

Know Before You Go: Your Insider Guide to CRN's 2025 Signature Events

WEBINAR: Thursday, Sept. 25 | 2 – 3 PM Eastern



CONVERGENCE'25
SCIENCE *In Session* *well*comms INNOVATION
EXCHANGE

OCT. 8–10
RITZ-CARLTON, ST. LOUIS

Agenda

Travel Tips – Insights on getting to the venue, local attractions in the Clayton arts district, and more.

Event Highlights – What to expect from each signature event.

Activities Overview – Including the CRN Foundation Volunteer Activity and other networking opportunities.

Mobile App Walkthrough – Learn how to navigate the event app for schedules, updates, and connections.

Sustainability Spotlight – Discover how CRN is making this year's events more environmentally conscious.

Q/A – We've set aside time for you to ask any lingering questions, share feedback, or get clarity.

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Sage Foundation
for Health



St. Louis Travel Tips – Airport & Transportation

- **Getting There: St. Louis Lambert International Airport** is just a **15-minute drive** from our host hotel, the **Ritz-Carlton, St. Louis**.
- To reduce traffic and support sustainability, we **encourage attendees to carpool** or share rides to and from the airport.
- Rideshare services and taxis are readily available at the airport.



St. Louis Travel Tips – The Ritz-Carlton, St. Louis

Located in the heart of **St. Louis' vibrant arts district**, the Ritz-Carlton offers luxury and convenience.

Onsite amenities include:

- A **full-service spa** and **fitness center** (open 24 hours)
- Multiple **restaurants and lounge**
 - RITZ Lobby Lounge
 - Casa Don Alfonso
 - Sushi Bar
 - Cigar Lounge
 - The Ritz-Carlton Club® Level
- Easy access to **galleries, shops, and [dining](#)**



St. Louis Travel Tips – Forest Park



Art Museum



History
Museum





Zoo



Science Center

Registration & Badge Pickup

- **Registration desk hours:**
 - TUE 10/7 12:00 – 6:00 PM
 - WED 10/8 7:30 AM – 5:30 PM
 - THU 10/9 7:30 AM – 5:00 PM
 - FRI 10/10 7:30 AM – 12:30 PM
- **Badge Colors & Access**
 -  **Green Badge:** Registered for **SIS** or **WellComms** only
 -  **Black Badge:** Registered for **Package** or **CONVERGENCE**
- **Badges must be worn at all times** during the event, including all sessions, networking activities, and any offsite events.





From Scientific Discovery to Consumer Demand: Building a Longevity Brand Around C15:0

Eric Venn-Watson, MD, MBA

Co-Founder & Chief Operating Officer
Seraphina Therapeutics, Inc.



Stephanie Venn-Watson, DVM, MPH

Co-Founder & Chief Executive Officer
Seraphina Therapeutics, Inc.

*well*comms™

ADDITIONAL TOPICS

- **Brand Imperatives: Build, Protect and Defend**
- **Harnessing the Power of Nutrition Influencers: Driving Wellness Marketing Success**
- **Newsworthy Not Salesy: Pitching Strategies That Land Positive Publicity**
- **Navigating Marketing & PR in the Quasi-Regulated Cannabis Industry**

SCIENCE *In Session*

Edge of innovation: Bioactives to advance human health

TOPICS

- Role of prebiotics in women's health and longevity
- The microbiota-gut-brain axis: mechanisms and the role of postbiotics
- Plant polyphenol metabolites and promotion of resilience to stress-induced mood and anxiety
- Botanical derived progestins and their impact on women's health
- The influence of dietary phytochemicals on skeletal development and bone growth
- Targeting the developmental origins of metabolic disease in offspring through maternal natural health product supplementation

INNOVATION EXCHANGE

WEDNESDAY AFTERNOON 2:30 – 6:00 PM

With Presentations From



nutriventia.



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KEYNOTES

Navigating the News Cycle



JIM VANDEHEI

Co-founder, Axios and POLITICO

The Intersection of Healthcare and Technology



DANIEL KRAFT, MD

Physician-scientist and founder, NextMed Health

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SESSION HIGHLIGHTS

Consumer Insights

Third-Party Evaluators –
Are They Helpful to
Consumers?

A Conversation
with FDA

Navigating the New
Regulatory Landscape

Tariffs & Trade Policy
and Their Effect
on the Dietary
Supplement Market

The View from the
Corner Office
– CEO Panel

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FIRESIDE CHAT BREAKFAST WITH

*FDA Deputy Commissioner
for Human Foods*

Kyle Diamantas



Activities

- **Tuesday, October 7**
 - **Giving Back Time - Access Initiative** (complimentary)
 - **Topgolf Tournament**, Sponsored by Plexus (\$150/person)
 - **SSAC Meeting & Reception** (invite only)
- **Thursday, October 9**
 - **Morning Yoga**, Sponsored by K. Patel Phyto Extractions Pvt. Ltd. (complimentary)
- **Friday, October 10**
 - **HIIT Aerobics Blast**, Sponsored by Kyowa Hakko (complimentary)



Authentic Botanical Extracts



Blues, Brews, and BBQ Opening Reception

Join us for a relaxed evening of **great drinks, delicious bites, and smooth blues music** in a stylish outdoor setting.

What to Expect:

- **BBQ favorites** with a gourmet twist
- **Live blues music** to set the mood
- **Interactive games** and casual networking
- A **laid-back vibe** perfect for unwinding and connecting
- **Dress Code: Casual Chic** – comfortable and cool attire recommended.



Meet Me at the Fair Closing Reception

Wrap up your time in St. Louis with a lively evening of fun, laughter, and connection! Inspired by the city's rich tradition of celebration, this event is the perfect way to toast to a successful week.

- **What to Expect:**
 - **Classic fair-style games**
 - **Karaoke** – show off your vocals or cheer on your colleagues
 - **Casual networking** in a festive, relaxed atmosphere
 - **Food & drinks** to keep the energy high
- **Dress Code: Casual**
 - Come as you are—comfortable attire encouraged for a night of fun and mingling.



Navigating the Event App

- Set up your profile, see who else is attending, and make plans to meet up on-site with other attendees.
- The app also provides information on speakers and Innovation Exchange presenters as well as event sponsors.
- Get on-site updates and alerts in the palm of your hand.
- **Simply use the email you signed up with and follow the prompts to log in.**



iOS



Google Play

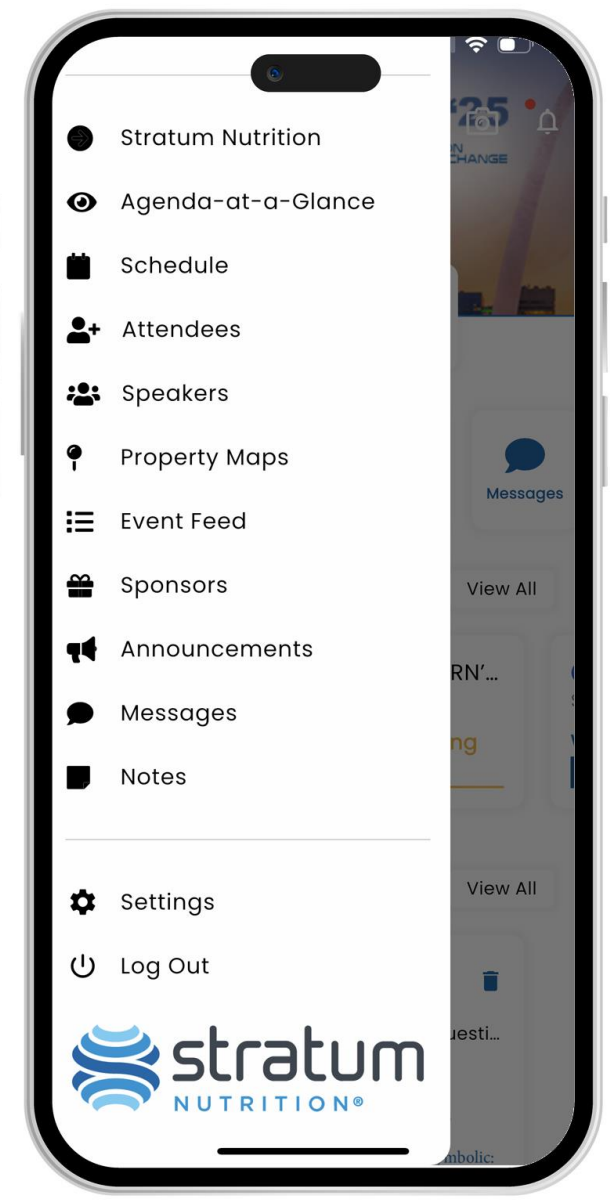
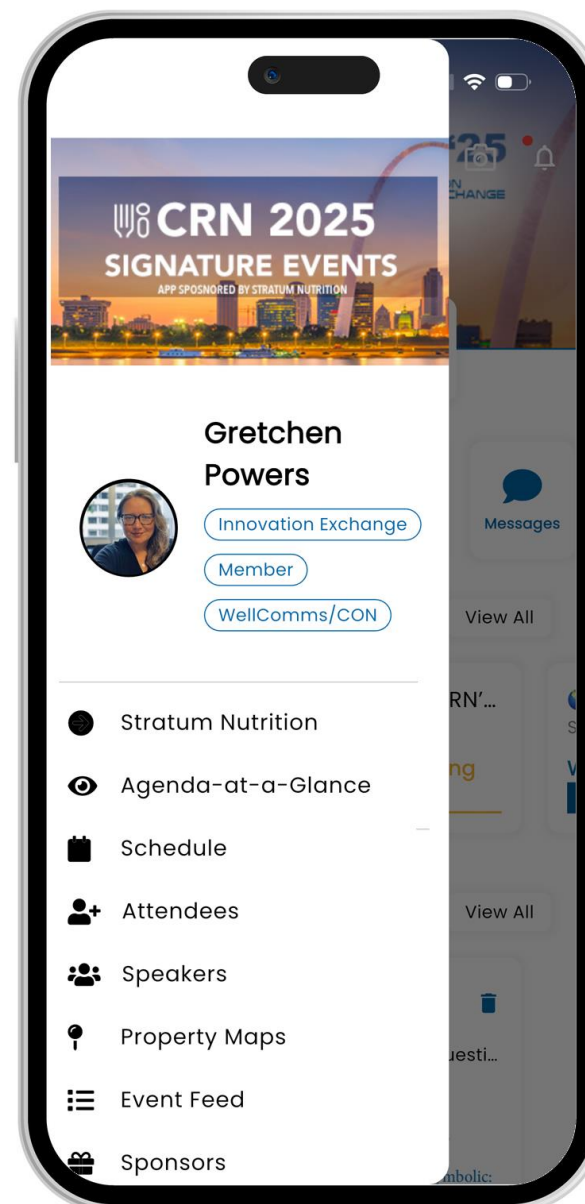
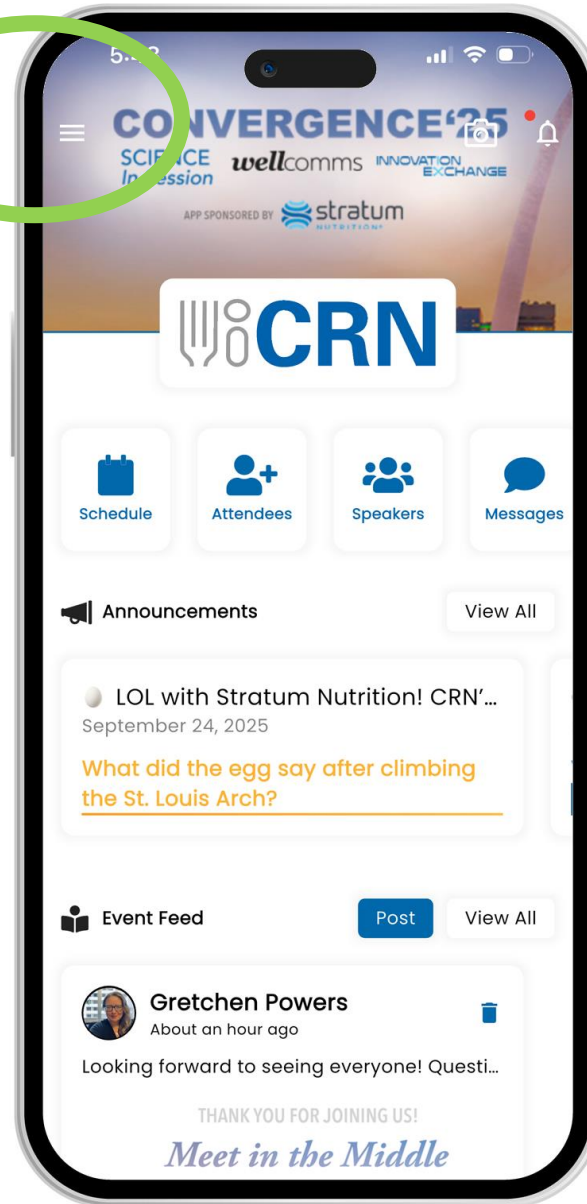


App Features

iOS



Google Play

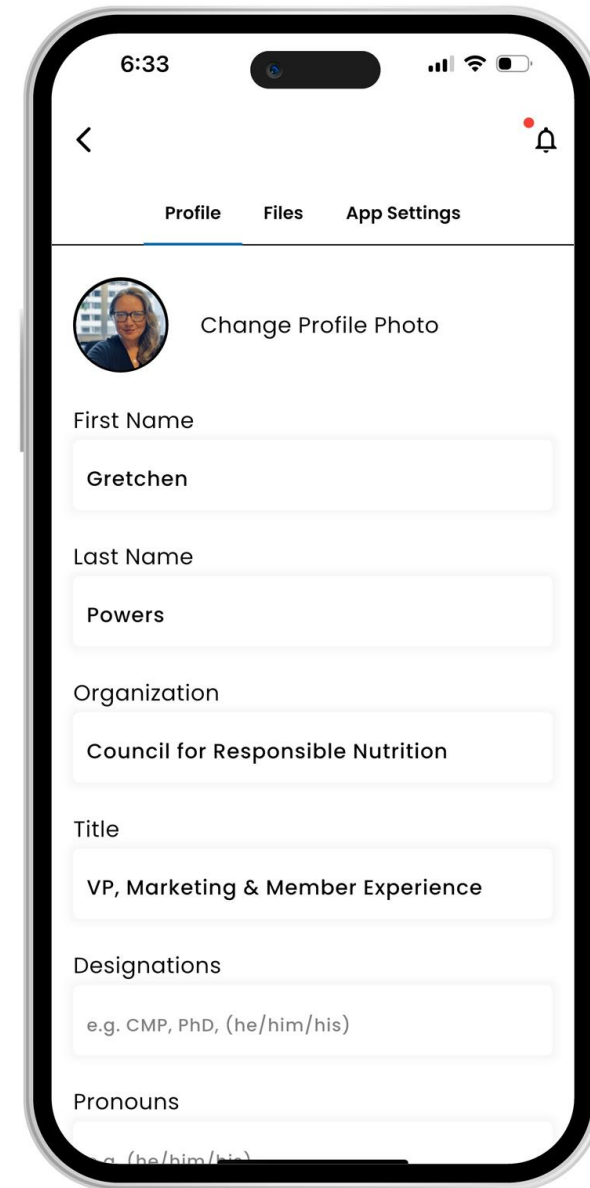
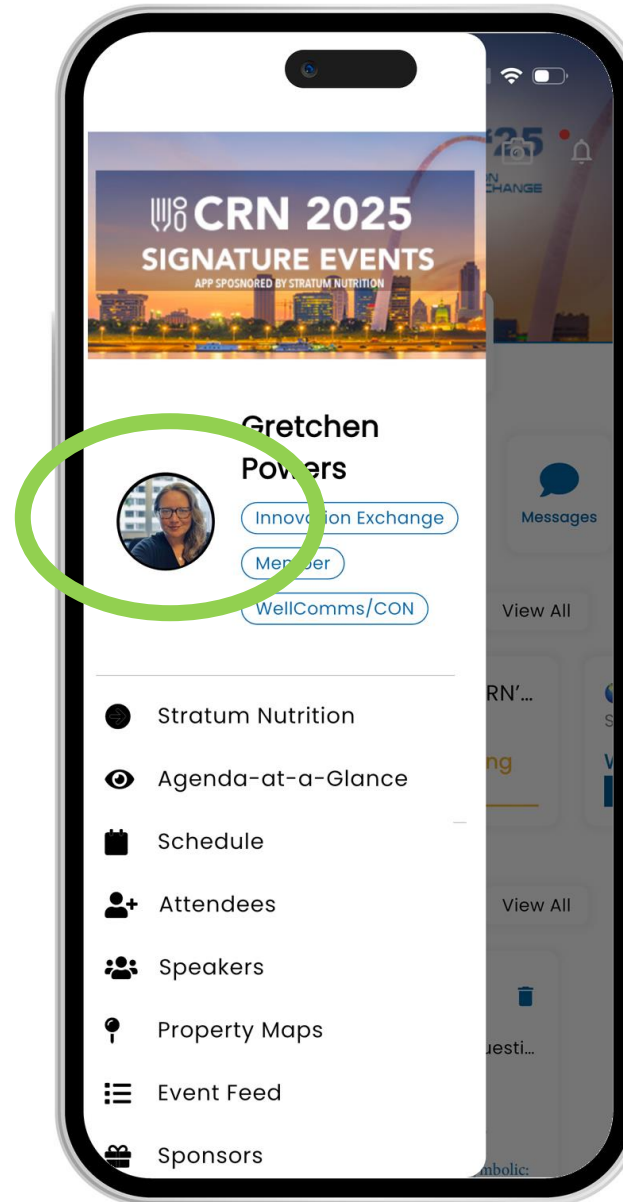


Set Up Your Profile

iOS



Google Play

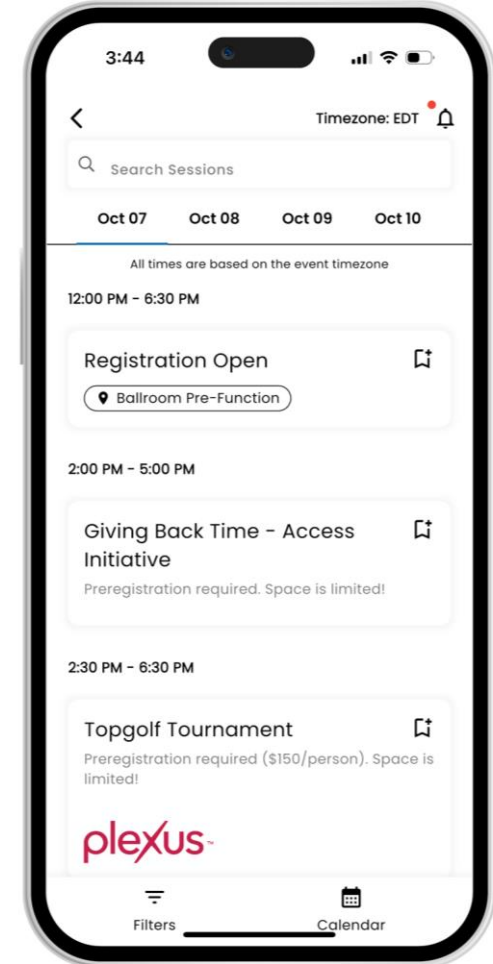


Agenda + Schedule

iOS



Google Play



Attendees

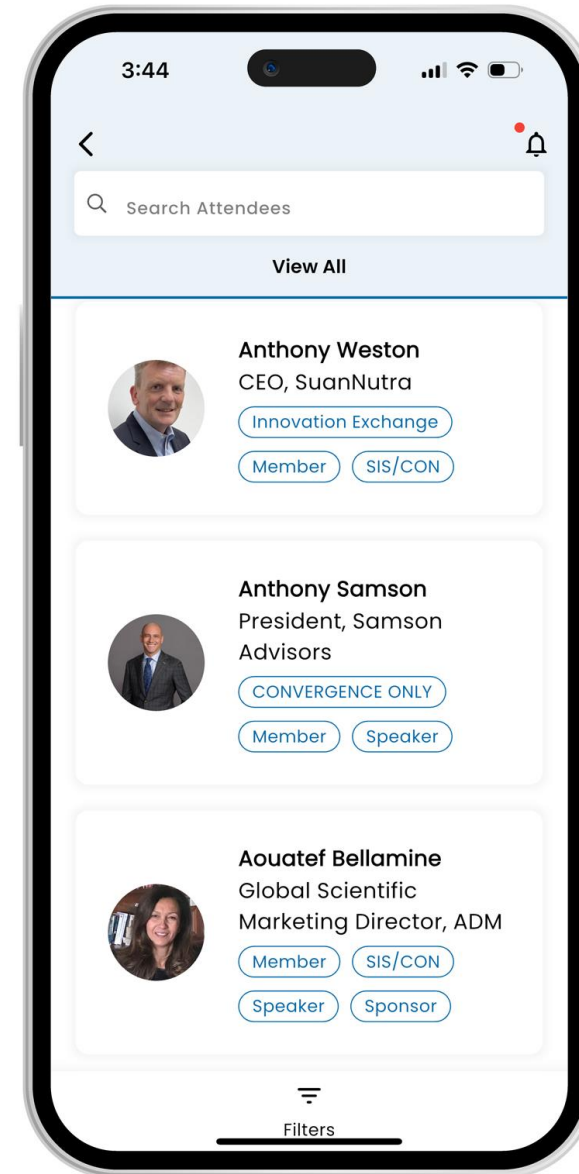
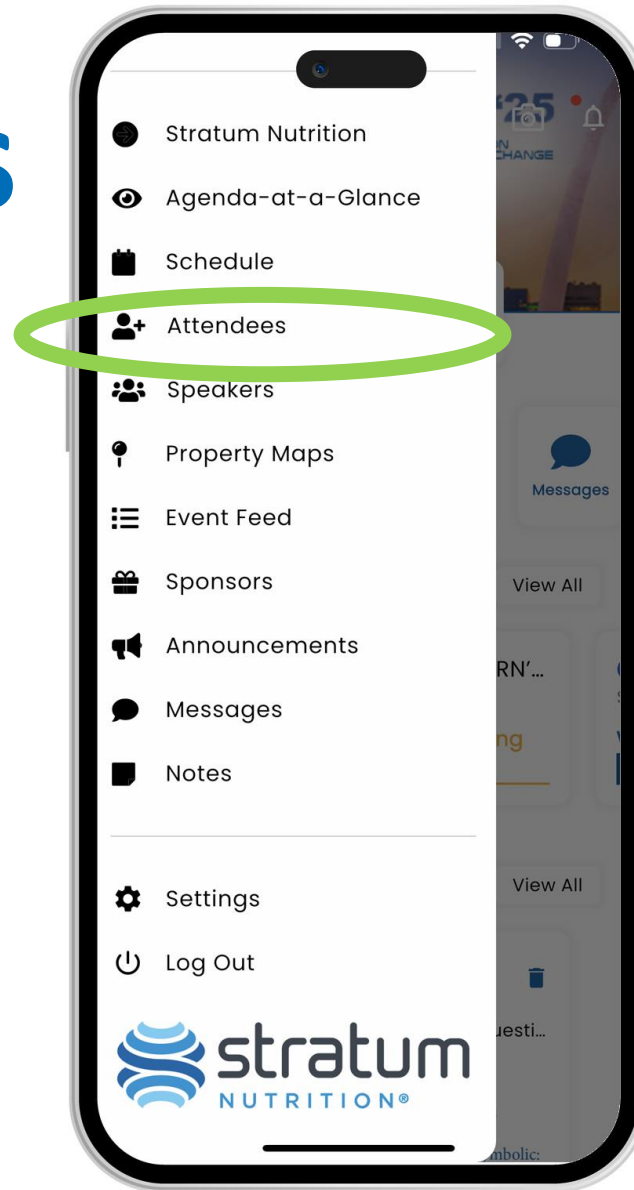
**INCLUDES ATTENDEES WHO
HAVE NOT OPTED OUT**

**DON'T SEE YOURSELF?
LET US KNOW!**

iOS



Google Play

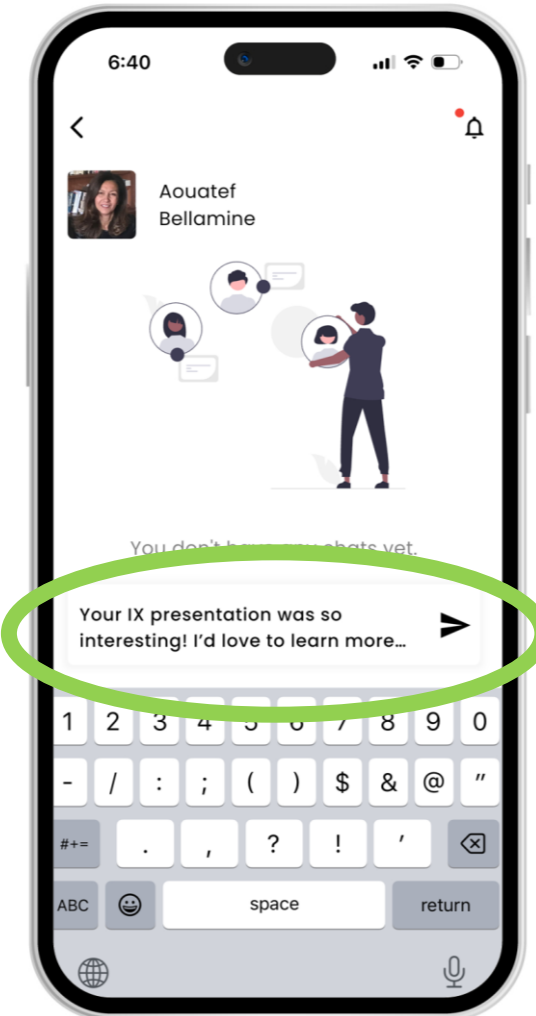
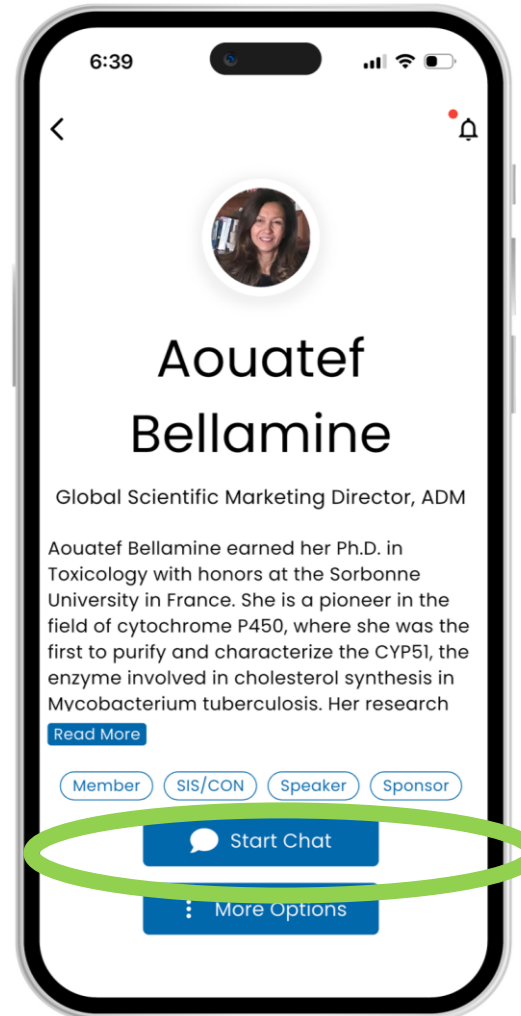


Messaging

iOS



Google Play



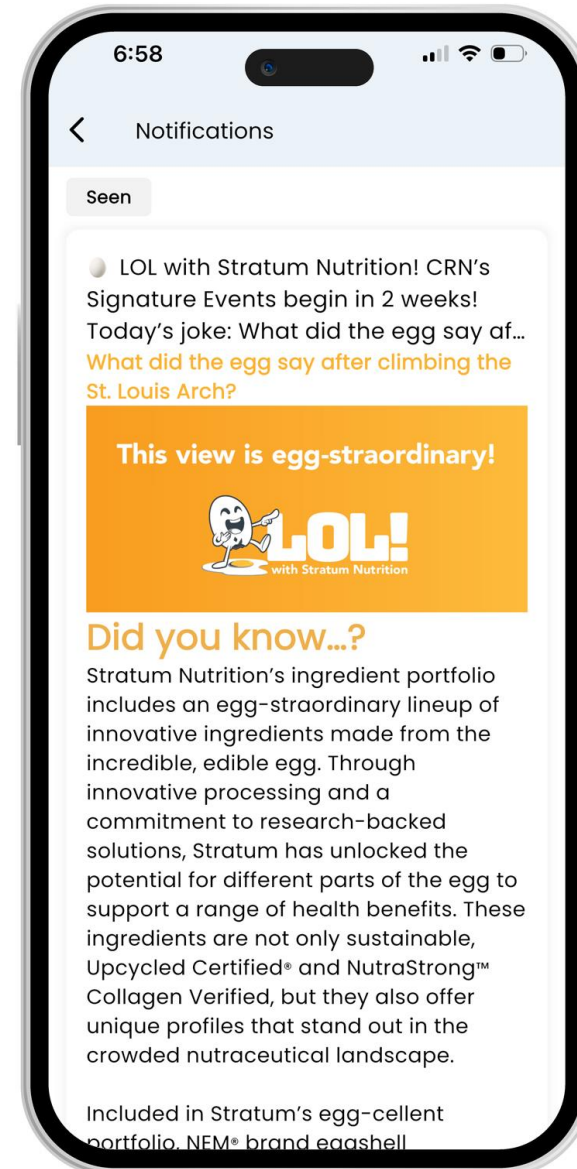
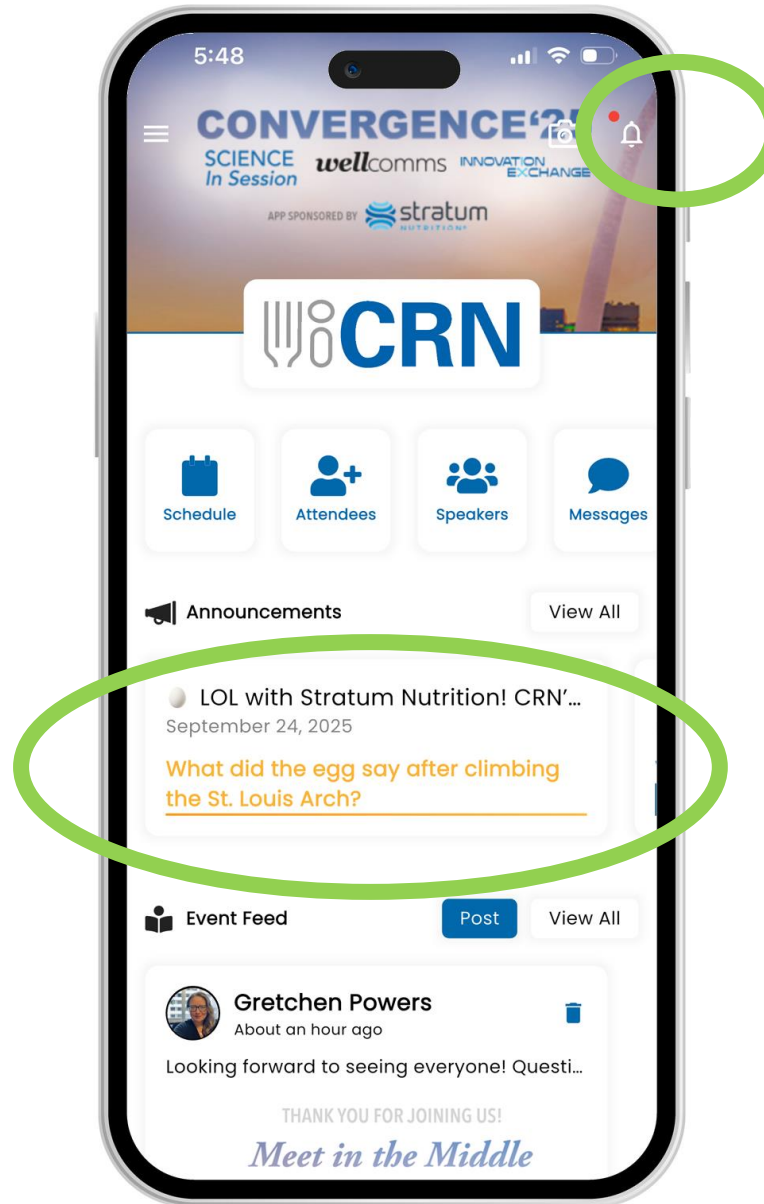
Bringing it 'Home'

**ALLOW
NOTIFICATIONS**

iOS



Google Play



Sustainability at CRN's Signature Events

CRN is committed to hosting a more sustainable event and minimizing our environmental impact. Here's how you can help:

- **Carpool or share rides** with fellow attendees whenever possible—it's a great way to reduce emissions and meet new people!
- **Use the event app** instead of printed materials to access schedules, updates, and more.
- **Refill your water** at stations throughout the venue and grab a **complimentary reusable water bottle** (while supplies last).
- **Return your name badge** to the registration desk at the end of the event so we can reuse materials for future gatherings.

The CRN team is proud to make progress toward hosting more responsible events and is grateful for your support—along with that of our **Sustainability Sponsor**, the **Unilever Wellbeing Collective**.



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