



DIGITAL VETERINARY SUMMIT

9th-10th October 2019
London, UK

Brought to you for
THE 1ST TIME from
the organisers of the Animal
Health Investment Forum



Using digital technology to convert data insight into action in the vet clinic and on the farm

Production Animals



Companion Animals



2000+

ATTENDEES across
all our animal
health events



Guillaume
Crénet
Global Strategy
Director
Mars Petcare
MARS petcare



Robert Kelly
President
International
Operations
Zoetis
zoetis



Fernando
Riaza
Vice President of
Global Marketing
**MSD Animal
Health**
MSD Animal Health



Simon
Wheeler
Managing Director
**Agria Pet
Insurance**
Agria Pet Insurance



Pete Richards
Innovation Lead
Covetrus
covetrus



Tyler Patterson
General Manager
IDEXX
IDEXX



Matt Dobbs
CEO
**Westpoint Farms
Vets**
W



Brian Topper
Managing
Director
**MWI Animal
Health UK**
MWI Animal Health AmerisourceBergen



12

DIGITAL INNOVATORS
Presenting



18

Pre-scheduled
1-TO-1 MEETINGS
Per Person

Senior Event Partners



Event Partners



WELCOME



Veterinarians only see pet parents for 16 minutes a year and with 82% of pet owners in the UK going to Google before visiting a vet, veterinarians are increasingly being judged on how they connect with their clients digitally.

On the livestock side, animal health companies have made half a dozen acquisitions in the last year, including Merck's landmark \$2.4bn acquisition of monitoring and tracking device company Antelliq. These technologies are allowing vets to make better, evidence-based decisions and providing unique solutions to farmers.

The inaugural **Digital Veterinary Summit** will **showcase the emerging technology coming from innovators** seeking to optimise customer engagement, facilitate preventative action, enhance clinical processes, and increase compliance through the use of technology **for both companion animals and livestock.**



Network and **pre-schedule one to one meetings** to find your next business partner using our meeting mojo platform.

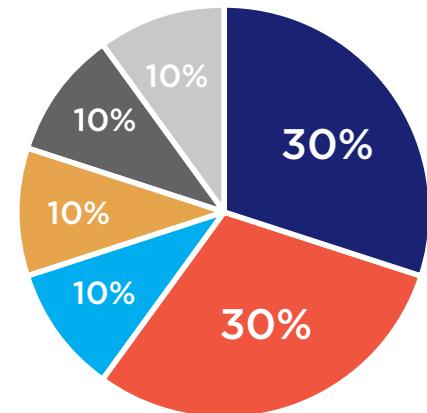


Understand how the digitalization of the Vet landscape and trends such as the rise in millennial pet owners should **influence your customer engagement and retention strategy.**



Meet the most innovative digital veterinary start-ups in the space to build your commercial partnership and investment pipeline.

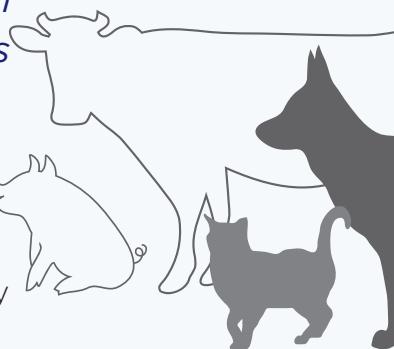
Who will attend



- Veterinarians
- Digital Technology Innovators
- Animal Health Companies
- Petcare Companies
- Insurance Providers
- Industry Supporting Companies

"A very complete view on what's going on in terms of innovation"

Guillaume Crétenot, Global Strategy and Transformation Director, **Mars Petcare**, Attendee of the Pets & Money series





SPEAKERS



Guillaume
Crétenot
Global Strategy
Director
Mars Petcare
MARS
petcare



Robert Kelly
President
International
Operations
Zoetis
zoetis



Fernando Riaza
Vice President of
Global Marketing
**MSD Animal
Health**
MSD
Animal Health



Huw Stacey
Director of
Clinical Services
Pets at Home
pets
at home



Alasdair Cook
Head of vHive
**Veterinary
Health
Innovation
Engine**
vHive
veterinary health innovation



Jamie Crittall
Co-Founder
and Director
Virtual Recall
iRecall®



Simon Wheeler
Managing
Director
**Agria Pet
Insurance**
Agria
Pet Insurance



David Hunt
Co-Founder
and President
Cainthus
cainthus



David Prien
CEO
First Vet
FirstVet



Julien Renard
Co-Founder
Vetstoria
vetstoria



Matt Dobbs
CEO
**Westpoint
Farms Vets**
w



Tyler Patterson
General
Manager
IDEXX
IDEXX



Eva Sandstra-
Bennett
Head of Pet
Insurance
**Direct Line
Group**
direct line



Mark Boddy
CEO
PawSquad
PAWSQUAD



Veena Adityan
Founder & CEO
SmartBell
SMARTBELL™



Pablo Pazos
CEO
Barkibu
barkibu



Emmy Koeleman
Technical
Communications
Manager
Connecterra BV
Co



Simon Doherty
President
**British
Veterinary
Association**
BVA
British Veterinary Association



Susie Samuel
Founder &
Managing
Director
VetHelpDirect
vethelpdirect



Chris Tufnell
Council
Member &
Innovation
Lead
RCVS
RCVS SETTING VETERINARY STANDARDS



Simon Lewis
Director of
Product Strategy
PitPat
pitpat
Made for dogs



Charlotte Halkett
Chief Commercial
Officer
Bought By Many
BOUGHTBYMANY



Pete Richards
Innovation
Lead
Covetrus
covetrus



Anthony Roberts
Director of
Leadership and
Innovation
RCVS
RCVS SETTING VETERINARY STANDARDS



Paul Hallett
Co-founder
Vet-AI
VET-AI
AI for Veterinary



Digital Technology SHOWCASE

**12 digital veterinary technology innovators,
handpicked by the prestigious Advisory Board,
introduce themselves and their technology on the
main stage in a quick fire round of presentations.**

The Showcase will be divided into two distinguishable sections:

Companies presenting with Companion Animal Focused Technology and companies with Livestock/Production Animal Focused Technology.

Each company will have the chance to deliver a 7-minute presentation on the main stage, and 3 minutes will be reserved to take 2-3 audience questions.

Who should apply?

Companion Animal Digital Technology

Telemedicine, telehealth, reminder applications, trackers, wearables, platform market places, etc.

Production Animal Digital Technology

Monitoring devices, identification devices, trackers, wearables, remote sensors, digital cameras, microphones, environmental sensors, etc.

SEE WHO HAS MADE IT TO THE FINAL 12

ADVISORY BOARD



Anthony Roberts
Director of Leadership and Innovation
Royal College of Veterinary Surgeons (RCVS)



Dr. Lawrence Brown
Animal Sciences and Aquaculture Sector Specialist
Department for International Trade (DIT)



Matthew Dobbs
CEO
Westpoint Farms Vets



Simon Doherty
President
British Veterinary Association



Pete Richards
Innovation Lead
Covetrus




Maarten Goossens
Principal
Anterra Capital


WHY ATTEND?



Digital Technology Innovators

- **Showcase your innovation in a room full of strategic investors and potential partners** including pet care companies, animal health companies, insurance providers and your peers
- **Meet potential partners** and listen as they describe exactly what they are looking for from their next digital partner and learn lessons from peers who have convinced vets and strategics of the value of their innovation



Animal Health Companies

- Meet innovators with disruptive technology that can **improve the productivity, efficiency and performance of your customers**
- Be the first to meet the most disruptive innovators in both the production and companion animal space, to **build your M&A and investment pipeline**



Veterinarians

- Find out about how you can **improve your customer relationships and patient outcomes** by implementing digital technology
- **Maintain a competitive edge in the veterinary market** by learning about the latest technology from the pioneering digital innovators in the space



Petcare companies

- Meet cutting-edge innovators in the eco-system to **inform your innovation strategy and build your M&A pipeline**
- Maintain a competitive edge in the veterinary market by keeping up to date with the disruptive innovation being adopted by practices to **improve client engagement and retention in the digital age**

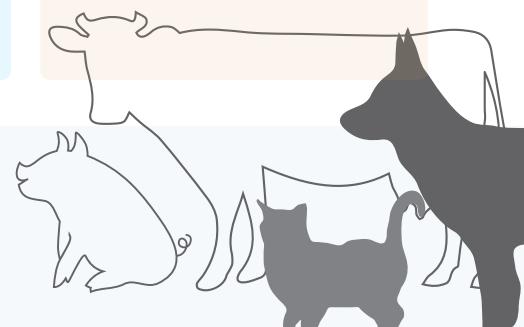


Insurance companies

- **Meet market leaders** in the digital veterinary technology space to improve customer satisfaction
- Find out more about the latest digital technology in the veterinary space to **find your next business partner**

"Instead of 12 days of meetings, I had one day of meeting 12 people, and so it's an efficient use of time, it's good to catch up and there were some brands I wasn't aware of, and hearing their stories was also very helpful"

Rich Gersten, Partner, Tengram Capital, Attendee of the Consumer & Money Summit series



IMPRESSIONS



Kisaco Research hosts Animal Health events globally - Hear what our clients are saying about their experiences...

ROB KELLY
Zoetis

"Forums like this enable companies like ourselves to keep up with the trends and make sure they are staying ahead of the curve when it comes to innovation"

PETS & MONEY

GUILLAUME CRÉTENOT
Mars Petcare

"So first of all, It's super refreshing because suddenly you see a lot of ideas that can be put in place much faster than a big company could do"

ANIMAL HEALTH INVESTMENT

AARON SCHACHT
Elanco

"The numbers and the ability to interact with so many different perspectives is powerful"

INVESTMENT Euro

nutreco

zoetis

Antell

KATHY TURNER
IDEXX Europe B.V.

"There's such a diverse group of people here, whether it's industry leaders up and coming new companies. I think the networking is really invaluable"

Your networking **WISHLIST**



 **2000+**

ATTENDEES across all
our animal health events

 **12**
DIGITAL INNOVATORS
Presenting

 **18**
Pre-scheduled 1-TO-1
MEETINGS Per Person



October 9, 2019

CONFERENCE DAY ONE

Using digital technology to convert data insight into action in the vet clinic and on the farm.

08:00

Registration

08:45

Chairperson's Opening Remarks



Anthony Roberts
Director of Leadership and Innovation
RCVS

09:00

The Current Applications of Digital Technology in the Vet Clinic

Veterinarians only see pet parents for 16 minutes a year and with 82% of pet owners in the UK going to google before visiting a vet, veterinarians are increasingly being judged on how they connect with their clients digitally. Innovations in this area are playing a vital role and influence how veterinarians engage pet owners. This opening presentation highlights how applications of digital technology are impacting and empowering vets.



Brian Topper
Managing Director
MWI Animal Health UK

09:20

PANEL: Viewing Digital Veterinary Technology as a Tool to Empower the Veterinarian

Traditionally, in the veterinary profession, there is a resistance and inertia around technology and the value it has for existing processes. Over the years, vets have been pitched to use many dud technologies, many of which have proven to be a hassle, as opposed to a tool to minimise professional pressures. However in this panel of Vets turned Founders, there will be a discussion around the innovative technology that exists ranging from digital appointment booking systems designed to enhance relationships and optimise clinical practices, to telemedicine services, aimed at accommodating generational needs and bringing the veterinary profession into the digital age.

Moderator:



Chris Tufnell
Council Member & Innovation Lead
RCVS



Jamie Crittall
Co-Founder and Director
Virtual Recall



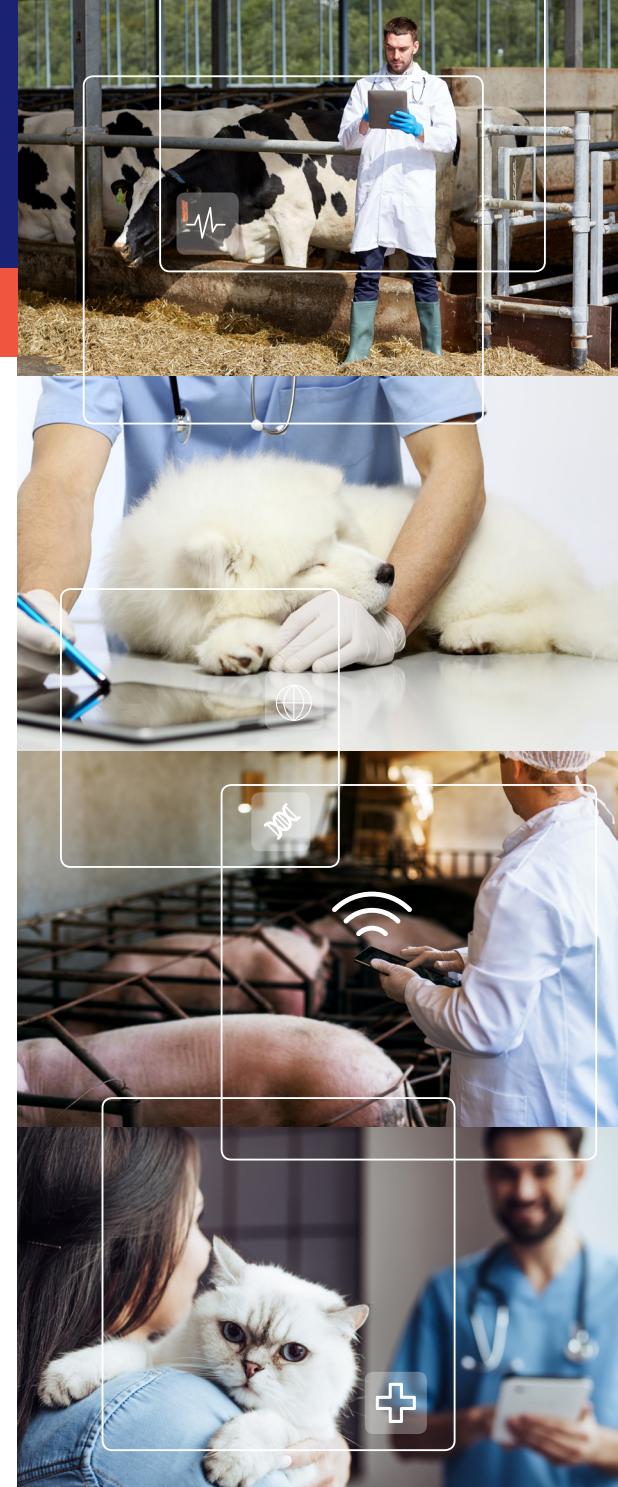
Julien Renard
Co-Founder
Vetstoria



Mark Boddy
CEO
Paw Squad



David Prien
CEO
First Vet



October 9, 2019

CONFERENCE DAY ONE

09:55

PANEL: Strategic Advice from Vets to Start-Ups

One of the biggest challenges start-ups face is engaging and encouraging vets to embrace their technology. With the concern of practitioners including consumer privacy legislation, most notably GDPR, and the longstanding integration.

Scheduled 1-on-1 Meetings

11:30

Six digital technology innovators (three on the livestock side & three on the companion animal side)

Companion Animal Tech Showcase

Production Animal Tech Showcase

12:30

Networking Lunch: Pre-scheduled 1-on-1 Meetings

13:45

The future isn't what you think. (It's what you do.)

There is no shinier vision of the future than that offered by the technology industry, and yet the reality is all too often disappointing. Experienced and cautious users of technology are understandably tempted to hold back from trying new approaches until the promises become reality. And yet by holding back, the advantages of innovation can be lost. In this short session, Simon Lewis offers comfort to those who have been burnt, gives advice to those who'd like to avoid being burned, and shares his tips for deciding when it's safe to swim in the shallows.



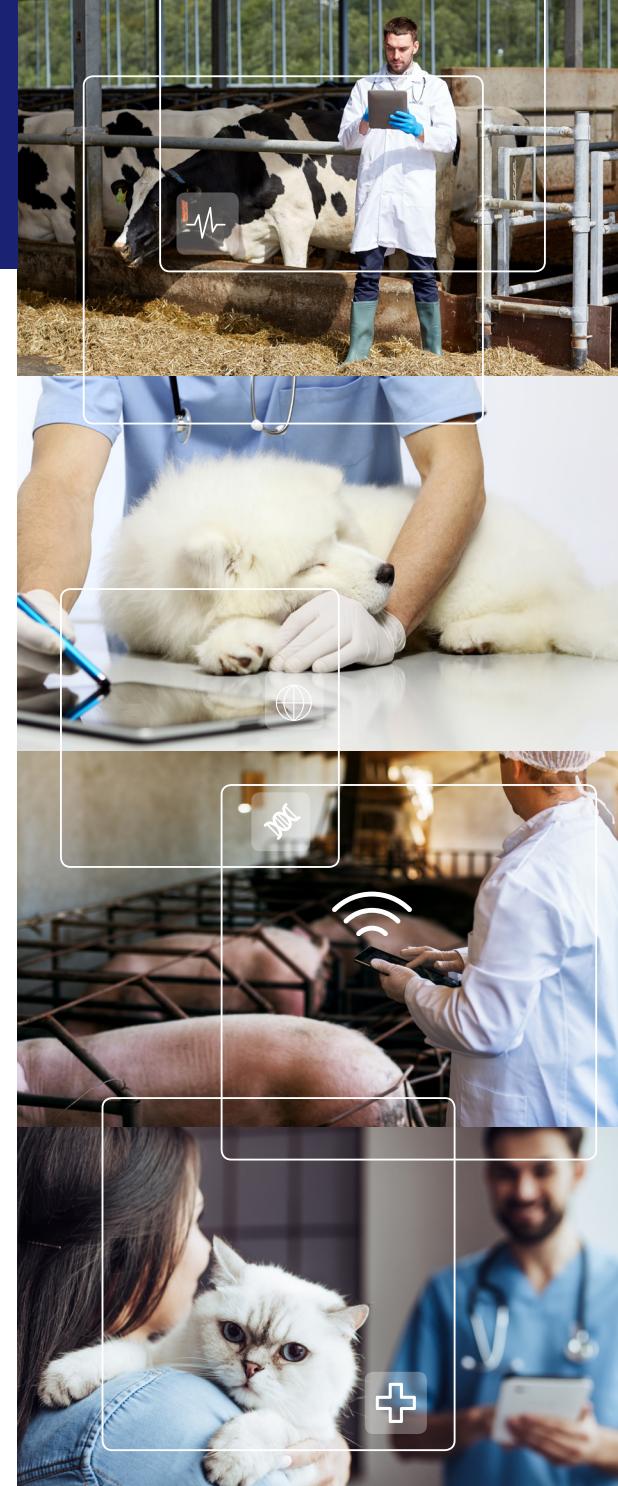
Simon Lewis
Director of Product Strategy
PitPat

14:00

Covetrus Talk



Pete Richards
Innovation Lead
Covetrus



October 9, 2019

CONFERENCE DAY ONE

14:30

The Impact of Monitoring and Surveillance of Production Animals on the Farm

In the last year, animal health companies have made half a dozen acquisitions of digital technology companies. This growing interest in the space is down to the predictive nature of technologies that allow animal health companies to improve performance and provide farmers with unique data driven solutions. In this session we will hear from Robert Kelly who will discuss Zoetis's landmark acquisition of dairy monitoring system SMARTBOW and highlight the benefits of data analytics, monitoring and surveillance on the farm as well as explore the impact these systems can have in managing the health and performance of livestock.



Robert Kelly
President International Operations
Zoetis

15:00

Networking Break: Pre-scheduled 1-on-1 Meetings

16:00

AI and Computer Vision Technology in Improving Performance and Productivity in Agriculture

One of the biggest problems in agriculture that hampers productivity and performance on the farm is empirically valid evidence. A system designed to combat this longstanding issue is the use of computer vision and artificial intelligence. In this session, David will highlight how farmers are using AI and computer vision technology to improve productivity on farms, provide veterinarians with remote access, and monitor health and behaviours to improve performance.



David Hunt
Co-Founder and President
Cainthus

16:30

How to Approach Digital Innovation in Animal Health

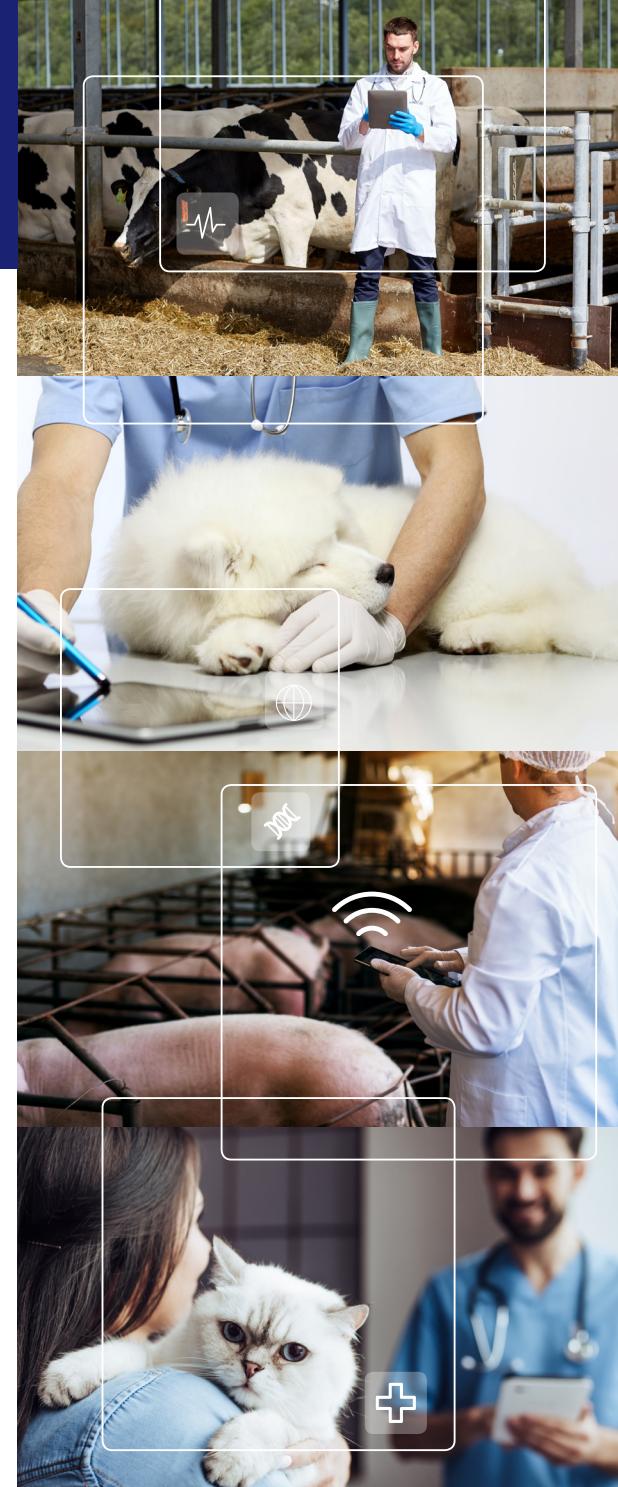
Digital innovation presents new challenges but also new opportunities in the animal health industry. Following the record-breaking \$2.4bn acquisition of Anteliq, MSD Animal Health is now a global leader in animal data capture and data management. In this presentation we'll share a holistic view of how digital technologies are impacting each of the key animal health verticals and how those innovations apply to customers. We will consider current go to market models, e-commerce platforms for vets to engage customers, platform services, data tools, benefits of carrying data and the measurable impact this is having on users.



Fernando Riaza Carcamo
Vice President, Global Marketing
MSD Animal Health

17:00

Closing remarks

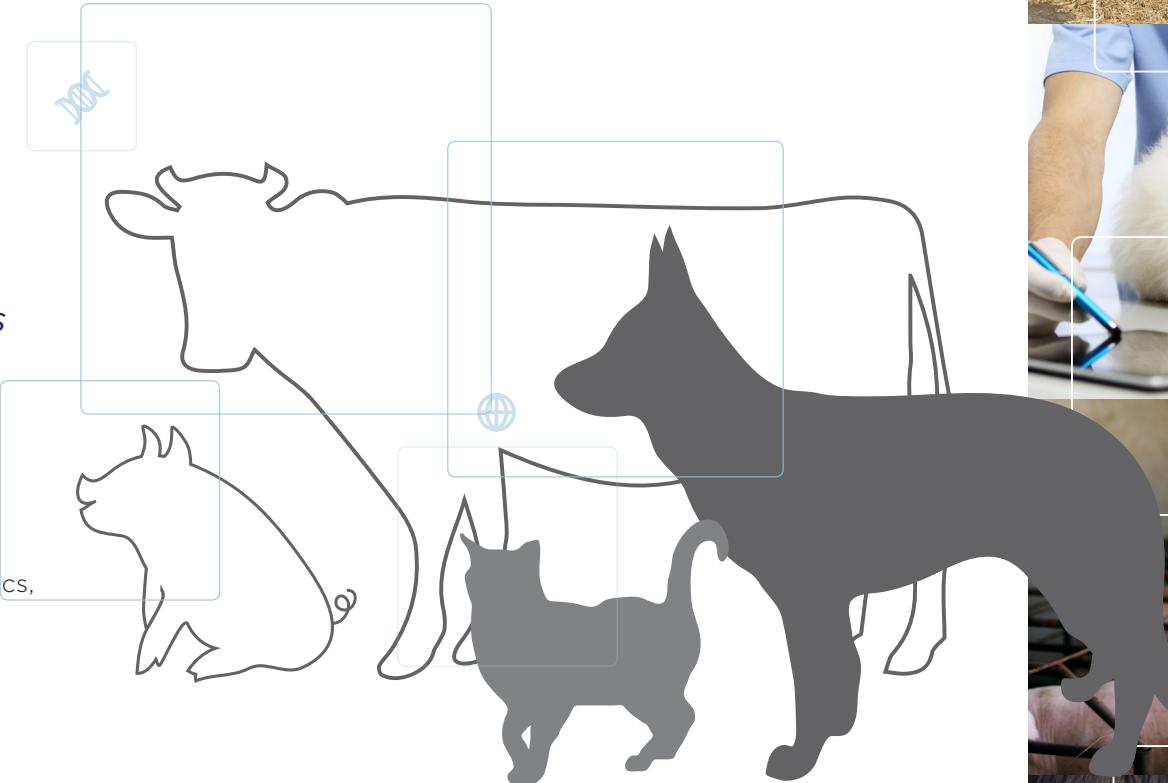


October 9, 2019

CONFERENCE DAY ONE

You have all the industry and a big chunk of investors all in the same room. It's a tightknit community and it's great to see everyone together."

João Pereira, Founder & CEO, Magnomics,
Attendee of the Pets & Money series



October 10, 2019

CONFERENCE DAY TWO

08:00

Registration

08:45

Chairperson Opening Remarks



Anthony Roberts
Director of Leadership and Innovation
RCVS

09:00

A Global Player's Perspective on Digital Innovation in Pet Care

Guillaume Crétenot stands as the Global Strategy and Transformation Director at Mars Petcare. Given Mars Petcare's vested interest in veterinary services shown through the multinational's acquisitions of the Linnaeus Group, Banfield Pet Hospital and Vet Partners, Guillaume will provide a global player's perspective on digital innovation in pet care.



Guillaume Crétenot
Global Strategy and Transformation Director
Mars Petcare

09:20

Future Technology for Veterinary Practice: What can we Learn from Others to Accelerate the Progress?

- Opportunities for automation and advanced software systems in the vet practice
- Factors that have changed human medicine and are poised to impact and change veterinary medicine
- A vision for how vet practices will be run efficiently and effectively in the future to the benefit of both the pet owner and the vet



Tyler Patterson
General Manager
IDEXX

09:50

PANEL: How to Engage Clients in the 21st century? The Pet Owner-Vet relationship in the Digital Age

With millennials taking over as the new generation of pet owners and increasingly relying on digital technology for veterinary advice, practitioners in the clinics are having to alter traditional methods to engage and retain clients. In this panel, we will hear from leading animal health companies on how the Pet-Owner-Vet relationship is changing in the Digital Age, and what the best practice veterinary business owners are doing to maintain their competitive edge.



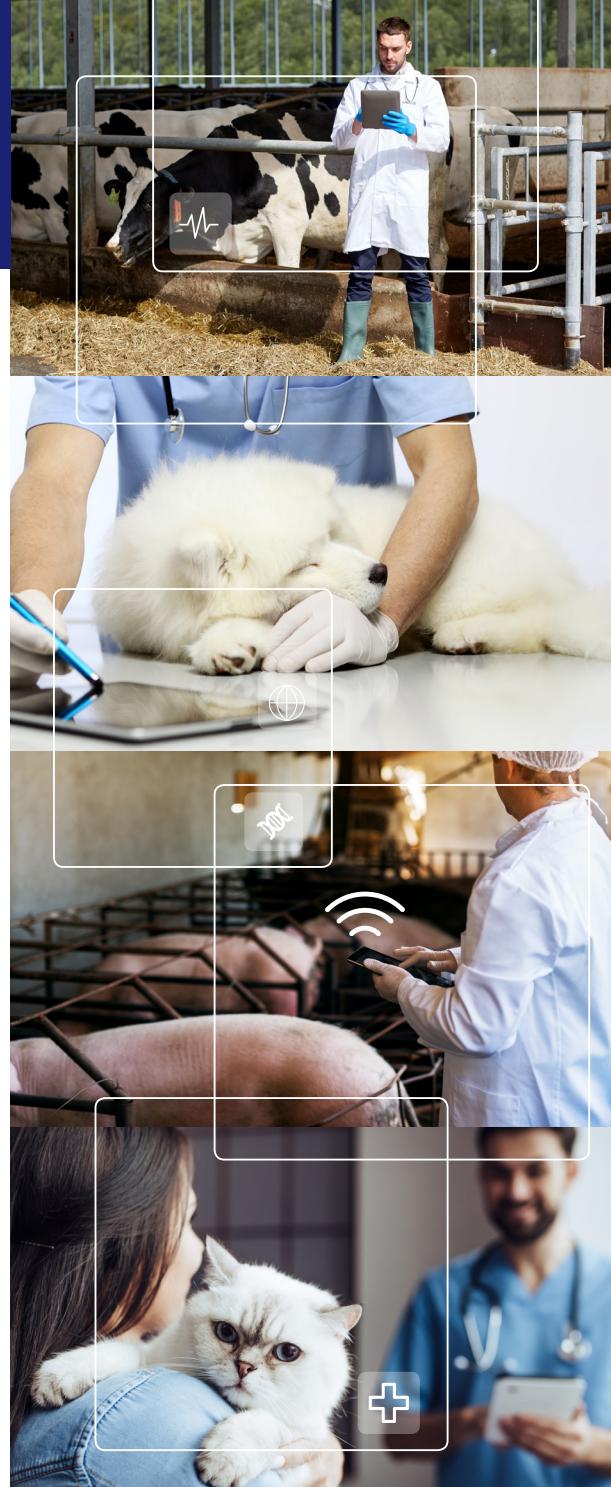
Fernando Riaza Carcamo
Vice President, Global Marketing
MSD Animal Health



Robert Kelly
President International Operations
Zoetis



Susie Samuels
Founder & Managing Director
VetHelpDirec



October 10, 2019

CONFERENCE DAY TWO

10:30

Networking Break: Pre-scheduled 1-on-1 Meetings

11:30

Six digital technology innovators (three on the livestock side & three on the companion animal side)

Companion Animal Tech Showcase

Production Animal Tech Showcase

12:30

Networking Lunch & Pre-Scheduled 1-to-1 Meetings

14:00

Big Data and Animal Health: Opportunities and Barriers to Exploitation

Alasdair Cook is the Head of the Veterinary Health Innovation Engine (vHive) which uses transformational digital and data analytics tools to improve animal welfare and productivity. With vHive's 40+ projects including PetDialog+, the non-invasive accelerometer aimed at monitoring dogs behavioural rhythm to the IoLight portable compound microscopes. In this session, Alasdair will discuss how digital technology is being used to extract valuable data and introduce the opportunities and barriers to using big data as well as address burning industry questions ranging from the ownership of data to the value the exploitation of it can have in practice.



Alasdair Cook
Head of vHive
Veterinary Health Innovation Engine

14:30

PANEL: Insurance Providers Growing appetite for the Data from Digital Technology

A stakeholder group in the veterinary ecosystem that has taken a growing interest in digital technology is pet insurance providers. From Tesco Bank's partnership with advice platform Vetfone to Direct Line's equity holding in telemedicine provider Pawsquad, there is a growing strategic curiosity for innovation that will improve a customer's experience and reduce the pet parent's reliance on Dr Google. In this panel, we will hear from some of the leading providers in the space on challenges they want digital innovation to tackle and what they are looking for in their next business partner.



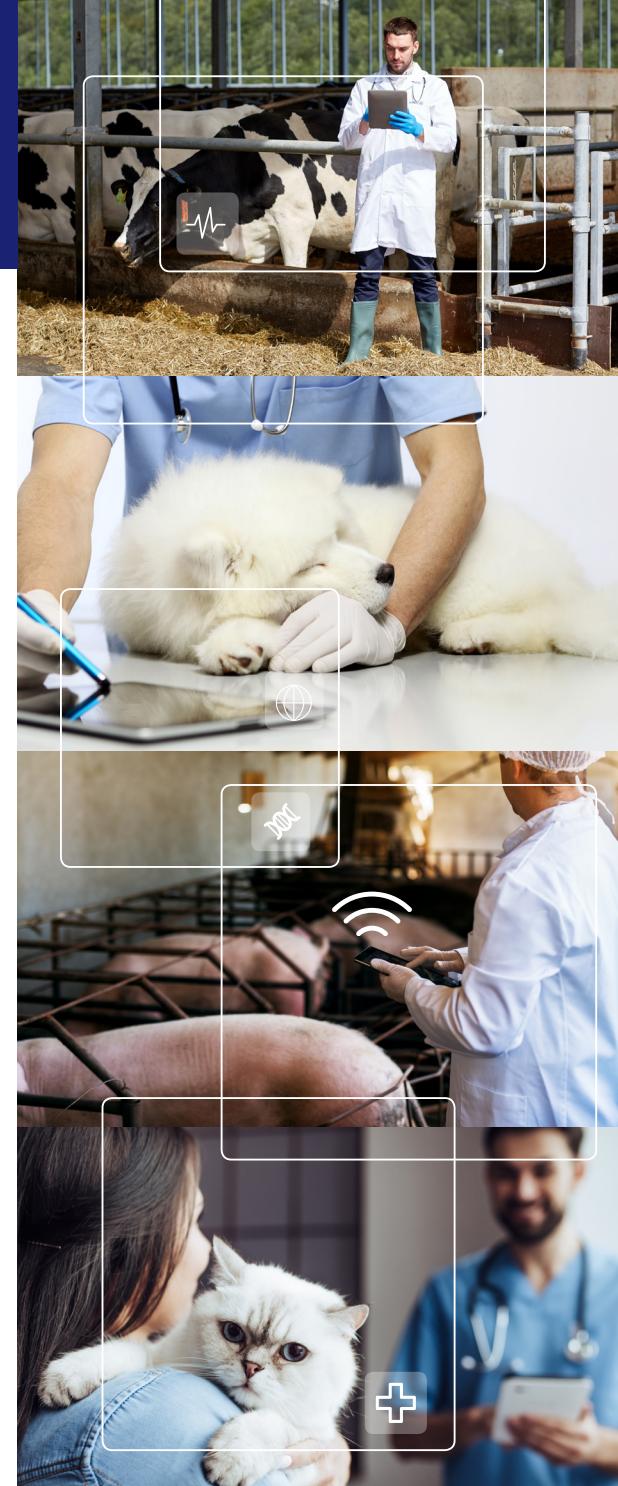
Eva Sandstra-Bennett
Head of Pet Insurance
Direct Line Group



Simon Wheeler
Managing Director
Agria Pet Insurance



Charlotte Halkett
Chief Commercial Officer
Bought By Many



October 10, 2019

CONFERENCE DAY TWO

15.00

PANEL: Disruptive Innovation in Livestock and Companion Animal Technology – Engaging respective stakeholder groups.

Digitally native brands with technologies including monitoring and identification devices on the livestock side and trackers and telehealth devices for companion animals are continuing to adopt innovative business models to engage pet parents, veterinarians and the farm. This panel will discuss their brand's journeys, sharing how they've disrupted their industries and engaged their respective stakeholder group to maintain recurring revenue and attract investment.

16:00

Moderator:



Maarten Goossens
Principal
Anterra Capital

Livestock



Veena Adityan
CEO
SmartBell

16:25

Companion Animal



Pablo Pazos
CEO
Barkibu



Paul Hallett
Co-founder
Vet-AI



Emmy Koeleman
Technical
Communications Manager
Connecterra BV

15.40

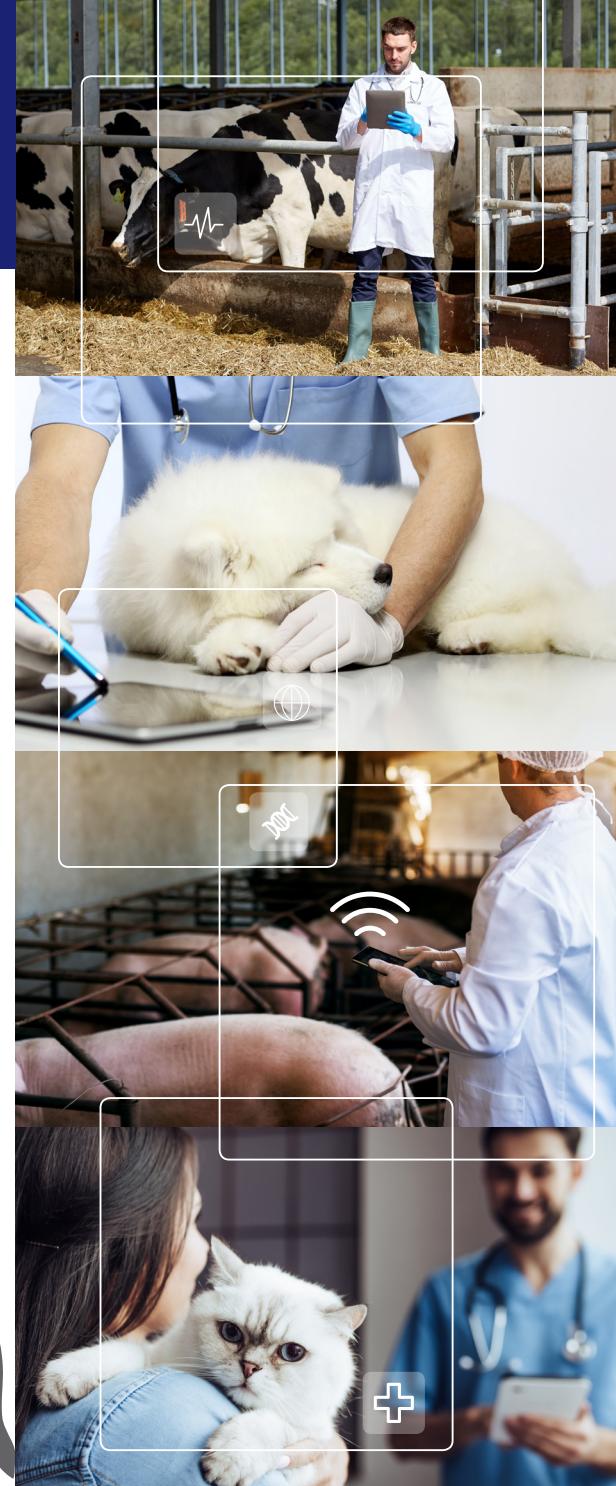
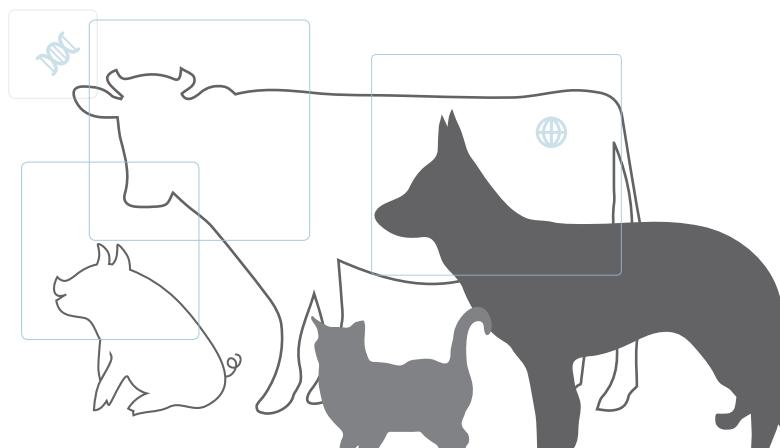
Closing remarks

15:45-16:45

Networking Break: Pre-scheduled 1-on-1 Meetings

"The event was superb in providing networking opportunities for new businesses entering the animal health industry"

James Andrews, Felcana, Attendee of the Animal Health Investment Forum series



OUR STORY



2019



2000+

ATTENDEES across all
our animal health events



5500

PRE-SCHEDULED MEETINGS
booked across our Animal
Health Investment series



125

SHOWCASE FINALISTS across
our Animal Health series

PARTNERSHIP OPPORTUNITIES

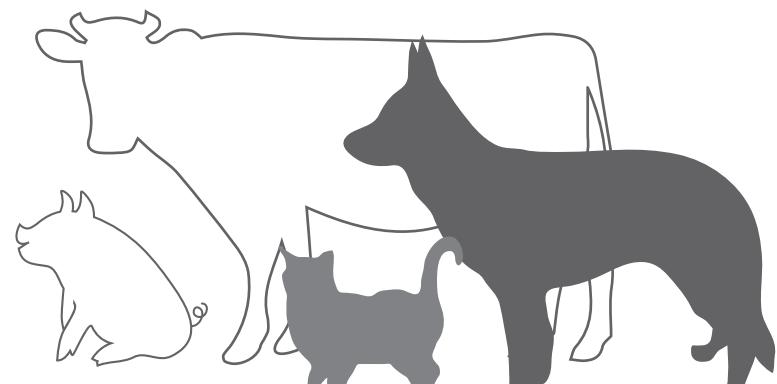
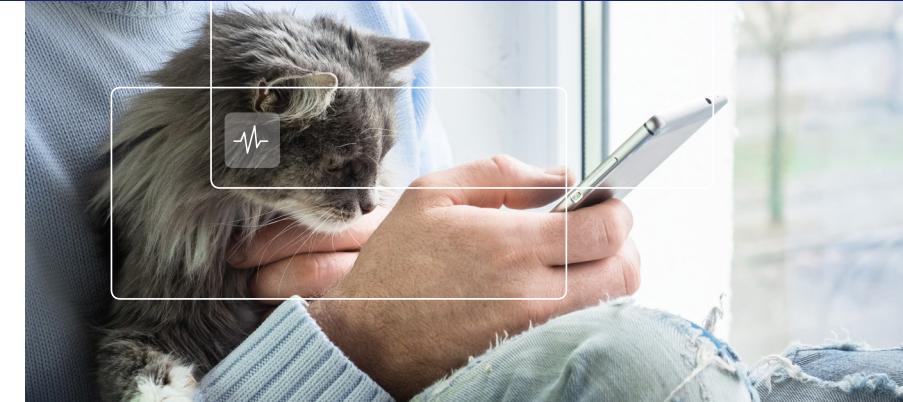


The Digital Veterinary Summit is far from the typical ‘meet-and-greet’ exhibition experience. As a sponsor or exhibitor, you will be positioned as a partner of the event with a focus on the benefits of your product and brand, rather than just a name on an exhibition list.

With our extensive marketing experience and strategy, your partnership with the conference will grant you a sponsorship package that is an extension and enhancement of your current marketing and branding efforts.

If you fit into one of these categories, this summit is the perfect opportunity for you:

- Animal Health Companies
- Petcare Companies
- Insurance Providers
- Investment Bankers
- Consultants
- Start-ups



CONTACT OUR COMMERCIAL PARTNERSHIPS TEAM

E: partner@kisacoresearch.com | T: +44 (0)20 3696 2920

VENUE & PRICING



| | STANDARD RATE |
|--|---------------|
| Emerging Pass (vet practices, VCs and angels, start-ups and companies up to £5 million in annual revenue) | £1,099 + VAT |
| Industry Pass (companies below £100 million in annual revenue) | £1,799 + VAT |
| Multinational Pass (companies above £100 million in annual revenue) | £2,499 + VAT |
| Service Provider Pass (consultants, advisors, PE investors, start-up incubators and accelerators, vet service companies, lawyers, accountants) | £2,499 + VAT |

Save **10%**
Book a team of 3+

Save **15%**
Book a team of 5+

Save Up To
£400
With Early
Bird Offers

CONTACT US

+44 (0)20 3696 2920 • events@kisacoresearch.com

Team discounts are only valid on industry rates and not in conjunction with any other offer or promotion.
Payment Terms: Please note that all prices are in GBP and a £49 processing fee will apply to any invoices requested.
All Early Bird discount prices, including Group Discounts, must be paid in full by deadlines provided above.
No discount offers can be combined with any other offer. Please view our **Cancellation Policy**.
QUESTIONS? Please email events@kisacoresearch.com



Venue:

Millennium Gloucester Hotel
4-18 Harrington Gardens, South Kensington,
London SW7 4LH