



# LESI 2021 Winter Planning Meeting

## Wednesday, February 3, 2021 (8:00 am ET – 10:30 am ET)

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(15 minutes) **Opening Remarks**

(20 minutes) **Remarks by LESI Business Advisors - perspectives and needs of industry**  
 Ms. Sian Godwin, **Sandoz International** (Marlborough, MA) – (confirmed)  
 Mr. Don Drinkwater, **Bose Corporation** (Boston, MA) – (confirmed)

(10 minutes) **TOPIC #1: Educational Programs - Overview**

(20 minutes) **Breakout Discussions** - what are education priorities for members and national societies, are they different in different national societies, what has worked and what is needed

(20 minutes) **TOPIC #1 “Report-out” by Group Leaders**

(10 minutes) **TOPIC #2: Doing Deals Better and Quicker - Overview**

(20 minutes) **Breakout Discussions** - what have we learned during the pandemic about using virtual technology to do deals better and quicker, how do we convey best practices to members

(20 minutes) **TOPIC #2 “Report-out” by Group Leaders**

(10 minutes) **2021 Virtual Annual Conference**

(5 minutes) **Closing Remarks**

## Thursday, February 4, 2021 (8:00 am ET – 10:30 am ET)

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(5 minutes) **Opening Remarks**

(20 minutes) **Remarks by LESI Business Advisors - perspectives and needs of industry**  
 Mr. Jin Yang (“Victor”), **TCL Technology Group Corp** (Beijing, China) – (invited)  
 Ms. Sarita Venkat, **Apple Inc.** (Cupertino, California) – (confirmed)

(10 minutes) **TOPIC #3: Building Community - Overview**

(20 minutes) **Breakout Discussions** - how to build personal and professional relationships, how to build engagement with members and potential members, what communities are priorities, how to build membership

(20 minutes) **TOPIC #3 “Report-out” by Group Leaders**

(10 minutes) **TOPIC #4: LESI identity and differentiation - Overview**

(20 minutes) **Breakout Discussions** - how should we provide value to members and national societies, what should be our priorities, how should we be seen by members, the profession and the public, how do we distinguish ourselves from other IP organizations

(20 minutes) **TOPIC #4 “Report-out” by Group Leaders**

(25 minutes) **Discussion and Closing Remarks**