



Management  
Centre Europe®

A black and white photograph of two hands shaking, symbolizing a partnership or agreement. The hands are positioned in the center-right of the frame, with one hand resting on top of the other. The background is a dark, blurred image of a person in a suit.

# **PARTNERING WITH MCE**

For Pharmaceutical Associations

MCE partners with industry and business associations to offer their members special offers and learning development opportunities. This is a win-win partnership that allows associations to provide to their members throughout the year.

There are three ways we can collaborate — and together we can choose the ones that best match your members' needs:



### **SKILLS DEVELOPMENT & LEARNING SUPPORT**



### **STRATEGIC INSIGHTS & EXECUTIVE UPDATES**



### **NETWORKING & ENGAGEMENT**



**FAQ**

# SKILLS DEVELOPMENT & LEARNING SUPPORT

We know how important it is to support your members and provide value. MCE's partnership allows you to do this with relevant and practical learning.

## Support your Members with the Best-Selling Pharma Mini MBA



### Co-branded Mini MBA for Pharma and Biotech for your members

Many of your members employees have strong scientific and technical backgrounds, but they need practical business and leadership skills to advance in their careers. The MCE Pharma Mini MBA programme is specially designed for your industry and can allow your association to add value and support your members' growth. There is no financial commitment from your association to run the training for your members. Members pay the own registration fees and MCE covers all the costs.



#### Co-Branded Mini MBA

There is no financial commitment for your association. MCE covers the costs. We work together to create a practical learning experience.



#### Mini MBA in your City

The 5-day Mini MBA for the Pharmaceutical and Biotech Industries can be scheduled in your city — making it easy for members to attend.



#### Your Members Save 30%

Thanks to your partnership with MCE, your members get access to reduced fees.



**LEARN MORE ABOUT THE PROGRAMME**



**FAQ**



## Online Learning for Your Members



### Give Your Members Free Access to one of MCE's Self-Paced E-Learning Programmes.

Your members are busy professionals — often experts in science or technical fields — but they don't always have time for formal training. Choose one programme from MCE's E-library for your members.



#### 3 Month Access

Your association receives a co-branded link to share with members that gives access to one programme.



#### Log in Anytime

Members can access the content whenever it suits them — no deadlines, no pressure.



#### Start Learning

They explore short videos, exercises, quizzes, and case studies on key business topics.



**VIEW MCE ON-DEMAND E-LIBRARY**



## Access to 100s of MCE Programmes with Special Member Pricing



Your members get discounted access to 100+ MCE training programmes — online or in person, across the EMEA region.

Your members want to grow in their careers — but training is often expensive. With this offer, they can join high-quality programmes at a lower price and build the skills they need to lead teams, manage projects, or move into new roles.



#### Get a Discount Code

Your association receives a special code to share with members.



#### Pick a Programme

Members choose from 100+ business and leadership trainings.



#### Register & Save

Enter the code during registration to receive your 20% discount.



**VIEW ALL MCE PROGRAMMES**



**FAQ**



## MCE Quarterly Management Magazine - Free for Your Members



### Keep Your Members Informed with Practical Business Insights

The MCE digital publication is published every three months. It includes expert opinions and fresh ideas on key business and management topics. You can easily send it to your members. It helps them stay informed, build new skills, and stay connected to what's happening in their field.



#### Delivered to You

You receive the digital magazine every quarter, ready to share with your members.



#### Free of Charge

No extra cost for you or your members.

## STRATEGIC INSIGHTS & EXECUTIVE UPDATES

Provide extra value to your members with senior executive updates co-hosted by your association and MCE senior associates.

### Co-branded Executive Update



**Online or in person executive update for your members on leadership, management, and business topics related to the Pharmaceutical Industry.**

Timely, strategic insights on leadership and business topics tailored to the industry. Help your members get clear and useful insights to lead better and manage challenges in their industry. MCE covers the faculty and development costs.



Led by an **Experienced MCE Senior Associate** with Pharmaceutical experience. MCE covers all content development and speaker costs. The association can host the event at their location.



#### Flexible Delivery

Available via Zoom, at your premises, or a local venue. Events are usually 2 to 3 hours long.



#### Designed For

Senior Executives and HR and L&D Professionals to gain relevant knowledge and support effective leadership and talent development.

# NETWORKING & ENGAGEMENT

Help your members connect with other professionals through events and activities to build strong relationships and share ideas.

## Invitations to MCE Events Across Europe



**Connecting your members with expert insights and valuable networking opportunities across the region.**

Give your members exclusive access to MCE-organized networking and knowledge-sharing events held in key European cities.



### Invitation

MCE sends your association invitations for upcoming events across Europe.



### Easy Sharing

Your team shares the invitations directly with members who would benefit.

## Guest Seat for Association Staff



**Complimentary registration for one team member from the association to attend any MCE open training programme**

Opportunity to experience MCE's approach firsthand and strengthen partnership alignment.



### Select any Programme

Choose from 100+ MCE open training programmes—online or in person, across the EMEA region.



### Attend & Engage

Your team member joins the training programme and brings back valuable insights.



## MCE Vouchers



### €2,000 training support to boost leadership development in your community

Support your initiatives with a limited number of €2,000 vouchers, provided by MCE, to promote leadership development within the pharmaceutical sector. Use them to reward members, support internal projects, or enhance the impact of your events.



#### Provided by MCE

Your association receives a limited number of €2,000 training vouchers.



#### You Choose the Purpose

Use them as prizes, incentives, or for leadership-focused initiatives.



#### Access to 100+ Programmes

Vouchers are valid for 6 months and can be used for any MCE training — online or in person across EMEA.

## FAQ

### I want to learn more about a partnership. What are the next steps?



If you are interested in exploring a partnership, please fill out the form below and we will get back to you very soon. Together, we will discuss your association's goals and your members' needs. We can then select the most relevant options from our partnership menu, such as the co-branded Mini MBA in your city, free access for your members to one of MCE's self-paced eLearning programmes, or digital publications. We then agree on next steps and set a timeline together.

### What's expected from our association in this partnership?



The partnership is a win-win relationship. We know you want to give value and relevant resources to your members and MCE can benefit from your working relationships. MCE provides content, events, faculty, logistics and your association provides communication and promotion.

NEXT



### Can we start with a smaller activity before expanding the partnership?

Yes. Many associations start with a pilot project, such as offering access to one eLearning programme or hosting a short executive update session. This lets you assess engagement and value before expanding the partnership.

### Is there any financial commitment required from our association?

No. Free services, including digital publications, executive updates, and training vouchers, come at no cost to the association or its members. When organizing events MCE will cover the cost of faculty and content. If you members take part in paid events, then they cover the fees themselves.

### How often can we offer these benefits to our members?

You can offer benefits once or repeatedly throughout the year. For example, run the co-branded Mini MBA in your city annually, provide quarterly access to eLearning programmes, or host executive updates every few months — all according to your association's needs and schedule.

## Start Your Partnership with MCE

Let's Explore How We Can Support Your Members

## CONTACT US

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