PLUS A FULL-DAY PRE-CONFERENCE WORKSHOP
Tuesday 5th July 2011, Crowne Plaza, The City, London

Developing an Integrated Multichannel Strategy that Delivers Measurable Returns
Led by Gary Monk, Managing Director UK, Across Group
10.00am-4.00pm
Social Media in the Pharmaceutical Industry

Day One | Wednesday 6th July 2011

8.30 Registration and Refreshments

9.00 Chairman’s Opening Remarks
   Alex Butler, Digital Strategy and Social Media Manager, Janssen-Cilag

EXPLORING THE ROLE OF SOCIAL MEDIA IN THE PHARMACEUTICAL INDUSTRY

9.10 OPENING ADDRESS
   Where can social media take the pharmaceutical industry and what are the opportunities and dangers?
   - The purpose and functions of social media in pharma; what role can and should it play?
   - Navigating the minefield of regulation/lack of regulation in the area; where does it leave us?
   - What ground-rules of best practice need to be established?
   - What can we learn from the past and what can we do better in the future?
   Amanda Callaghan, Director of Communications, Association of the British Pharmaceutical Industry

9.50 Online KOLs: Can you choose to ignore them?
   - Overview of traditional usage of Key Opinion Leaders (KOLs) to accelerate sales, educate patients and positively impact healthcare delivery
   - Assessing the impact of a new breed of online KOLs
   - Who are these new KOLs?
   - How are they shaping and influencing opinion about brands, treatment methods, disease management and pricing?
   - What are the implications for the pharmaceutical industry?
   Debjani Deb, Managing Partner, EmPower Research

10.30 Morning Coffee

11.00 The state of play: An overview of pharma experiences with social media
   - How has pharma used social media?
   - How have social media changed pharma marketing and communications strategies?
   - Managing institutional and procedural change to ensure effective social media implementation
   - Assessing the successes and failures to date
   John Vieira, Senior Director, Marketing Operations and Strategic Services, Daiichi Sankyo

11.40 Panel discussion: Formulating the right strategy: exploring the use of social media by pharma
   - What should pharma use social media for?
   - Can success with social media and its value be measured?
   - What is the value of social media to pharma?
   - Are the marketing benefits really worth the investment?
   - Are social media platforms suitable for internal communications?
   - Connecting with patient groups
   - Managing pharma’s relationship with healthcare professionals
   - Learning from other industries
   - Question & answer session
   Andrew Sinclair-Pearson, Head of eMedia, Novartis
   Alex Butler, Digital Strategy and Social Media Manager, Janssen-Cilag
   John Vieira, Senior Director, Marketing Operations & Strategic Services, Daiichi Sankyo
   Cressida Robson, Director, European Communications, Eisai
   Marc Monseau, Director, Corporate Communications and Social Media, Johnson & Johnson
   Stefan Fleuckiger, New Media Manager, Bayer

12.40 Networking Lunch

1.40 Case study: Evolving a new approach to corporate communications: the J&J BTW blog
   - Discovering a new voice for an established brand
   - Creating a system that works from scratch and generating internal ‘buy-in’
   - Incorporating existing third-party social media platforms to compliment the in-house blog
   - Generating new content and keeping the user engaged
   - Assessing the potential and limitations of the blog
   Marc Monseau, Director, Corporate Communications and Social Media, Johnson & Johnson

2.20 Case study: Getting social: Case studies in online engagement
   - Why pharma needs to lead the way and not lag behind with the personal web
   - Developing engagement in a regulated environment
   - Understanding social strategy and aligning it across the business
   - Looking beyond platforms
   - Insights into Janssen’s social media projects
   Alex Butler, Digital Strategy and Social Media Manager, Janssen-Cilag

3.00 Afternoon Tea

3.30 Case study: ‘Learning from the ground-up’: first steps into social media for a global pharmaceutical company
   - Formulating the initial strategy: what do we want to achieve?
   - Choosing the right social media platform
   - Generating corporate buy-in and getting stakeholders involved
   - Implementing the plan and organising day-to-day responsibilities
   - Assessing the results to-date
   - Conclusions and reflections
   Cressida Robson, Director, European Communications, Eisai

4.10 Building social media into a wider communications strategy
   - Setting social media in context, as one channel in a wider digital media toolkit
   - Exploring when to use social media and when to use something else
   - Examples from Bayer’s work in this space
   - Evaluation of social media as a communications channel
   Stefan Fleuckiger, New Media Manager, Bayer

4.50 Chairman’s Closing Remarks

5.00 Close of Day One

To attend, contact Mohammed Saffaf on Tel +44 (0) 20 7827 6022, Fax +44 (0) 20 7827 6023, email msaffaf@smi-online.co.uk or visit www.smi-online.co.uk/ts05.asp to register online

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Unlike other listening solution providers, EmPower Research combines its technological prowess with human intelligence. This way, we deliver insights that are superior and customized to meet client needs. www.empowerresearch.com

Previous delegate breakdown

Delegates at our January Social Media in the Pharmaceutical Industry event came from a wide range of locations across the globe, representing a diverse range of opinions and stimulating debate.
8.30  Re-registration and Refreshments

9.00  Chairman’s Opening Remarks
Figen Samdanci, Corporate Communications Manager, Pfizer

11.00  Developing guidance, providing direction and giving support to healthcare social media efforts, nationwide
Tim Lloyd, Deputy Head of Publishing & e-Communications, Department of Health, UK

12.30  Case study: NHS Local: Building an interactive healthcare portal that puts patients at the centre
- Formulating the purpose, scope and expectations for an NHS interactive portal for patients
- Devising the format; what features to include and how to make them engaging
- Implementing the plan and managing the site on a daily basis
- Reflections on successes and failures; how can things be improved?
- What does the future hold for NHS Local?
Carl Plant, Community Manager (NHS Local), Maverick Television

10.30  Morning Coffee

2.00  Case study: How one of Europe’s largest healthcare charities is pioneering social media strategies for patient engagement
- Examining the use of social media to increase awareness of the ‘mending broken hearts appeal’
- Designing and running a successful online campaign
- How useful have social media become in spreading the BHF’s message?
- What next?
Laila Takeh, Digital Manager, British Heart Foundation

2.40  Engaging with patients using a range of interactive collaborative social media tools
- Assessing the role of online patient forums in disseminating information and engaging patients on healthcare issues
- Building trust and rapport with patients; engaging with patients on their own terms and on issues of interest to them
- Case studies from talkeczema, talkasthma, talkmenopause and others
- The scope and limitations for the involvement of pharma
Deborah Mason, Founder & CEO, talkhealth partnership

3.20  Communicating with the healthcare profession
- Examining Doctors’ use of social media
- Case studies from Doctors.net.uk
- How can pharma get involved?
- What are the limitations for pharma?
Carwyn Jones, Head of Pharmaceutical Sales & Marketing, Doctors.net.uk

4.00  Chairman’s Closing Remarks

4.10  Afternoon Tea and Close of Conference

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Who should attend the conference?
Chief Executives, Executive Directors, Vice Presidents, Heads, and Team Leaders of
- Social Media
- Emerging Media
- eMedia/eCommunications
- Employee Communications/Engagement
- Communications Research
- Corporate Communications
- Marketing
- Information Services
- Brand Development
- Internal Communications
- Online, Publication & Web Content
- External Relations
- Strategic Planning
- Global Communications
- Digital Media
Overview of Workshop
This workshop is designed to help pharmaceutical and biotech professionals make the most of social media. Workshop attendees will explore innovative social media case studies both within and outside of the industry and will discuss novel approaches to incorporate social media tactics into their larger strategies. Further, attendees will examine the regulatory issues surrounding the use of social media and will work to identify the changes that will have to take place in industry to ensure that this exciting new channel is maximised.

Attend this workshop to...
- Understand the latest tools and online tactics available for pharma professionals
- Learn how to best identify the most appropriate mix of offline and online channels to support strategic objectives
- Understand how to implement practical new approaches and measure success

10.00 Registration and Refreshments
10.15 Welcome and Introduction
10.30 Online trends and developments: what is happening out there?
  - Examining Industry trends and case studies
  - Comparison of interesting pharma and non-pharma examples
11.15 Fusion strategy
  - Are online and offline channels pulling in the same direction?
  - Are they individually measurable?
11.45 Assessing the marketing mix
  - It’s not a case of ‘out with the old, in with the new’, rather, ‘what is working and what isn’t’?
12.15 Lunch
1.15 Virtual detailing: are we reaching clinicians in the most effective way and in the manner they would like to be ‘reached’?
1.45 Online medical education
  - Engaging clinicians through online education and measuring the impact
2.15 HCP portals and mobile communications
  - How do we provide clinicians with the information they want and where they want it?
2.45 Afternoon Tea
3.00 Effectively using social media and dialogue in the pharma environment
3.30 Search engine marketing
  - Using the right mix of natural and paid search
3.55 Summary and Conclusions
4.00 Close of Workshop

About the workshop host
Gary Monk, Managing Director UK, Across Group
During the last 6 years, Gary has worked in various Brand Management and e-Business roles at Johnson and Johnson. His outstanding achievements have been consistently recognised across the industry; he recently won the PM Society 2010 Digital Pioneer award and in 2009 he was bestowed with a Pharmatimes Marketer of the Year award, his brand having won 5 awards at the previous PM digital awards. These accolades recognise his success in an array of innovative digital projects and the delivery of strong business results, including a revolutionary multichannel physician campaign that measurably increased share in the target segment and a pioneering patient awareness campaign that delivered 130,000 targeted views and allowed comments on Youtube.

Key areas of expertise:
- Pharmaceutical Marketing and eCRM
- Fusion Strategy and Integration
- Digital and Social Media strategy
- Patient and HCP Campaigns
- Tablet and e-detailing
- Account and Project Management

About the organisation
Across Health is a fast-growing company with a proven track record in the health industry. With a focus on building customer relationships through the use of innovative channels, Across Health is the strategic partner of many high-profile companies in Europe and the US - from pharmaceuticals and consumer health to medical devices, hospitals and other key stakeholders in healthcare. www.a-cross.com
DELEGATE DETAILS

Please complete fully and clearly in capital letters. Please photocopy for additional delegates.

Title: Forename: Surname: Job Title: Department/Division: Company/Organisation: Email: Address: Town/City: Post/Zip Code: Country:

Direct Tel: Direct Fax: Mobile: Switchboard: Date:

Signature: I agree to be bound by SMi’s Terms and Conditions of Booking.

ACCOUNTS DEPT

Our Reference Number: LVY23 ts

Unique Reference Number

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Substitutions/Name Changes: If you are unable to attend you may substitute another delegate to take your place at any time prior to the start of the event. Two or more delegates may not share a place at an event. Please make separate bookings for each delegate.

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Pay by 28th April to receive a £100 off the conference price

CONFERENCE PRICES

I would like to attend: (Please tick as appropriate) Fee Total

□ Conference & Half-Day Workshop £1998.00 + VAT £2397.60

□ Conference only £1399.00 + VAT £1678.80

□ Half-Day Workshop £599.00 + VAT £718.80

PROMOTIONAL LITERATURE DISTRIBUTION

□ Distribution of your company’s promotional literature to all conference attendees £999.00 + VAT £1198.80

GROUP DISCOUNTS AVAILABLE

The Conference fee includes refreshments, lunch, conference papers and CD ROM containing all of the presentations.

VENUE Crowne Plaza Hotel - The City, 19 New Bridge Street, London, EC4V 6DB

Alternatively call us on +44 (0) 870 9090 711, email: hotels@smi-online.co.uk or fax +44 (0) 870 9090 712

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I cannot attend but would like to purchase the following CD ROMs:

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□ The conference presentations – paper copy £499.00 - £499.00

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EARLY BIRD DISCOUNT □ Book by 31st March to receive a £300 off the conference price

Book by 28th April to receive a £100 off the conference price

SOCIAL MEDIA IN THE PHARMACEUTICAL INDUSTRY

Conference: Wednesday 6th and Thursday 7th July 2011, Crowne Plaza Hotel - The City, London, UK

Workshop: Tuesday 5th July 2011, London

4 WAYS TO REGISTER

ONLINE at www.smi-online.co.uk/ts05.asp

POST your booking form to: Mohammed Saffaf, SMi Group Ltd, Great Guildford Business Square, 30 Great Guildford Street, London, SE1 0HS, UK

FAX your booking form to +44 (0) 20 7827 6023

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