

ATTENDEE PROSPECTUS

*YOUR NEXT AI MISSION AWAITS*

# ADVENTURES IN PHARMA

30<sup>TH</sup> APRIL 2026 | LONDON

# Welcome to *ADVENTURES IN PHARMA 2.0*

## What?

A 1-day mission to advance AI in pharma. Discover smarter tools, real-world case studies, and collaborative challenges that bring humans and AI together to shape the future of how teams, HCPs, and patients connect. No sales pitches – just real insights from people **who've walked the path**.

## Who?

Leaders in pharma or healthcare who want to stay ahead of the curve and be innovative with AI. Those who seek more meaningful and effective ways to communicate and are hungry for fresh ideas. This is for forward-thinkers on the same mission as you.

## Why?

Adventures in Pharma 2.0 isn't about profit or promotion – it's about progress. Our goal is to connect people, spark new ideas, and show what happens when humans and AI work together to move pharma forward.



# REVIEWS ARE IN AND ADVENTURES IN PHARMA WAS A CERTIFIED BOX-OFFICE SMASH HIT!

"THE MOST ENGAGING LIFE  
SCIENCES CONFERENCE I HAVE  
BEEN TO IN A VERY, VERY LONG  
TIME - IF EVER"

SPEAKER



"WHAT A FANTASTIC DAY"

PARTICIPANT



"VERY IMPRESSIVE EVENT...  
I LOOK FORWARD TO SEEING  
HOW IT DEVELOPS"

SPONSOR



## ADVENTURES IN PHARMA

Brought to you by



CAMINO





# THE MISSION BRIEF

Thursday 30<sup>th</sup> April 2026

Full-day conference at Tobacco Dock

Wapping Lane, London, E1W 2SF

Expert-led day; a mix of speaking sessions, case studies and workshops

Wide range of speakers, including big tech, HCPs, medical affairs and marketing

**Inspiring and hands-on**, blending expert insights with interactive workshops - learn practical AI skills that you can apply immediately

**Grounded in reality**, showcasing how humans and AI can work together to create stronger connections and smarter workflows

**Energising and forward-looking**, our goal is to send everyone home inspired and equipped to lead the next chapter of AI in pharma



# MISSION HEADQUARTERS



**Tobacco Dock**  
Tobacco Quay,  
Wapping Lane,  
London,  
E1W 2SF

The mission continues at Tobacco Dock – a landmark that blends heritage and innovation in the heart of East London. With its inspiring spaces and great connections, it's the perfect base for our next adventure.

# *MISSION BRIEFING: Agenda topics*

## Tools & tips

Building confidence in key principles, best tools and emerging trends

## Mythbusting

Get ready to battle the bots in this head-to-head session tackling the current myths surrounding AI and other technology advances

## Case studies

Hear from experts as they walk through a range of real-world applications of AI from everyday efficiencies to cutting edge advances that will shape the future of healthcare

## Hands-on workshops

Choose from 3 practical sessions allowing you to get hands-on with AI with a guided exercise to stretch your knowledge and confidence

## The next frontier

What does the future hold as adoption of AI increases and the tech continues to evolve? Insights & practical implications for pharma

## Humans and AI together

What impact is and will AI have on pharma, healthcare and society, in a world where humans and AI work hand-in-hand?



# WHO ARE WE?

Adventures in Pharma is brought to you by Camino Communications.

We are a **multi-award-winning** medcomms agency with significant experience using AI in creative ways to increase engagement and augment user experience.

We are **proud to lead the way** in the practical application of AI in pharma.

We are **guides, not gatekeepers**. We are excited to provide this unique opportunity allowing stakeholders from across our network to come together, share expertise and explore how the latest industry trends could be incorporated into what they do.

We also know how to bring the **fun** to corporate events, and pride ourselves on being able to deliver exceptional work while also not taking ourselves too seriously.

## PMI AWARDS innovation + impact



2 Gold Awards



Highly commended



1 Silver Award



Agency Champion of the Year



2 Bronze Awards



DIGITAL COMMUNICATIONS TEAM  
**GOLD WINNER 2024**

# ***MAKING THE CASE TO ATTEND ADVENTURES 2.0***

Do you need approval to attend the conference? Adapt the template below to highlight the benefits for you and your team.

"I'd love the opportunity to attend Adventures 2.0 on **30th April 2026 at Tobacco Dock, London** - a 1-day, mission-driven conference focused on how AI and emerging technologies are reshaping healthcare and pharma communications. The event brings together leading experts from pharma, tech, digital health and strategy to share practical use cases, lessons learned from real-world implementation and future-focused insights that are directly relevant to our work.

Attending would help me stay ahead of the rapid changes in AI and its real-world application across pharmaceutical teams. There are also dedicated opportunities to explore how other pharma organisations are approaching AI adoption, giving us valuable benchmarks and inspiration.

Beyond the content, Adventures 2.0 offers the chance to connect with senior leaders, innovators and peers who are navigating the same challenges we are. These conversations could open up new collaborations and help us accelerate our own AI journey. I would plan to bring back key learnings, frameworks and examples to share with the wider team so we can collectively benefit.

I believe this would be a great investment in my development and in our team's ability to harness AI effectively and responsibly. Thank you for considering this - I look forward to putting these learnings into action!"