



The 34th Annual
Sharing Conference™
Compliance | Transparency | PDMA | OIG
October 7 – 9, 2026
Princeton Marriott at Forrestal, NJ

WORKSHOP ANNOUNCEMENT

CRM Migration Selection & Readiness: The Practical Checklist, Selection, Pitfalls & Questions

Migrating between CRM systems is rarely “just a technical cutover.” Success hinges on readiness across data quality, process alignment, governance decisions, and risk management.

In this practical session, our seasoned presenter will draw on real-world experience to guide you through a vendor-neutral CRM migration readiness checklist. You’ll learn what to validate early, what to lock down before cutover, and what to monitor during stabilization to protect outcomes and reduce avoidable disruption.

We’ll also cover what’s working vs. not working across CRM migration efforts, common pitfalls and mitigations, and key risks that tend to surface late – when they’re most expensive to fix.

You’ll leave with a reusable checklist structure, a “top pitfalls & mitigations” perspective, and a curated set of questions to bring to your steering committee. The approach is designed to be vendor-neutral, helping you evaluate readiness, select partners thoughtfully, and set your migration up for sustainable success.

Presented By



Marc Lavin

Director of
HCP/Patient
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[Register for the Sharing Conference](#)

About the Sharing Conference

The Sharing Conference is the life science industry’s premier compliance-focused event, uniting professionals across the pharmaceutical, biotech, and medical device sectors to exchange insights, uncover ideas, and strengthen their expertise. We are committed to helping our community stay ahead of the industry’s ever-evolving regulatory landscape, ensuring compliance professionals are well-prepared to play their part in securing a safe and effective drug supply.

[Learn More](#)

Room Block Information

We’re pleased to offer a discounted room block rate of \$199/night (plus tax) at the Princeton Marriott at Forrestal. This special rate is available 2 days before and 2 days after the conference. Book your room by Monday, September 21, 2026 to lock in the rate and make the most of your time at the conference.

[Book Your Room](#)

Or call 1-800-228-9290 and mention the 2026 Sharing Conference.

Bring Your Team

When three people from the same pharmaceutical, medical device, or biotech company register, a fourth may register for **FREE**. Pass this along to your colleagues to maximize your team’s training budget and conference experience. Contact mail@sharingalliance.org for details.



Vendors that provide commercial operations and/or compliance services to the life sciences industry must purchase a booth package to participate in the Sharing Conference. Please visit the [exhibitor page](#) on our site for more information.



The Sharing Alliance
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