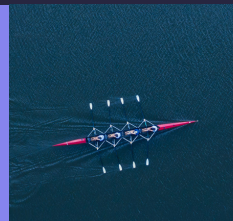




OCT 11 – 21
2021

SOLVE SESSIONS

Data as Building Blocks
for Storytelling — **Internal Modules**



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Solve Sessions: Internal Modules Overview

SESSION	MODERATOR	DATE
BRAND POSITIONING Panel	Brian Robinson	October 18
PLACING THE CUSTOMER AT THE CENTER OF YOUR CONVERSATION Panel	Maryann Kuzel Virginia Alber-Glanstaetten Matt Harris	October 19
DATA DETECTIVES: FINDING DATA IN UNUSUAL PLACES Panel	Arpita Chakrabarti Kavita Lockhander Andrew Gardner May Leen Wong	October 20
HOW DATA CAN TELL THE STORY OF A PHYSICIAN'S HEAD AND HEART Panel	Vernon Bainton Scott Callahan Brad Davidson Susan Gillmeister	October 21



Solve Sessions: Internal Modules

SESSION	DESCRIPTION	MODERATORS	DATE / TIME
BRAND POSITIONING	<p>Brand positioning—no topic is possibly more central to the work of brand building. We will review the Human Purpose methodology and best practices for brand positioning.</p> <p>There will be time for Q&A, so bring questions—areas in your positioning work that have been challenging to discuss.</p>	Brian Robinson	Mon. October 18 09:30 – 10:30 AM EST



Solve Sessions: Internal Modules

SESSION	DESCRIPTION	MODERATORS	DATE / TIME
PLACING THE CUSTOMER AT THE CENTER OF YOUR CONVERSATION	<p>A data-driven approach helps you create relevant and compelling ways to engage your customer at every touchpoint. The more we know about our customers, the better we can attend to their needs and wants. In today's world, we have an embarrassment of riches when it comes to understanding who and why our customers engage with our brands.</p> <p>Armed with data and technology, we can place the customer at the center of our conversation. What do they want? When do they want it? How do they want to receive information about our clients' brands? More than just targeting the right audiences, we have tools to develop the right types of relationships that allow us to continually reach and connect with our customers throughout their entire lifecycle.</p>	Maryann Kuzel Virginia Alber-Glanstaetten Matt Harris	Tue. October 19 10:00 – 11:15 AM EST



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SESSION	DESCRIPTION	MODERATORS	DATE / TIME
DATA DETECTIVES: FINDING DATA IN UNUSUAL PLACES	<p>Where does data live in places that we don't think of?</p> <p>While the focus on big data is necessary and productive, it can minimize the importance of other types of data sets that may be revealing, critical, and valuable in different ways. Some of the questions considered in this panel include: What types of data sets exist that we don't readily recognize or harness (such as letters, photos, TikTok videos, podcasts, government surveys and reports, recipe blogs)? How can we shift our understanding of 'data' so we can find it in unusual places without giving up on the necessary rigor and integrity that makes data sets valid and valuable? What can these "small" data sets reveal that "big data" may not? How can 'big data' and "small data" – the macro and the micro – work together to lead to deeper understanding, better insights and strategy, and more impactful storytelling?</p> <p>And finally, we'll discuss how you can bring together diverse data sets to form a nuanced, human understanding of your target, leading to more impactful strategy and storytelling.</p>	Arpita Chakrabarti Kavita Lockhandler Andrew Gardner May Leen Wong	Wed. October 20 09:30 – 10:45 AM EST



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SESSION	DESCRIPTION	MODERATORS	DATE / TIME
HOW DATA CAN TELL THE STORY OF A PHYSICIAN'S HEAD AND HEART	<p>Businesses invest millions in data collection to better understand their customers. Often quantitative data is valued more highly (and consequently invested in more frequently) because of the greater confidence created by both sample size and the “rigor” of the quantitative data collection and analysis process. Pharma Companies tend to rely even more heavily on quantitative data; it's in both their scientific hardwiring and in their established clinical trial process.</p> <p>Without question, quantitative data can provide a definitive answer to what customers do. It's the right answer, but it is not always the relevant answer.</p> <p>Quantitative data alone cannot provide the answer to why customers do what they do. Humans like to believe that they are rational beings, but we are driven by emotions, even when we are not overtly aware of those</p>	Vernon Bainton Scott Callahan Brad Davidson Susan Gillmeister	Thurs. October 21 09:00 – 10:30 AM EST

