Contents

About Women in Pharma®

Women in Pharma® Tool Kit
  General Resources
  Panel Discussion Resources
  Marketing Resources
ISPE "Women in Pharma" will provide women in the pharmaceutical industry a forum for connecting and collaborating on technical and career advancement topics and provide an opportunity for women to speak, deliver technical presentations, and contribute to panel discussions. A community of WIP mentors, resources across all levels, and educational sessions will be an enabler for career success and work-life balance.

The WIP Tool Kit will continue to develop over time. Recommendations and improvements can be discussed in the Women in Pharma® Online Community. All input will be reviewed for inclusion in the next version, i.e. enhancements for hosting dinners, managing key events, networking events, mentoring programs, button management.

This document gives an overview of the resources available in the toolkit and links to downloadable templates and other resources.
Committee Type: Operational

Role: Provide women in the pharmaceutical industry a forum for connecting and collaborating on technical and career advancement topics and provide an opportunity for women to speak, deliver technical presentations, and contribute to panel discussions. A community of WIP mentors, resources across all levels, and educational sessions will be an enabler for career success and work-life balance.

Membership Composition:
1. The Women in Pharma® Team will have a Chair, Co-Chair and an industry SME on topics relevant to specific agendas. Members at-large will include individuals who will act as mentors. Membership is open to all ISPE members.

2. The Women in Pharma® team will recommend nominees for Chair of the WIP team to the ISPE Chair. ISPE Chair will appoint the chair.

3. Women in Pharma® task teams will be comprised of a diverse group of subject matter experts that is balanced with respect to the constituencies for whom the program is intended. The team will strive to include representation from ISPE international regions as well as Young Professional Groups. At its discretion, the WIP team may require additions or alterations in the makeup of the team to ensure this is achieved.

4. Each team may be assigned a mentor.

Responsibilities:
1. Develop a process document for the topic, program or initiative assigned.

2. Develop a full plan and timeline for the assigned program using the process and format established by the WIP Team.

3. Recruit the necessary technical resources to support the programs and initiatives.

4. WIP task teams will report progress on assigned programs and initiatives to the WIP Chair and Co-chair.
# About Subcommittees

## Steering
- Establish and maintain Women in Pharma® (WIP) Strategy including an annual review, challenge and refresh session with ISPE
- Single point of contact (SPOC) for all ISPE WIP Foundation (future) activities including collection and assignment of donations and funds (i.e. scholarships)
- Define, resource and sponsor Mentoring Programs for Women in Pharma® participants

## Marketing
- Develop WIP Toolkit for use by the CC and for other WIP engagements
- Maintain alignment of WIP marketing activities with the ISPE
- Conceptualize and oversee marketing efforts (LinkedIn group, dine-arounds at national and international events, branded items, etc.)

## Collaboration
- Function as interface with Affiliates and Chapters using MC developed WIP Toolkit
- Be available to provide assistance to ECC, as requested, to support affiliate run WIP programs
- Support Chapters and Affiliates to identify WIP SPOC or Chair; coordinate ongoing collaboration of group
- Promote participation in ISPE activities including encouraging the WIP community to submit proposals for meeting presentations; volunteer for panelist participation; and secure sponsorships
- Provide representative to the ISPE Academic Outreach Pilot

## Education and Contribution Committee
- Establish and maintain WIP as an ISPE Networking Community
- Run WIP Programs at Chapters, Affiliates and International events based on requests from CC; ISPE National (Councils) or directly from Chapters and Affiliates
- Secure sponsorships and partner with SC for usage aligned with WIP strategy
- Encourage, facilitate and participate in local chapters and affiliates running WIP programs
- Single point of contact for the ISPE Young Professionals (YP's) group
about

Comments, Questions, Requests

Learn more about Women in Pharma® on the ISPE website.

Get involved by participating in discussions and sharing ideas while connecting with women from around the world by joining the Women in Pharma Online Community.

Foundation
ISPE Women in Pharma is supported by the ISPE Foundation.

The ISPE Foundation supports education, training, and research for the advancement of innovative technologies and provides solutions to global challenges in the development, manufacture, and supply of quality pharmaceutical products for the benefit of patients around the world.

Donate to Women in Pharma
WIP Tool Kit
Affiliate Chapter WIP Policies

Women in Pharma® Local Programming

Affiliates and Chapters who are interested in Women in Pharma® (WIP) programming need to contact the WIP staff liaison Ciara Durkan. The group has numerous resources to help develop programming and can assist in securing speakers.

All Affiliate and Chapter programs must still be coordinated through ISPE HQ to help ensure that any conflicts with other ISPE events can be avoided. Affiliates and Chapters will provide ISPE the dates of proposed events at least four months in advance.

Women in Pharma® is trademarked by ISPE International, therefore all materials for events must include the trademark symbol ® anytime the phrase Women in Pharma® is used.

WIP is used as an internal abbreviation only and should not be used for marketing purposes.

Please see ISPE Branding and Visual Guidelines for additional branding policies.

Fundraising Button Program

The driver behind selling the buttons is to raise funds for WIP initiatives. Any time buttons are sold, the promotion should include the fact that individuals are donating to the WIP initiative rather than simply buying a button. In return for a minimum donation, individuals receive a button.

To maintain consistency in the donations received for each button, the minimum donation amount for each button is US $10 except for students, whose minimum donation is US $5. This allows students who may not be able to donate US $10 to participate in the program. These amounts will remain consistent when buttons are sold at ISPE International events.

Affiliates and Chapters will be invoiced US$5 per button. Affiliates and Chapters can keep the remaining US $5 per button for non-student sales to help support their local WIP programming.

If anyone donates an amount greater than US $10 per button, the additional money must be sent to ISPE for deposit into the ISPE Foundation funds for Women in Pharma®.

The Women in Pharma® name and logo are Trademarked by ISPE and cannot be reproduced.

• All WIP buttons will be produced and distributed by ISPE HQ.
• Violators will be subject to Trademark infringement and ISPE Board of Director sanctions on the Affiliate or Chapter.
Affiliate Chapter WIP Policies

Additional Fundraising

To encourage financial support of the Women in Pharma® program, participants in WIP events should be directed to the ISPE website where they can donate to the program.

Promotional and other materials for the event should include this website link for donations.

If Affiliates and Chapters are interested in raising funds for the Women in Pharma® initiative through different methods, they need to contact ISPE HQ for approval. All WIP fundraising efforts must be reviewed and approved by ISPE HQ 60 days prior to any public, paper, or electronic announcement, publication, or promotion.

Affiliates and Chapters interested in selling buttons should contact Tracey Ryan at ISPE.
### Pre-Panel Checklist

Before the panel discussion, the following are recommended steps:

<table>
<thead>
<tr>
<th>Who?</th>
<th>Step-by-Step</th>
<th>Recommended T +/- Days, T=Panel Discussion Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organizer(s)</td>
<td>Review 5 Steps for a Great Panel</td>
<td>-22</td>
</tr>
<tr>
<td>Organizer(s)</td>
<td>Decide on topic for panel discussion.</td>
<td>-22</td>
</tr>
<tr>
<td>Organizer(s)</td>
<td>Write a brief abstract: title for the panel discussion, value proposition, brief paragraph description purpose/goals.</td>
<td>-21</td>
</tr>
<tr>
<td>Organizer(s)</td>
<td>Identify potential moderator and panelists and contact information.</td>
<td>-20</td>
</tr>
<tr>
<td>Organizer(s)</td>
<td>Identify available location/conference, date, and time.</td>
<td>-19</td>
</tr>
<tr>
<td>Organizer(s)</td>
<td>Write an invitation email to potential moderator and panelists. Include the brief panel discussion narrative, proposed location/conference, date, and time.</td>
<td>-19</td>
</tr>
<tr>
<td>Organizer(s)</td>
<td>Finalize panel discussion moderator and 4 panelists. Have at least 1 alternate.</td>
<td>-18</td>
</tr>
<tr>
<td>Organizer(s)</td>
<td>Write initial set of 4-6 questions for panel discussion. (Consider including moderator)</td>
<td>-18</td>
</tr>
<tr>
<td>Moderator</td>
<td>Moderator hold 10-30 minute phone calls with each panelist separately to get to know them and review their answers to the questions. Moderator takes notes and discovers back stories/interesting nuggets of information. (Consider including organizer)</td>
<td>-17</td>
</tr>
<tr>
<td>Moderator</td>
<td>Moderator finalizes questions for panel discussion.</td>
<td>-15</td>
</tr>
<tr>
<td>Organizer(s)</td>
<td>Convert to standard WIP bio presentation format</td>
<td>-14</td>
</tr>
<tr>
<td>Who?</td>
<td>Step-by-Step</td>
<td>Recommended T +/- Days, T=Panel Discussion Date</td>
</tr>
<tr>
<td>------</td>
<td>------------------------------------------------------------------------------</td>
<td>-----------------------------------------------</td>
</tr>
<tr>
<td>Organizer(s)</td>
<td>If not an ISPE International Event, like the local Affiliate/Chapter Events, create a list of contact information for potential attendees with contact information including email address</td>
<td>-13</td>
</tr>
<tr>
<td>Organizer(s)</td>
<td>If not an ISPE International event, like the local Affiliate/Chapter events, write an invitation email to potential audience members</td>
<td>-12</td>
</tr>
<tr>
<td>Organizer(s)</td>
<td>If not an ISPE International Event, like the local Affiliate/Chapter events, set-up all logistics for the room of the panel discussion</td>
<td>-12</td>
</tr>
<tr>
<td>Organizer(s)</td>
<td>Ask moderator and panelists to post invitations on all social media channels and ask them to ask their professional network to re-post to their social networks</td>
<td>-12</td>
</tr>
<tr>
<td>Organizer(s)</td>
<td>Draft panel discussion presentation (WIP slides, biographies, panel discussion narrative, agenda, questions)</td>
<td>-11</td>
</tr>
<tr>
<td>Moderator</td>
<td>Facilitate conference with all Panelists ahead of time to discuss the biographies, content, re-review final questions, and the format of the session</td>
<td>-9</td>
</tr>
<tr>
<td>Moderator or Organizer(s)</td>
<td>Facilitate conference call with organizer, and panelists ahead of time to write 1-page summary “take-aways” for the panel discussion</td>
<td>-9</td>
</tr>
<tr>
<td>Organizer(s)</td>
<td>Finalize panel discussion presentation (WIP slides, biographies, panel discussion narrative, questions)</td>
<td>-8</td>
</tr>
<tr>
<td>Organizer(s)</td>
<td>Write a hand-written thank you card to moderators and panelists to give each person at the session</td>
<td>-7</td>
</tr>
<tr>
<td>Organizer(s)</td>
<td>Verify all logistics/materials are ready for the room, 1 week prior to session</td>
<td>-7</td>
</tr>
<tr>
<td>Organizer(s)</td>
<td>Verify all logistics/materials are ready for the room, 1 day prior to session</td>
<td>-1</td>
</tr>
<tr>
<td>Organizer(s)</td>
<td>Verify all logistics/materials are ready for the room, early morning on the day of the panel discussion</td>
<td>0</td>
</tr>
<tr>
<td>Moderator, Organizer(s), Panelists</td>
<td>Moderator, organizer, and panelists meet ahead of time, possibly a few hours before panel discussion, to review expectations and format of the session</td>
<td>0</td>
</tr>
<tr>
<td>Moderator, Organizer(s), Panelists</td>
<td>Meet with moderator and panelists early, 30-45 minutes before the session is due to start. Hold a brief rehearsal, review the format of the session, and provide any last minute announcements</td>
<td>0</td>
</tr>
</tbody>
</table>
For the panel discussion, the following are recommended steps:

<table>
<thead>
<tr>
<th>Who?</th>
<th>Step-by-Step</th>
<th>Recommended T +/- Days, T=Panel Discussion Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organizer(s)</td>
<td>Collect attendee names and contact information</td>
<td>0</td>
</tr>
<tr>
<td>Organizer(s)</td>
<td>Hand-out 1-page take-away</td>
<td>0</td>
</tr>
<tr>
<td>Organizer(s)</td>
<td>&quot;Assign a note taker to document notes, key takeaways, from the panel discussion. After the panel discussion, provide suggestions to make future panel discussion sessions more successful&quot;</td>
<td>0</td>
</tr>
<tr>
<td>Organizer(s)</td>
<td>For attendees who wish to participate, have them complete the WIP Skills Survey, make sure email/contact is identified</td>
<td>0</td>
</tr>
<tr>
<td>Organizer(s)</td>
<td>Deliver hand-written thank you card to moderators and panelists</td>
<td>0</td>
</tr>
<tr>
<td>Organizer(s)</td>
<td>If not an ISPE international supported conference, demobilize room</td>
<td>1</td>
</tr>
<tr>
<td>Moderator</td>
<td>Introduce the panelists</td>
<td>0</td>
</tr>
<tr>
<td>Moderator</td>
<td>Ask questions to initiate discussion</td>
<td>0</td>
</tr>
<tr>
<td>Moderator</td>
<td>Balance communication among the panelists</td>
<td>0</td>
</tr>
<tr>
<td>Moderator</td>
<td>Keep the group on agenda</td>
<td>0</td>
</tr>
<tr>
<td>Moderator</td>
<td>Summarize the discussion</td>
<td>0</td>
</tr>
</tbody>
</table>
Panel Discussion Checklist

Following the panel discussion, the following are recommended steps:

<table>
<thead>
<tr>
<th>Who?</th>
<th>Step-by-Step</th>
<th>Recommended T +/- Days, T=Panel Discussion Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organizer(s)</td>
<td>Transcribe all attendee names and contact information to an electronic attendee list</td>
<td>1</td>
</tr>
<tr>
<td>Organizer(s)</td>
<td>Send thank you email to attendees</td>
<td>1</td>
</tr>
</tbody>
</table>

panel discussion resources
panel toolkit

Logistics Checklist

The following is a list of logistics to consider. The list will change based on venue, size of group, and other variables.

General Checklist

- Chairs for panelists/moderator
- Small tables
- Hand-outs for audience
- Intro WIP slide
- Water for panelists/moderator
- Notepad for panelists/moderator
- Chairs for audience
- Lighting

Audio Visual and Technology Checklist

- Microphone: Do you need a microphone for your speaker or microphones for audience questions?
- Computer, data projector, screen: Will you need a computer and data projector and screen for the presentation. Who will provide equipment? Is the speaker bringing equipment, or are you responsible for providing?
- Speaker-phone: Is a speaker-phone needed? Will anyone join the session via phone? Make sure there is a phone line and phone in the room.
- Internet hook-up: Make sure you have the speed you need and the computer has the appropriate hardware and software to connect.
- Technical issues and support: If you are using the hotel or conference to provide your equipment, do they have tech support on staff and what is their contact information? If not who will supply that help and for what cost. If you are using your own or borrowed equipment, can you handle technology problems that might arise?
Five Steps to a Great Panel
LinkedIn Article

Tips to Consider:

• Arrange panelists in a semi-circle so they can see each other. Do not put panelists behind a table if avoidable

• Use a lower table, such as a coffee table, in front of panelists

• Situate the moderator in middle of the panelists (not at a podium)

• Place the audience as close as feasible to panelists

• Provide panelists and moderator a microphone, preferably a lapel style

• Use just enough chairs for confirmed attendees, add more if needed to avoid empty chairs

• “Prepare with contingency plans, just in case... These could include weather, equipment failure, schedule changes, speaker cancellation, illness, or lateness
Long Before the Event:

- Choose a moderator with a backbone. It is nice to have a subject area expert, but the moderator is not a panelist and will play a different role so her ability to control the event is what is important.

- Choose 4 panelists (maybe five) and no more. Too many panelists will negatively affect timing and the liveliness of the discussion (see below on timing). Get good resumes or LinkedIn profiles of all panelists to the moderator.

- The moderator and organizers should develop a list of 4-6 pre-event interview questions. The moderator (possibly with an organizer) should set up a 30 minute call with each panelist to get to know their style and to get their answers to the questions. Don’t try to get all panelists on the phone at once – you won’t get as much out of it and it will be impossible to schedule.

- In the pre-event interviews, the moderator should be taking good notes and discovering interesting stories, riffs or opinions that each panelist can contribute. The moderator should identify the funny, provocative or interesting stories that will make for a fun discussion. People are much better at remembering these things on a relaxed phone call than when first confronted on a stage in front of a crowd.

- The moderator will then develop a final list of questions for the actual event, based on these interviews. The idea is to ask questions in a directed way to bring out these interesting stories and remind the panelists of the stories or topics you know they can speak about. There should be some spontaneity, but having a good handle on some interesting questions and topics in advance is key.

- Make sure all your panelists have the correct date, location and parking information and remind them about the event as it approaches.
Five Steps to a Great Panel LinkedIn Article

Room Set-up and Logistics

• To make a really lively discussion, I strongly suggest asking the panelists not to use any slides for the event. Slides are for presentations, not discussions. I will rarely work with a panel if slides are allowed.

• Don’t put your panelists behind a table. It adds a formality and distance that prevents interaction with each other and the audience. Put the panel on a stage if the room is very big, but for an intimate event, put the panelists on the same level as the audience.

• In my experience the best set-up is panelists in a slight semi-circle (so they can see each other) on comfortable chairs (stools if you have to, but this is tough for women in skirts, especially short people— which I am, so I hate stools). I like it when the moderator sits in the middle, but the side can work.

• Only put out enough seats for the expected attendees (you can have extras ready if you are blessed with an unexpectedly great turnout). This gets people to sit close to the front so the interactions are better.

• Have a good microphone system ready for each panelist if the room needs it (lapel mics are best).

The Moderator Takes Control

• It is the moderator’s job to prevent anyone from derailing the show. The moderator must be very active at all times keep things moving and to prevent any one panelist or audience member from taking over.

• My own personal rule is that I do not let the panelists introduce themselves. I do a 1-2 minute introduction. If you chose good panelists, they are going to be good at talking, so they will easily take 5 minutes to introduce themselves and, voila, 1/2 of your time is gone with no interesting discussion. The audience knows these people and bios were likely part of the publicity. Good panels do not waste time on long introductions.
The moderator asks questions, calling on 1-2 panelist for each question in a way that elicits those interesting stories and opinions. Don’t let all the panelists answer all the questions (they won’t all have interesting or new answers). Know when to move on to the next topic.

There must be some spontaneity so a moderator should be prepared with different questions than those on the prep calls, but often the prep calls provide good ideas for interesting questions. Be ready to encourage back and forth within the panel. Go with it when this happens, but get things back on track if the direction of the interaction is not interesting to the audience. It is a bit of an art, but active moderation gets easier with practice.

What is fun for the audience? Getting involved and feeling “closer” to the panel. Your audience may have a lot of real or self-proclaimed experts on the topic at hand. You can use this to the advantage of the program.

Start the program by polling the audience with a few questions. Who is out there? What do they do? Find out their areas of science or expertise by listing some and asking people to raise hands in response. I am always ready with some written poll questions to get things started.

Give a couple of audience members a chance to participate. For example, at a recent event on nonprofit science organizations, I asked audience members to stand and describe unique nonprofit models that differed from the companies represented on the panel.

This “spontaneous” participation can be pre-planned if the moderator knows some of the people in the audience. I always try to meet audience members before a panel discussion and often incorporate them into the program. I have to admit to inviting interesting friends and colleagues to events for this purpose.

If possible, make sure the panelists are prepared to stay around to meet and greet audience members. Having dessert, drinks and/or coffee available only after the event is one way to encourage this.
Timing is Everything

- Many of my suggestions are meant to keep the event on time. Nobody likes a program that goes over and cuts into networking time. Both the moderator and program organizers can help make sure the event stays on schedule.

- People can only sit so long. I recommend no more than 40 minutes for the panel discussion leaving 20 minutes for audience questions (30 if discussion is lively). Next time you are at a talk and the speaker goes over 1 hour, watch what happens to the attention of the audience – phones come out, postures shift, they are checking out.

- If you can, plant 1-2 good questions with trusted audience members. A good first question is a model for the questions that follow and gets things rolling. It can make or break the discussion section.

- And what about those audience members that want to take over? It is the moderator’s job to politely but firmly get them to stop talking and redirect the conversation. The person you cut off might be miffed but the other 200 audience members will thank you. Own it.
Panel Discussion questions will vary greatly depending on the topic of the panel discussion. Develop 4-6 strong questions for your panel. The following are a sample set of questions from a panel discussion, “Women Influencing the Industry: A Local Perspective on Developing Your Journey”.

1. How did you get to where you are now? Is it something you had planned? Did you have a career path in place when you started? Have you created it as you've gone along?

2. How do you develop your own brand?

3. If you were to give a young woman who aspires to reach high places in the pharmaceutical and/or healthcare industries a “heads up” about one thing she will likely encounter in her career path - that you also experienced on your career path - what would it be?

4. People talk about being flexible and open to taking risks and pursuing new opportunities - how would you say you have grown into you role by being flexible, taking risks and seizing opportunities?

5. How do you reconcile personal and professional growth?
Sample Abstract

Panel discussion abstracts will vary greatly depending on the topic of the panel discussion. The following is a sample abstract from a panel discussion, “Women Influencing the Industry: A Local Perspective on Developing Your Journey”.

Women Influencing the Industry - A Local Perspective on Developing Your Journey

“I know a little something about a woman in a man’s profession,” was presumably first spoken by Queen Elizabeth during her reign from 1558 - 1603. Now, however, a growing number of women are making their marks in the biopharma industry, paving the way for generations to come so that people won’t think “man” when they hear the word “engineer.”

Women have proven their capabilities throughout the biopharma market and continue to bring technical knowledge and insight to the workplace. Come meet a panel of local, leading ISPE-CASA women to hear how they have influenced the industry and paved their own paths.

The following are key themes for our panel discussion:

- Set goals
- Set boundaries
- Build confidence – step out of your comfort zone
- Love your life
- Know thyself; the more knowledge you have, the more you can contribute
Panel Discussion key takeaways will vary depending on the topic of the panel discussion. Develop approximately 5-15 key takeaways for your panel. List in order of importance for the panel discussion. The following are a sample set of key takeaways from a panel discussion, "Women Influencing the Industry: A Local Perspective on Developing Your Journey." With each takeaway, it is recommended to add a short sentence.

1. Set goals
2. Set boundaries
3. Build confidence – step out of your comfort zone
4. Love your life
5. Know thyself; the more knowledge you have, the more you can contribute
6. Be involved – get connected
7. Look “back” and help
8. Lead by example
9. Learn how to learn
10. Know your audience (women v. men)
11. Own your development and career path
12. Be comfortable with the unknown
13. Understand realities – it’s not all perfect, but you just keep going
14. Make your job what you want it to be
15. Utilize support networks
16. Find mentors
17. Join professional organizations
First Name Last Name, Credentials Company
Title
Country
Email address

[Insert first name] is the [insert title] at [insert company]. [Insert first name] has a wealth of experience including [insert relevant prior experience]. He/she is responsible for [insert major responsibilities].

Prior to joining company, [insert first name] was the [insert position]. He/she was responsible for [insert responsibilities].

First Name has served clients in the [insert industries]. [Insert first name] holds [insert degrees] from [insert school name/state].

Kerren Bergman
Hyde Engineering + Consulting Inc
Vice President Human Resources

Currently serving as the VP of Human Resources & Internal Systems for Hyde Engineering + Consulting, Inc., Kerren is responsible for strategic management, IT, Quality, Safety and organizational development. Her experience in Human Resources encompasses full-cycle recruiting, personnel development, immigration, domestic and international compliance, benefits and compensation, and employee relations. Kerren guides the development and strategic management of the global organization regarding the processes and value of human resources for the business. She serves on the Board of Directors and Executive Committee and adds value to Hyde’s employees and the organization with over 25 years of training and development experience. Kerren began her career with Hyde in 1998 as a Document Control Specialist, and has held additional roles such as Recruiting Manager, Proposal Manager, and Regional Manager of Mid-West Operations. In addition to her work at Hyde, Kerren has held the roles of Corporate Trainer and HR Specialist at various organizations and created Exponential Growth, Inc., a consulting business providing software training and website design. She is passionate about developing people and organizations based on their strengths and vision. Kerren holds a Bachelor of Arts and Master’s in Education from the University of California, Los Angeles (UCLA). She currently serves as President of the Rocky Mountain Chapter (ISPE-RM), as well as a member of the Society for Human Resource Management (SHRM), and the National Association of Professional Women.
Sample Social Media Post

Social media's involvement in your event is actually integrated into three distinct phases:

1. Leading up to your event
2. During your event
3. After your event

Tips to build engagement for an event:

1. Share helpful tips
2. Share motivational quotes
3. Share something funny
4. Share stories of success
5. Promote a cause
6. Create lists

Sample LinkedIn Post:

Impactful question posed to panelist? Learn from Panelist(s) at ISPE’s Women in Pharma on [insert date].

For example: Does the pharmaceutical industry need to up their game in relation to quality and innovation? Learn what Francois Sallans, Chief Quality Officer at Johnson & Johnson, thinks about this topic.

Sample Twitter Post:

Learn why you could benefit from mentoring from @Panelist Name at #Event Name

For example: In the third installment of this 12-month series, we discuss a core mission of #WomenInPharma: paying it forward. http://bit.ly/2xJgnpY
Panel discussion invitation emails will vary greatly depending on the topic of the panel discussion. The following is a basic template:

Good Afternoon [insert name of person],

The ISPE Women in Pharma® is facilitating a panel discussion “[title of panel discussion]”. This is valuable because it will [describe why this session is valuable].

ISPE “Women in Pharma” provides women in the pharmaceutical industry a forum for connecting and collaborating on technical and career advancement topics. A community of WIP mentors, resources across all levels, and educational sessions are enablers for career success and work-life balance.

Your background and experience are a great fit for this panel discussion. Some of the questions we might ask you would include:

[2 or 3 example questions]

We hope you’ll consider sharing your ideas and experiences with our ISPE Women In Pharma® team. We want to have the panel on [date of panel] at [place of panel]. Please let us know if you can make it.

Thank you for your consideration.

[organizer's name]  
Women in Pharma® Panel Discussion Organizer [name of ISPE chapter/affiliate]

About ISPE Women in Pharma® (WIP)  
ISPE Women in Pharma® (WIP) provides women in the pharmaceutical industry a forum for connecting and collaborating on technical and career advancement topics. A community of Women in Pharma® mentors, resources across all levels, and educational sessions will be an enabler for career success and work-life balance.
Panel discussion thank you attendee email may vary depending on the topic of the panel discussion. This thank you email should be sent to attendee listed on the attendee list gathered at the panel discussion session. The following is a basic template:

Good Afternoon [name of person],

Thank you for participating in the “[title of panel discussion]” Panel Discussion.

Together, we are providing women in the pharmaceutical industry a forum for connecting and collaborating on technical and career advancement topics. Women in Pharma is active at both a regional and international level. We look forward engaging with you on future topics, discussions, and events.

Sincerely,

[organizer’s name]
Women in Pharma® Panel Discussion Organizer [name of ISPE chapter/affiliate]

About ISPE Women in Pharma® (WIP)
ISPE Women in Pharma® (WIP) provides women in the pharmaceutical industry a forum for connecting and collaborating on technical and career advancement topics. A community of Women in Pharma® mentors, resources across all levels, and educational sessions will be an enabler for career success and work-life balance.
Skills Matrix

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Certifications</th>
<th>Virtual Knowledge</th>
<th>Communication</th>
<th>Technical</th>
<th>Analysis</th>
<th>Project Management</th>
<th>Teaching and Coaching</th>
<th>Planning and Execution</th>
<th>Leadership</th>
<th>Team Building</th>
<th>Date Updated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Georgia</td>
<td>Karen</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>8/26/2017</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Christine</td>
<td>Moore</td>
<td>3</td>
<td></td>
<td>2</td>
<td>2</td>
<td></td>
<td>2</td>
<td>8/23/17</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Antonio</td>
<td>Monira</td>
<td>4</td>
<td>1</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td>8/19/17</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chelsa</td>
<td>Myers</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>9/16/2017</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mihela</td>
<td>Simarou</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>9/24/17</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attendee Type</td>
<td>Attendee Name</td>
<td>Attendee Organization</td>
<td>ISPE Chapter or Affiliate</td>
<td>Email/Phone</td>
<td>Would you like to receive info from WIP?</td>
<td>Would you like to join WIP?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------------</td>
<td>---------------</td>
<td>-----------------------</td>
<td>---------------------------</td>
<td>-------------</td>
<td>------------------------------------------</td>
<td>---------------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>O-Organizer, M-Moderator, A-Attendee</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Sample Notes, Takeaways and Suggestions Format

TITLE:

DATE:

CONFERENCE/LOCATION:

NOTES: ___________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________

KEY TAKEAWAYS: _________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________

SUGGESTIONS: ___________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________
Sample Panel Discussion Presentation

WOMEN IN PHARMA

Name of Conference
Date
ISPE Women in Pharma® will provide women in the pharmaceutical industry a forum for connecting and collaborating on technical and career advancement topics and provide an opportunity for women to speak, deliver technical presentations, and contribute to panel discussions. A community of WIP mentors, resources across all levels, and educational sessions will be an enabler for career success and work-life balance.

Find out more and join the community at https://www.ISPE.org/Women-Pharma
Women in Pharma® (WIP)
ABOUT

Mission Statement:
ISPE Women in Pharma® (WIP) provides women in the pharmaceutical industry a forum for connecting and collaborating on technical and career advancement topics. A community of Women in Pharma® mentors, resources across all levels, and educational sessions will be an enabler for career success and work-life balance.
marketing resources

Logos
marketing resources

ISPE Visual Guidelines
This document is intended for all those who use the ISPE visual identity in communications and supporting documents. Instructions provided in this guide will ensure consistency in the use of the branding elements throughout ISPE’s communication tools.

These guidelines must be followed at all times to convey a strong and consistent image across all communications, both internally and externally.

If you have any questions about our guidelines, please contact the Marketing/Communications Department.
The ISPE reputation in the marketplace has been built over time by the quality and integrity of the activities of our Members, Affiliates and Chapters. ISPE’s name and trademarks represent the organization and are collectively our greatest assets. We rely on all Members, Affiliates and Chapters to assist in maintaining the proper usage and thus protection of these trademarks. The ISPE “globe” logo and other ISPE logos are the property of ISPE and are trademarked internationally. ISPE staff, Members, Affiliates and Chapters are asked to use the ISPE logo(s) in accordance with the following usage rules and accompanying Brand/Style Guide.

1. ISPE logo(s) are not to be used to imply or suggest endorsement of any product, person, property, or service not provided by ISPE.

2. The logo(s) may not be used in a way that is confusing, misleading, or disparaging.

3. The logo(s) cannot be altered or modified in any manner, including being combined with other elements or rearranged in any way.

4. Affiliates and Chapters are encouraged to employ the ISPE logo in developing their corporate identity.

   • ISPE’s Affiliates and Chapters do not need approval or license to use the ISPE registered logo(s) for official uses if used in accordance with the graphics standards set forth in this policy and in the ISPE Brand/Style Guide.

   • Affiliates and Chapters who wish to create an ISPE look or Affiliate/Chapter logo, or newsletter masthead, are asked to contact the ISPE Marketing/Communications Department for assistance with design.

5. Members are not permitted to use the ISPE logo on items such as, but are not limited to, personal stationery, business cards, advertisements, or other property. If a Member wishes to indicate that he/she is a Member of ISPE on printed material, he/she must do so in wording only. For example, the piece would read “Member of ISPE” without a logo.
If a individual or company does not follow this policy and uses the ISPE logo without permission the following actions will be taken by ISPE:

- A cease and desist letter will be issued to the member stating that he/she is not in compliance with the ISPE logo policy.
- If a member does not follow the first cease and desist letter, the Society’s attorney will issue a second letter.
- If a member or company does not cease and desist, ISPE reserves the right to terminate membership and/or pursue legal action.

6. Organizations, unless licensed by ISPE, cannot use the ISPE logo(s) on any organization materials such as, but not limited to, brochures, stationery, business cards, equipment, giveaways, banners, and advertising materials.

7. If an organization or individual has received special recognition from ISPE, they may note it by stating it in wording form only without the use of the logo. In addition, the year in which the recognition was received must be included. For example, an organization that is recognized as ISPE Company of the Year in 2011 may only use the wording “2011 ISPE Company of the Year” on their materials. ISPE headquarters’ approval is required for this type of use.

8. Use of the ISPE logo(s) on company web sites is restricted to links leading to www.ispe.org. Use of the logo(s) for this purpose is subject to ISPE review and approval. Web sites must be submitted for approval to ISPE. The use of ISPE logo(s) on a company’s web site should NOT be positioned in a way that could be misconstrued as an endorsement of the company by ISPE.

9. ISPE does not permit the use of the logo on any souvenir, or items for sale, unless the vendor is approved by ISPE.

All other requests for logo usage must have prior approval by ISPE’s Marketing/Communications Department.
The logo is designed to convey strong, positive messages about who we are and what we offer. Our logo represents ISPE.

It has been specially designed to symbolize not only our name, but also what we stand for.

A modern adaptation of the original ISPE globe reflects our continuous efforts, since 1980, to lead scientific, technical and regulatory advancement throughout the entire pharmaceutical lifecycle.
**LOGO DIMENSIONS**

**PROTECTION SPACE**
To protect the strength and integrity of the logo, a minimal clear space area, free of competing visual elements, should be maintained.

The □ represents the minimum protection space around the logo. □ is equal to 2/3 the height of the letter ‘E’ in the ISPE logo.

**MINIMUM SIZE**
To ensure its impact and legibility, the logo should be no less than 1.5 inch wide.
Any modification, even minor, of the logo’s design, proportions, spacing, or colors can reduce its impact and diminish its authenticity.

Do not deform the logo, change its color, use shading, add a contour effect, modify the typeface, or apply any gradient effect other than the one presented in the official version.

Do not position it at an angle or vertically. The symbol and the acronym must always be used together, positioned and proportioned as presented in this guidelines manual.
If the logo is applied to a background, make sure there is sufficient contrast between the background and the logo.

You must respect the logo’s protection space as presented on page 6.
The official colors for the ISPE logo are:

- a dark blue (PMS 2945C)
- a light blue (PMS 306C)
- and a black 80% (PMS Black)

The blue gradient is a dynamic tone that gives impact to the globe symbol. The gray color creates a soft balance in the logo.
It is preferable that the ISPE logo be reproduced in its official color palette. However, if not possible, a black and gray version, and a reversed version of the logo are acceptable.
COLOR

COMPLEMENTARY COLORS AND TINTS

COMPLEMENTARY COLORS
The complementary colors should be used as accent colors or to create a temporary brand for special events, awards or programs. Please refer to the color proportion chart for guidance.

TINTS
Close to ISPE’s official gray color, the tints may be used to create transparencies and background visual effects.
White, dark blue, light blue, and gray are the predominant colors of our brand.
ISPE’s official typeface is Gotham. Communication tools such as stationery, brochures and others are produced with this font.

**TITLES**
Gotham Bold is used mainly in titles, introductory texts, and signage.

**BODY TEXT**
Gotham Book is used for body text to guaranty easier reading.

---

**GOTHAM - TYPEFACE**

Gotham Light
```
abcdefghijklmnopqrstuvwxyzMNOPQRST1234567890
```

Gotham Book
```
abcdefghijklmnopqrstuvwxyzMNOPQRST1234567890
```

*Gotham Book Italic*
```
abcdefghijklmnopqrstuvwxyzMNOPQRST1234567890
```

Gotham Medium
```
abcdefghijklmnopqrstuvwxyzMNOPQRST1234567890
```

Gotham Bold
```
abcdefghijklmnopqrstuvwxyzMNOPQRST1234567890
```

*Gotham Bold Italic*
```
abcdefghijklmnopqrstuvwxyzMNOPQRST1234567890
```

Gotham Black
```
abcdefghijklmnopqrstuvwxyzMNOPQRST1234567890
```
Arial typeface should be used for documents that can be edited. This ensures that the greatest possible number of users will see the document as it was designed.

TITLE AND SUBTITLES
Arial is mostly used in titles, introductory texts, and signage.

BODY TEXT
A serif typeface is recommended for larger documents. Georgia is used as body text to guarantee easier reading.

WEB APPLICATIONS
Arial, a websafe font, is used for all HTML text, including body text, headers, captions, and links.

**Arial - Sans Serif Typeface**

- **Arial Regular**
  ```
  abcdefghijklMNOPQRST1234567890
  ```

- **ArialItalic**
  ```
  abcdefghijklMNOPQRST1234567890
  ```

- **Arial Bold**
  ```
  abcdefghijklMNOPQRST1234567890
  ```

- **Arial Bold Italic**
  ```
  abcdefghijklMNOPQRST1234567890
  ```

**Georgia - Serif Typeface**

- **Georgia Regular**
  ```
  abcdefghijklMNOPQRST1234567890
  ```

- **Georgia Italic**
  ```
  abcdefghijklMNOPQRST1234567890
  ```

- **Georgia Bold**
  ```
  abcdefghijklMNOPQRST1234567890
  ```

- **Georgia Bold Italic**
  ```
  abcdefghijklMNOPQRST1234567890
  ```
The tagline is made of the three key words that best describe ISPE. They can be used separately or connected, to create a sentence.

The tagline lives by itself and therefore is not attached to the logo. It may be used in different sizes and dispositions to reinforce the ISPE values/vision.

The typeface for the tagline is Gotham Book. The tagline should be written in title case.

Connecting Pharmaceutical Knowledge
TAGLINE
EXAMPLES OF PROPER USAGE

EXAMPLES SHOWING DIFFERENT WAYS OF USING THE TAGLINE:

LETTERHEAD

BANNER

BROCHURE / POSTER / ETC.

OCTOBER 2015 | VISUAL GUIDELINES OF ISPE
AFFILIATE/CHAPTER LOGO

PROPER USAGE

The Affiliate/Chapter logo is used to represent the ISPE Affiliates and Chapters worldwide.

This format of the logo is the primary organizational identity element for Affiliates and Chapters. It includes the ISPE symbol, dividing line, country/region/city name, Affiliate or Chapter designation in this specific order and proportions.

The disposition, order of the logo elements, as well as proportions, may never be altered.

Electronic files of these logos are provided to the leadership team of each Affiliate and Chapter for the Chapter Manager to use as appropriate.

One may choose to use the horizontal version or block version of the logo depending on the available space.

AFFILIATE LOGO EXAMPLES:

- Belgium Affiliate
- Germany | Austria | Switzerland Affiliate
- Belgium Affiliate
- Germany | Austria | Switzerland Affiliate
AFFILIATE/CHAPTER LOGO

DIMENSIONS

PROTECTION SPACE
To protect the strength and integrity of the logo, a minimal clear space area, free of competing visual elements, should be maintained.

The square represents the minimum protection space around the logo. It is equal to 2/3 the height of the letter ‘E’ in the ISPE logo.

MINIMUM SIZE
To ensure its impact and legibility, the logo should be no less than 1.5 inch wide.
Created to strengthen the identity and increase brand recognition, the wavy gradient textures become an integral part of the ISPE’s new branding. This common graphic texture will provide a unified look and feel throughout ISPE’s marketing and communication documents. The texture is made of flexible, organic shapes and consists of the superposition of PMS 2945C to PMS 306C gradients, using a multiply effect to obtain different tints.

The wavy gradients should always be applied on a white background but can overlap a picture or be overlapped by pictures.

It can be used on document covers and posters to create an attractive design.
Here are examples of incorrect usage of the wavy gradients texture:

- The color should always be a gradient of the official blue colors.

- The waves should always be positioned in the lower right corner of the layout.

- The two waves should always be combined as presented on the previous page. Using only one of the waves is not permitted.

- Using the wavy gradients texture pattern many times on the same layout is not permitted.

- Do not stretch, deform, or change the texture.
marketing resources

Photos for Use

These images are low resolution images for web use. If high resolution images are needed, please reach out to Tracey Ryan.