



DAY 1 : 14th January 2025 | Alf Leila w Leila Ballroom A

Time	Topic		Presenter
08:30 AM – 09:00 AM	Meet and Greet		
09:00 AM – 09:45 AM	Our Strategy (Reaching new heights, better together)		Samer Hallak
09:45 AM – 10:45 AM	Write Right		Hesham ElMesseery & Olga Ivanova
10:45 AM – 11:00 AM	Coffee Break		
11:00 AM – 11:45 AM	Career Planing		Ozgur Cetinel
11:45 AM – 12:30 PM	Together we win - 3M overview		Hazem Atalla, Hesham ElMesseery & Adnan AlGabash
12:30 PM – 12:45 PM	Coffee Break		
12:45 PM – 01:15 PM	Connecting Q&A		Samer Hallak + SLT
01:15 PM – 01:30 PM	Team Building activity briefing		Team leader (Sarah Warda and Elinor Reilly)
01:30 PM – 02:30 PM	Lunch Break		
	Ferinject Alf Leila w Leila Ballroom A	Veltassa, Velphoro, Korsuva Heliopolis Meeting Room	Tavneos Maadi Meeting Room
02:30 PM – 03:30 PM	The Starting Line - Marketing Insights: Strategy for the Swim <i>Hazem Attalla & Ibrahim Rehab</i>	Unleash our full Potential <i>Mohammed Elshawarby</i>	Strategic Vision Unveiled <i>Mostafa Abdou</i>
03:30 PM – 03:45 PM	Coffee Break		
03:45 PM – 04:30 PM	Medical Refresh <i>Mohammed Magdy & Shahd Diaa</i>	Strategy & Commercial Excellence <i>Mohammed Elshawarby & Abdelfattah Youssef</i>	Medical Mastery Quiz <i>Mohamed Refaey</i>
04:30 PM – 05:15 PM	Team Activity (connctet 4) "Interactive quiz game" <i>ALL</i>	The Medical Journey with Established Nephrology <i>-Guidelines -Data Generation and projects Dahlia Selim</i>	MOH Collaboration Insights <i>Assem Amer</i>
06:30 PM – 10:30 PM	Team Building Activity + Dinner (The Legacy Challenge)		

DAY 2 : 15th January 2025

Time	Ferinject Abdeen Meeting Room	Veltassa, Velphoro, Korsuva Heliopolis meeting Room	Tavneos Maadi Meeting Room
09:00 AM – 09:30 AM	Recap & Warm-Up <i>Ibrahim Rehab</i>	Brand Session Recap <i>Mohammed Elshawarby</i>	Brand Session Recap <i>Mostafa Abdou</i>
09:30 AM – 10:15 AM	Medical activites and strategies 2025 <i>Ibrahim Rehab & Mohammed Magdy</i>	Enhancing our Communication / Differentiate Veltassa <i>Mohammed Elshawarby</i>	Mapping the Patient Experience: The Patient Journey <i>ALL</i>
10:15 AM – 10:30 AM	Coffee Break		
10:30 AM – 11:15 AM	Best Practice Poster Session <i>ALL</i>	The Recent Story behind Potassium binders <i>- New data on Patiromer (SEEK) Nour Safieddine</i>	Key Account Intelligence Deep Dive <i>Assem, Refaey and Mostafa</i>
11:15 AM – 12:00 PM	Material & activity walkthrough <i>Ibrahim Rehab</i>	Optimizing our Message (Best Practice Sharing) <i>ALL</i>	Strategic Account Planning Workshop <i>ALL</i>
12:00 PM – 01:00 PM	Integrated Account Management/ Milestones & updates <i>Abdelfattah Yousef</i>	New evidence <i>- ASN updates - Scoring systems and patient identification Asma Alharby</i>	Tavneos Advancements: A Rheumatological Focus <i>Amro Amoudi</i>
01:00 PM – 02:00 PM	Lunch Break		
02:00 PM – 02:45 PM	EC Commitments <i>Ibrahim Rehab & Hesham ElMesseery</i>	Korsuva Best Practice Sharing <i>Mohammed Elshawarby</i>	Tavneos Year-in-Review: Insights & Learnings <i>Khulud Al-Sulami, Abdulrahman Al-Bilali and Ahmed Gaber</i>
02:45 PM – 03:30 PM	Feedback Session (Team Workshop) <i>ALL</i>	Market Insights and Korsuva Patient Journey <i>ALL</i>	Marketing Innovations Rollout <i>Mostafa Abdou</i>
03:30 PM – 03:45 PM	Coffee Break		
03:45 PM – 04:30 PM	Celebrating Victory Lap <i>Ibrahim Rehab</i>	Portfolio selling <i>Mohammed Elshawarby</i>	Role Play: Mastering Objection Handling <i>ALL</i>
04:30 PM – 05:15 PM	Summary & Closing <i>Ibrahim Rehab & Hazem Atalla</i>	Summary & Closing <i>Mohammed Elshawarby</i>	Celebrating Excellence: KAM Recognition <i>Mostafa Abdou</i>
07:30 PM – 10:30 PM	Cycle meeting closure & Gala Dinner: Nile Nights: Honoring the Journey		

