GS1 Transport & Logistics	LEI Programme – Wave 3 Registration Agent Training
Speaker: Jaco Voorspuij, GS1 Global Office	*Speaker: Chris Liu*
1) GS1 Transport & Logistics Strategy: "Do more with what we have." Accelerating the rate of adoption of GS1 standards throughout the Supply Chain (including Transport & Logistics) leveraging our proven solutions and technologies also when combining them with emerging technologies and collaboration models in Value and T&L networks. **2) Parcel Standards:** Harmonised Parcel Label (SSCC) and Electronic Advance Data Exchanges among stakeholders **3) E-Commerce and Transport & Logistics Interdependency:** E-commerce has profound impact on T&L activities but vice versa T&L activities have a lot of impact on customer experience and the success of E-commerce in both Business-to-Consumer and Business-to-Business environments **4) Cross-Border Challenges and Opportunities:** Several important (regulatory) developments in countries in Asia and in Europe may significantly impact our user companies and other Supply Chain stakeholders.	<by invitation only> Join the interactive GS1 Global LEI Programme Workshop, where you will collaborate and learn from your peers about **deploying the service** and **how to develop a long-term sustainable LEI business**. Hear first-hand from MOs about their experience **becoming a Registration Agent, including best practices, selling strategie`s, challenges and learnings**.

GS1 and Health IT – Impact & Interaction	Marketing
Speaker: Christian sHay, GS1 Global Office	*Speaker: Philippe Neirinckx, GS1 Global Office*
1. Health IT (HIT) – define scope & difference **2. Use Case 1: Medication process in hospita**l - identify different components of HIT and incorporate GS1 identification keys <group discussions> **3. Blood (and tissues) standard ISBT 128** – standard difference of ISBT 128 & GS1, the need to collaborate both standards and further collaborations. **4. Use Case 2: Patient transferred from Hospital A to Hospital B** – include IHE (master patient index; clinical information access) <group discussions> **5. HL7**: different versions, strengths + weaknesses. This is widely known HIT standard. What must a GS1 staff understand from this? Capacity to incorporate "foreign" value sets such as SNOMED or GS1 identifications **6. ISO**: Revisions 16791 and 18530, development of 23261, deployment of IDMP, ICSR. Major characteristics of these projects and their impact. **7. Use Case 3: Operating Process** - follows the patient before, during and after having been operated (includes UDI, IHE UBP, etc) <group discussions> **8. Conclusions**: Healthcare Leaflet – target audience, how to communicate with Healthcare providers?	**1) Digital Marketing to Grow Membership** ▪ Background ▪ Why do customers have a bad experience today? ▪ How can we get better? - Landing pages - Search Engine Optimisation (SEO) - Search Engine Advertising (SEA) ▪ Next steps in the region **2) Marketing for GS1 Cloud** ▪ GS1 Cloud (Overview + Marketing Challenges) ▪ Activate - What is Activate? - User experience - Going to market with Activate ▪ Check - What is Check? - User experience - Going to market with Check **3) MO sharing** ▪ 15-minute success stories presented by MOs from the region ▪ Please contact your workshop lead if you would like to present