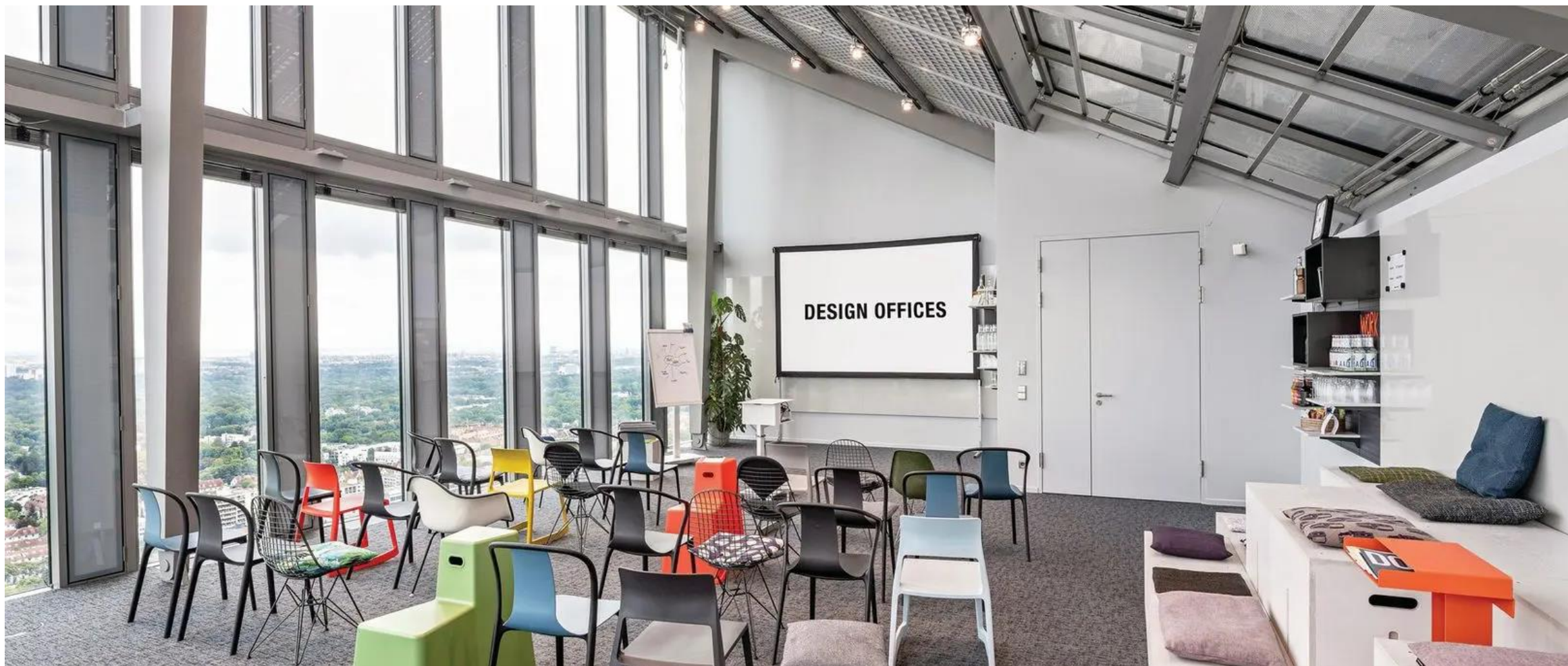
Sep 23 – 26, 2025



A member of ONO Pharma



# Meeting Room – Work Lab II, Floor 32



# Launch Meeting Agenda

Di 23.09.

Mi 24.09.

Do 25.09.

Fr 26.09.

09:00-10:30 Uhr  
Barista  
(Mo.-Fr.)

Individuelle Anreise

11:45-12:45 Mittagessen

13:00-14:00 Uhr  
Plenum

14:00-14:45 Uhr  
Targeting

14:45-15:15 Uhr Pause

15:15-17:00 Uhr  
Launch Toolbox (Medical,  
Commercial)

18:15-19:00 Informelle  
Bar-Zeit mit Simona, Hotel

19:00 Uhr  
Abendessen  
**Im Hotel: Valentinum  
Bar & Terrace**

9:00 – 10:00  
Vortrag Ortho

10:00 – 11:00  
Vortrag Onko

11:00-11:15 Uhr Pause

11:15 – 11:45  
Pat-Interview

11:45-13:00 Mittagessen

13:00-16:00  
Uhr  
Gesprächslabor

13:00-  
16:00  
Uhr  
ILT

16:00- 17:00  
Opening Office, Aperio

17:00- 17:45  
Pause - Hotel

17:45 Bus -Weg zum  
Restaurant Sightseeing

19:30 Uhr  
Gemeinsames Essen mit ILT  
**Restaurant Brenner**

Tracht/ACHTUNG  
ABGEHBEREIT

9:00-9:30 Uhr  
Simona

9:30-10:00 Uhr  
Access

09:30-  
11:00  
Uhr  
ILT

10:00-  
10:30 Uhr  
Pause

10:30:-11:15  
Zertifizierung

Fingerfood  
11:15-12:15

Transfer vom Büro  
Um 12:30

14:30-17:30 Uhr Oktoberfest

After Wiesn - **individuell**

ILT reist ab

10:00-11:00  
Bayrisches  
(Kater)-Brunch  
& Abschluss

10:30 – 11:00  
Ask Medical

11:00-11:15  
Rausschmiss

12:30  
Abreise

# Launch Meeting Agenda

Wed, 24 Sep

09:00-10:30 a.m.  
Barista @ Eatery  
(Mon.-Fri.)

2:00-3:00 p.m.  
Barista @ Eatery  
(Mon.-Fri.)

Thu, 25 Sep

9:00-9:30 a.m.  
Speech (Simona)

09:30-11:00 a.m.  
**ILT-Meeting**

11:15 a.m.-12:15 p.m.  
Fingerfood @ Eatery

12:30 p.m.  
Bus pick-up @ Office

2:30-5:30 p.m.  
**Oktoberfest**

5.30 p.m.  
**After Wiesn - (optional)**

Fri, 26 Sep

8.00-9.30 a.m.  
Breakfast

**End of the event**

11:45 a.m.-1:00 p.m.  
Lunch @ Eatery

1:00-4:00 p.m.  
**ILT-Meeting**

4:00-5:00 p.m.  
Office Opening  
Apéro @ Office

5:00- 5:45 p.m.  
Break - Walk to Hotel

5:45 p.m.  
Bus pick-up @ Hotel

7:30 p.m.  
Joint Dinner w/ ILT  
**Restaurant Brenner**

# Di, 23.9. – Day 1 – Tower 1

| Topic                                 | Start | End   | Where                           | Who | Room Setup                                                                      |
|---------------------------------------|-------|-------|---------------------------------|-----|---------------------------------------------------------------------------------|
| Arrival until                         |       | 11:45 |                                 | All |                                                                                 |
| Lunch                                 | 11:45 | 12:45 | Eatery, Floor 31                | 16  |                                                                                 |
| Plenum                                | 13:00 | 14:00 | Work Lab II, Floor 32           | 16  | Bühne, Frontalvortrag                                                           |
| Targeting                             | 14:00 | 14:45 | Work Lab II, Floor 32           | 16  | Frontalvortrag                                                                  |
| Coffee Break                          | 14:45 | 15:15 | Cafeteria, Floor 31             | 16  |                                                                                 |
| Launch Toolbox (Medical, Commercial)  | 15:15 | 17:00 | Work Lab II, Floor 32           | 16  | Intro Frontalvortrag (Strategie, Positionierung); Workshop (getrennte Bereiche) |
| Informelle Bar-Zeit mit Simona, Hotel | 18:15 | 19:00 | Bar, Steigenberger Hotel        |     |                                                                                 |
| Dinner                                | 19:00 | 22:00 | Restaurant, Steigenberger Hotel | 17  |                                                                                 |

# Mi, 24.9. – Day 2 – Tower 1 & 2

| Topic                                  | Start | End   | Where                                          | Who    | Room Setup                                                                      |
|----------------------------------------|-------|-------|------------------------------------------------|--------|---------------------------------------------------------------------------------|
| <b>Vortrag Ortho &amp; Onko</b>        | 09:00 | 11:00 | Tower 1: Work Lab II, Floor 32                 | 16     | Plenum (Stühle, Stehtisch auf der Bühne)                                        |
| <b>Coffee Break</b>                    | 11:00 | 11:15 | Tower 1: Cafeteria, Floor 31                   | 16     |                                                                                 |
| <b>Patienteninterview</b>              | 11:15 | 11:45 | Tower 1: Work Lab II, Floor 32                 | 16     | Plenum (Stühle, Stehtisch auf der Bühne)                                        |
| <b>Ask Medical</b>                     | 11:00 | 12:00 | Tower 1: Work Lab II, Floor 32                 | 16     | Weltcafe (bereits vorab im hinteren Bereich aufbauen)                           |
| <b>Mittagessen</b>                     | 11:45 | 13:00 | Tower 1: Eatery, Floor 31                      | 27 (?) |                                                                                 |
| <b>Gesprächslabor</b>                  | 13:00 | 16:00 | Tower 1: Work Lab II, Floor 32                 | 16     | Intro Frontalvortrag (Strategie, Positionierung); Workshop (getrennte Bereiche) |
| <b>Opening Office</b>                  | 16:00 | 17:00 | Tower 2: Meet & Move I/ Pantry Küche, Floor 32 | 27     | Rundtour, Aperero                                                               |
| <b>Weg zum Restaurant, Sightseeing</b> | 17:45 | 19:30 | Abfahrt bei Hotel                              |        | Sightseeing by Peer                                                             |
| <b>Dinner</b>                          | 19:30 | 22:00 | Restaurant Brenner                             | 27     |                                                                                 |

# Do, 25.9. – Day 3 – Tower 1

| Topic                      | Start | End   | Where                   | Who | Room Setup                               |
|----------------------------|-------|-------|-------------------------|-----|------------------------------------------|
| Simona                     | 09:00 | 09:30 | Work Lab II, Floor 32   | 27  | Plenum (Stühle, Stehtisch auf der Bühne) |
| Market Access              | 09:30 | 10:00 | Work Lab II, Floor 32   | 16  | Plenum                                   |
| Coffee Break               | 10:00 | 10:30 | Cafeteria, Floor 31     | 16  |                                          |
| Zertifizierung             | 10:30 | 11:15 | Work Lab II, Floor 32   | 16  | Plenum                                   |
| Fingerfood                 | 11:15 | 12:15 | Eatery, Floor 31        | 27  |                                          |
| Transfer zum Oktoberfest   | 12:30 | 14:30 | Vom Office (check Alex) | 23  |                                          |
| Oktoberfest (Pschorr Bräu) | 14:30 | 17:30 | Wiesn                   | 23  |                                          |
| After-Wiesn                | 19:00 | 22:00 |                         | 23  |                                          |

# Fr, 26.9. – Day 4 – Tower 1

| Topic                     | Start | End   | Where          | Who | Room Setup |
|---------------------------|-------|-------|----------------|-----|------------|
| Brunch & Tagungsabschluss | 10:00 | 11:00 | Work Lab 32_II | 16  | Informell  |
| Ask Medical               | 10:30 | 11:00 | Work Lab 32_II | 16  | Informell  |
| Rausschmiss               | 11:00 | 11:15 | Work Lab 32_II | 16  | Informell  |