

MEET THE PPTA

# Conference Planning Team

Throughout the year, PPTA hosts several events that draw members, policymakers, industry representatives, patient organizations, and representatives from various government agencies worldwide to hear from key speakers about current issues affecting the plasma protein therapeutics industry. The planning and organizing of these meetings is done solely by PPTA staff, which helps reduce the registration cost for attendees and provides an opportunity for PPTA to actively engage with registrants and sponsors. The conference planning team consists of staff members from a range of divisions, all of whom bring their expertise to their respective tasks to ensure each meeting is well-organized and runs efficiently. PPTA is grateful to the following staff members for their central roles in organizing our meetings:



**MELANIE CONRADS, OFFICE ASSISTANT, EUROPE**

PPTA hosts the International Plasma Protein Congress (IPPC) in Europe every spring, gathering more than 300 attendees. Melanie is the primary contact for IPPC's organization and is responsible for all meeting

logistics, including securing the venue, assisting speakers, and organizing the various committee and stakeholder meetings that take place during the week of IPPC. Melanie is always available to ensure PPTA meets the needs of all attendees.



**LAUREN FREESE, EXECUTIVE ASSISTANT**

The Plasma Protein Forum (PPF) is PPTA's annual North America meeting. Lauren is the staff person with primary responsibility for ensuring attendees, speakers, and other VIPs receive hotel rooms at the host hotel and

also partners with colleagues to secure conference rooms for the additional meetings which take place prior to and during PPF.



**RACHEL LIEBE, ASSISTANT MANAGER, COMMUNICATIONS**

To host a successful meeting, it is essential for PPTA members and other meeting attendees to become aware of, and stay informed of, our events and all their updates. Rachel uses her years of experience in graphic and web design to design all of

the print, digital, and web-based content to market our meetings, provide signage, and to recognize each meeting's sponsors and exhibitors. She also develops and manages the IPPC and PPF mobile apps, which allow attendees to receive updates about the program, learn more about speakers and sponsors, and also locate exhibitors throughout the exhibit hall.



**MICHELLE MASON, COORDINATOR, GLOBAL REGULATORY POLICY/QSEAL ADMINISTRATOR**

Sponsors and exhibitors are essential meeting supporters, as the fees paid help offset meeting costs, ultimately keeping expenses as low as possible for PPTA's members and other event

attendees. Michelle works closely with numerous companies to secure their support as sponsors and/or exhibitors and also ensures all their respective materials are shipped and arrive at each host hotel in time for each event.



**KIMBERLY SEROTA,  
ASSISTANT MANAGER,  
GOVERNMENT RELATIONS**

The PPTA North America team brings together producers of plasma protein therapies, patients with rare diseases, and patient group representatives each year for its annual Capitol Hill Fly-In in Washington, D.C., providing the

community an opportunity to discuss policies that preserve access to safe and effective plasma protein therapies. Kimberly is essential to ensuring participants have a positive experience, securing meetings with Congressional offices and providing timely material to each office visited. This year, Kimberly managed the introduction of a Fly-In app to the participants; the app provided easy access to schedules, background information, and meeting materials.

In addition to managing the Fly-In, Kimberly also supports the PPF by coordinating with speakers, securing presentations, and lending support to the team whenever needed. This year she successfully promoted PPF and its speakers by integrating them into the North America division's Facebook and Twitter platforms.



**CHARON SMITH, SENIOR  
MANAGER, ACCOUNTS  
RECEIVABLES/PAYABLES**

The attendee experience begins at registration, so PPTA has worked to make the registration process as seamless as possible by implementing a secure, cloud-based management system for event registration and payment

processing. Charon manages the registration process and assists registrants with any potential issues as they arise.



**BOBBI STACKMAN,  
ADMINISTRATIVE  
ASSISTANT, SOURCE**

The annual Business Forum, which takes place in October, is a PPTA members-only event and provides opportunities for members to become more involved in PPTA activities.

As the Forum's primary staff contact, Bobbi is responsible for the meeting's logistics, including hotel selection and speaker coordination.



**SARA STEFANELLI,  
COMMUNICATIONS  
ASSISTANT, EUROPE**

When registering for an event, attendees look for a robust and exciting agenda. Sara works with the PPTA Leadership Team to develop the IPPC agenda, communicating all updates with team members.

Patient involvement is important for a successful event, so Sara reaches out to local patient groups to extend an invitation for the IPPC and organize the stakeholder meeting, regularly held in conjunction with the Congress.

PPTA staff is happy to answer questions and address concerns and we are always looking to improve the attendee experience, so please feel free to share your feedback! Be sure to check the PPTA website for future events.