



This year too TRUEBLUE will join

EYEFORPHARMA VIRTUAL BARCELONA 2020

M.A.R.C. EVOLUTION

THE IMPACT OF AI POWERED DECISION SUPPORT TOOLS FOR IN-FIELD ROLES

THIS YEAR **TRUEBLUE** WILL PRESENT REAL CUSTOMER USE CASES AND CONCRETE RESULTS OBTAINED AFTER ONE YEAR WITH OUR **AI SOLUTION**. IN PARTICULAR, WE WILL FOCUS ON:

- HOW CUSTOMER EXPECTATIONS ARE EVOLVING AND WHAT ARE THE **KEY PRINCIPLES** FOR IMPACTFUL ENGAGEMENTS
- KEY STEPS FOR A SUCCESSFUL ADOPTION OF **AI TOOLS** BY THE SALES FORCE AND HOW IT COVERS THE GAP BETWEEN STRATEGY AND EXECUTION
- WHAT IS THE **REAL IMPACT** OF SUCH INITIATIVES

DON'T MISS **OUR SPEECH!**

FRIDAY 3RD APRIL | FROM 10:00 TO 11:00 (CET)

COME AND VISIT US IN OUR VIRTUAL EXHIBITION BOOTH AND GET IN TOUCH WITH ONE OF OUR EXPERTS IN THE FIELD OF:

ARTIFICIAL INTELLIGENCE

How to cover the gap between strategy and execution

ANALYTICAL MULTICHANNEL

Drive commercial strategy through data-led decisions

CORPORATE DATA WAREHOUSE

Ensure a consistent analysis and overview of company strategy

CONTACT US:



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ABOUT US

TRUEBLUE provides industry leading cloud-based, ready-to-use BI and AI solutions for the Life Science market. For more than 20 years **TRUEBLUE** has been supporting the main multinational Pharma Companies by creating and bringing innovative technology solutions that drive continuous business improvement. Our unique and holistic understanding of the global data footprint, together with our deep industry knowledge and genuine Customer Experience focus, gives us the ability to co-create disruptive and effective solutions that are quickly adopted by the final users and have been, year after year, recognized by industry leading advisory firms (e.g. Gartner).

AGENDA

FRIDAY 3RD APRIL

From 10:00 to 11:00 (CET)

PRESENTATION AND LIVE Q&A

The impact of AI Powered decision support tools for in-field roles

FRIDAY 3RD APRIL

From 12:00 to 13:00 (CET)

LIVE PANEL

Empower commercial decision-making: Bring data from every interaction together

THURSDAY 9TH APRIL

From 11:00 to 12:00 (CET)

WORKSHOP

How to support Customer Engagement Plan delivery through AI and how to monitor impact through the right analytical Multichannel KPI's (real case studies and results to be shared and discussed)

[GO TO EFP AGENDA →](#)