SMi present their 5th conference...

Social Media in the Pharmaceutical Industry
Connectivity, Engagement and Implementation

Wednesday 23rd & Thursday 24th January 2013, Copthorne Tara Hotel, London, UK

KEY SPEAKERS INCLUDE:

Beat Buehlmann
Industry Leader Healthcare UK
Google

Andrew Widger
Senior Director, Media Relations EMEA
Pfizer Inc

Nathan Nagel
CEO
Oncology Pharma Ltd

Trish Nettleship
Director, Social Media & Influence,
Social Media & Influence
UCB, Inc.

Jutta Klauer
Senior Manager New Media
Pfizer Deutschland GmbH

Rahul Agrawal
Senior Director, Global Strategic Marketing
Bayer HealthCare Pharmaceuticals

James Quekett
Education Lead
Doctors.net.uk

Josep Manel Picas Vidal
President
European Association of Healthcare IT Managers

WHY ATTEND THIS EVENT:

• Speak with the key opinion leaders of the industry about the future of social media, digital pharma, e-marketing and regulations

• Discover the new and the emerging regulations in social media in pharmaceuticals and the Pharmacovigilance of the industry, as well as how to achieve compliance in social media usage

• Hear about case studies in the industry: how they affected all those involved, how they were successful and the reasons that they were unsuccessful

• Learn about crisis management, adaptations and risk management in unsuccessful campaigns, and apply them to your own company’s

• Discuss the latest technologies in social media with the companies that create them, and debate their benefits and difficulties with those companies that utilise them

• Put forward problems and difficulties of your own, and discuss potential solutions and action plans for the future

PLUS TWO INTERACTIVE HALF-DAY PRE-CONFERENCE WORKSHOPS
Tuesday 22nd January 2013, Copthorne Tara, London, UK

A: Virtual Private Social Networks
Workshop Leaders:
Richie Bavasso, President, Exploria SPS
8.30pm - 12.30pm

B: Uncovering effective ways to utilise social media in the Pharmaceutical industry
Workshop Leader:
Daniel Siddle, Founder, Knotane
13.30pm - 17.30pm

www.social-media-pharma.com
Register online and receive full information on all of SMi’s conferences
Alternatively fax your registration to +44 (0) 870 9090 712 or call +44 (0) 870 9090 711
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<tr>
<td>8.30</td>
<td>Registration &amp; Coffee</td>
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<td>9.00</td>
<td>Chairman’s Opening Remarks&lt;br&gt;Daniel Ghinn, CEO, Creation Healthcare</td>
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<td>9.20</td>
<td>OPENING ADDRESS / KEYNOTE ADDRESS&lt;br&gt;A Google Perspective on Social Media in the Pharmaceutical Industry&lt;br&gt;Beat Buehlmann, Industry Leader Healthcare UK, Google</td>
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<td>10.00</td>
<td>Market research via social media in pharmaceuticals&lt;br&gt;• The challenges faced by different types of social media&lt;br&gt;• How to overcome these challenges&lt;br&gt;• Which to social media method to use in order to reduce these issues&lt;br&gt;• Anonymous research on the internet: the benefits and the problems faced by&lt;br&gt;Rahul Agrawal, Senior Director Global Strategic Marketing, Bayer</td>
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<td>10.40</td>
<td>Morning Coffee</td>
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<td>11.10</td>
<td>Using Social Media to Build Engaged Advocate Communities&lt;br&gt;Elizabeth Apelles, CEO, Greater Than One</td>
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<td>11.50</td>
<td>Engagement and awareness through the use of social media&lt;br&gt;• Profiling the target audience&lt;br&gt;• Making the messages relevant to each group&lt;br&gt;• Measuring the impact&lt;br&gt;• Using feedback to refine the messages&lt;br&gt;James Quekett, Director of Educational Services, Doctors.net.uk</td>
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<td>12.30</td>
<td>Networking Lunch</td>
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<td>13.50</td>
<td>Digital IQ – a customer centric approach to defining your digital &amp; social media strategy&lt;br&gt;• Digital IQ: What customers say, what customers want and how competitors meet those needs today&lt;br&gt;• Understand customer online behaviour, treatment &amp; product perceptions, preferences, sentiment, unmet needs, vocabulary etc.&lt;br&gt;• How to define your brand’s Digital IQ&lt;br&gt;• How to create a strategy roadmap and define tactics based on Digital IQ&lt;br&gt;Mads Petersen, Director EMEA, Vertic Healthcare</td>
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<td>14.30</td>
<td>Synergies between healthcare providers, technological companies and pharmaceutical companies through the use of social media&lt;br&gt;• Risk shared, shared savings, ROI&lt;br&gt;• BPM, Lean Process Management&lt;br&gt;• ICT Innovation&lt;br&gt;• New roles &amp; business models for pharmaceutical companies&lt;br&gt;Josep Manel Picas Vidal, President, European Association of Healthcare IT Managers</td>
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<td>15.10</td>
<td>Afternoon Tea</td>
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<td>15.40</td>
<td>“Smoke Free” with Social Media&lt;br&gt;• From a one-off campaign to a sustainable community on Facebook&lt;br&gt;• The uses and interactions of different social media platforms&lt;br&gt;• What worked well in the project and what did not&lt;br&gt;• Our learnings from the project and what should be considered when setting up a social media project&lt;br&gt;Jutta Klauer, Senior Manager New Media, Pfizer Deutschland GmbH</td>
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<td>IMPLEMENTATION OF SOCIAL MEDIA MECHANISMS&lt;br&gt;“Smoke Free” with Social Media&lt;br&gt;• From a one-off campaign to a sustainable community on Facebook&lt;br&gt;• The uses and interactions of different social media platforms&lt;br&gt;• What worked well in the project and what did not&lt;br&gt;• Our learnings from the project and what should be considered when setting up a social media project&lt;br&gt;Jutta Klauer, Senior Manager New Media, Pfizer Deutschland GmbH</td>
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<td>16.20</td>
<td>A Holistic Approach to Social Media for the Pharmaceutical Industry&lt;br&gt;• Alternative approaches to social media that move beyond marketing and use the whole Pharma organisation&lt;br&gt;• A whistletstop tour through selected case studies from both within and outside of the Pharma industry and how they can be applied to future Pharma social media endeavours&lt;br&gt;• Turning social media principles to a Pharma company’s advantage&lt;br&gt;Daniel Siddle, Founder, Knotane</td>
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<td>Interactive Session: Social Media Monitoring for Pharma&lt;br&gt;Social media monitoring is the secret weapon of pharma’s most successful digital brands. In this session, Daniel Ghinn will use real data to illustrate how social media monitoring can help pharmaceutical communicators and marketers to:&lt;br&gt;• Plan brand strategy&lt;br&gt;• Manage stakeholder engagement&lt;br&gt;• Avoid a social media crisis&lt;br&gt;Daniel Ghinn, CEO, Creation Healthcare</td>
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<td>Close of Day One</td>
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Sponsored by [Greater Than One](http://www.greaterthanone.com) is a fully integrated digital solutions agency located in New York City, with offices in San Francisco and Madrid. Our extensive healthcare digital experience and fully integrated model - along with our profoundly human insights create and build deeper, more profitable relationships critical to brand success.

Want to know how you can get involved? Interested in promoting your pharmaceutical services to this market? Contact Kellee Halliburton, SMi Marketing on +44 (0) 207 827 6194, or email khaliburton@smi-online.co.uk

**See the full schedule [here](#).**
Chairman’s Opening Remarks
Josep M. Picas, President, European Association of Healthcare IT Managers

OPENING ADDRESS / KEYNOTE ADDRESS

9.10 Social Media for corporate communications
• Which networks work best
• What are the key elements to designing your interaction
• How to evolve your communications to best effect
• Leveraging engagement for added benefit
Andrew Widger, Senior Director, Media Relations EMEA, Pfizer

9.50 Building Social Ambassadors from within your organization
• Steps to creating a social program based on your people
• Identify objectives and a vision for social that align to business priorities – don’t create an island
• Inclusion of all internal stakeholders early in the process
• Find and nurture your experts
• Understand the importance of community management
• Track progress and share
Trish Nettleship, Director, Social Media & Influence, Social Media & Influence, UCB, Inc.

10.30 Morning Coffee

11.00 Utilising strategic modelling to succeed in Social Media
• Using professor porters market force analysis model to prepare for entering a digital market place
• Crafting a global audience through utilisation of professor De bonos six hats thinking
• Integrating social media into professor porters value chain analysis model
Nathan Nagel, CEO, Oncology Pharma Ltd

11.40 Pharma Social Media - Moving Forwards?
• Social Pharma - Current best practice and examples
• Integrating Social Media into brand and corporate strategy
• What are the options?
• Managing the conversation - what policies and processes are needed?
• Is it worth it, can we measure the return?
Gary Monk, Digital Healthcare Consultant, Independent Consultant

12.20 Networking Lunch

13.50 Making sense of Enterprise 2.0
• Recognising that collaboration on the web is different from collaboration on the intranet
• Key drivers for successful collaboration
• Aligning business problems to collaboration solutions
Doris Casares, Director of Communications and Social Media Strategist, Spanish Generic Medicines Association (AESEG)

14.30 Patient independence through social media
• How access of information leads to patient knowledge of pharmaceuticals and diseases
• The dangers of mis-information in the industry
• Increasing patient involvement in their own healthcare
• The advantages and challenges of patient independence in healthcare
Sven Awege, Independent Consultant and Former Employee of Eli Lilly

15.10 Afternoon Tea

16.20 Panel Discussion: Measuring Success in Social Media
• How to measure the success of social media
• Which factors to use as a measurement
• Is social media relevant and worthwhile? How do the different measurements show different results?
Athar Abidi, Digital Manager, British Lung Foundation

17.00 Chairman’s Closing Remarks and Close of Day Two

SMi’s Pharmaceutical Forward Planner 2012

SEPTEMBER
17-18 Next Generation Sequencing
19-20 Cancer Vaccines
24-25 Biosimilars and Biobetters
26-27 KOL Management

OCTOBER
3-4 Partnerships with CROs
8-9 Pharmaceutical Orphan Drugs
22-23 COPD: Novel Therapeutics and Management
24-25 Point of Care Diagnostics – Market Opportunities and Technology Trends
29-30 European Pharmaceutical Pricing & Reimbursement

NOVEMBER
5-6 Cell Based Assays
5-6 Clinical Trials in CNS
28-29 Diabetes

DECEMBER
3-4 Cold Chain Distribution

All conferences take place in central London, UK – unless indicated otherwise in brackets

SPONSORSHIP AND EXHIBITION OPPORTUNITIES
SMi offer sponsorship, exhibition, advertising and branding packages, uniquely tailored to complement your company’s marketing strategy. Prime networking opportunities exist to entertain, enhance and expand your client base within the context of an independent discussion specific to your industry. Should you wish to join the increasing number of companies benefiting from sponsoring our conferences please call: Alia Malick on +44 (0) 20 7827 6168 or email: amalick@smi-online.co.uk
Overview of workshop
Exploria will discuss transforming the Pharma business model via social networking. While focus on large patient/consumer oriented networking sites like Facebook, Twitter, et al, have merit but opportunity exists to completely change sales and marketing practice as we know it. This revolutionary approach will forever change the way Pharma does business.

The workshop will cover a collaborative new business model for interaction between, Pharma, HCPs, Payers, and perhaps patients within the safety net of secure intimate discussions and relationships.

Why you should attend
• Discover how today’s field force can survive and thrive in tomorrow’s world
• Determine the best social media strategy for your pharmaceutical business
• Discuss the environmental factors that impact the traditional pharmaceutical sales
• Learn of new ways to ensure that collaborations in pharma succeed
• Debate new approaches in pharmaceutical sales and marketing

Programme
8.30   Registration & Coffee
9.00   Chairman’s Opening Remarks
9.10   Environmental factors rapidly and drastically impacting the traditional Pharma sales and marketing approach
•  External pressures
•  Internal inefficiencies
9.50   Do life science stakeholders want/need anything from Pharma?
•  Is Pharma fast becoming insignificant to the health care discussion?
•  What if Pharma is not invited to participate in the future discussion on health care?
•  Can Pharma have a mutually successful relationship with stakeholders?
10.30  Morning Coffee
11.00  A new approach to life sciences collaboration
•  A new paradigm in the Pharma/Life sciences stakeholder relationship
•  Accepting the inevitable – No more sales reps
11.40  Q&A/Open Discussion
12.30  Close of Workshop

About the workshop host
Richie Bavasso, President, Exploria SPS
Mr. Bavasso is one of the early pioneers of use of devices and the web as detailing tools to support pharmaceutical sales representatives. Since 1999, he has worked with clients globally to introduce the Closed Loop Marketing (CLM) function. He has set procedure and precedent in the areas of content development, business rule driven content management, and social media optimization. A frequent speaker at industry conferences and events, Mr. Bavasso serves as an advocate for the industry in promoting digital conversation as integral to the various enterprise functions within pharma and the medical community.

Mr. Bavasso was recognized in 2007 by PharmaVoice magazine as one of the top 100 most influential people in pharma for his introduction of and enthusiastic support for closed loop marketing. He served for sixteen years as chief executive officer of Pharmedica Holdings, LLC, and President of its INFLUENT Division. One of the largest medical education companies in the world. He is a licensed hospital administrator having served twelve years leading two health care systems.

About Exploria SPS
Exploria, Inc was founded in 1999, as a software enterprise content management company. It has developed 13 products to date. It continues to innovate and develop new products on its Community Network™ platform. Exploria specializes in the development of software for tablets, iPads, and other mobile devices. Exploria began Virtual Private Social Networks, LLC, in 2012 as a B2B transaction-based social and mobile device platform for the health sciences industry.
Overview of workshop
This workshop will be an interactive forum with delegates debating and putting forward their own thoughts on the topics, and their own experiences in the industry. The focus will be on uncovering effective ways to engage with consumers without violating regulations and will look to develop some tangible actions that participants can take after the conference.

This workshop will give you an opportunity to hear case studies from the industry: how they affected all those involved, how they were successful and the reasons that they were unsuccessful. You will also be able to put forward problems and difficulties of your own and discuss potential solutions and action plans for the future.

Why you should attend
• Learn from your peers about the different ways in which to take advantage of social media opportunities
• Discuss issues with social media usage, including your own dilemmas and potential solutions for them
• Explore the benefits of social media and social media principles outside of Facebook, Twitter and YouTube.
• Debate on the different ways to solve issues associated with social media in the pharma industry
• Develop an action plan for your own social media use, including who will implement it.

Programme
13.30 Registration and Coffee
14.00 Welcome and Introductions
14.15 Putting Social Media into Context
  • A very brief presentation to outline the areas where social media can be effective and to stimulate thinking beyond Twitter, Facebook, YouTube and patient communities
14.20 Exercise 1 - Identifying Aims, Issues and Opportunities
  • The delegates will be asked to identify their aims, issues and opportunities with regard to Social Media. These will then be used as the basis for facilitated discussion, ensuring the workshop is focussed on what the delegates want to discuss, rather than being predefined.
14.30 Facilitated Discussion - Issues
  • The first facilitated discussion will focus on resolving a number of issues highlighted by the participants
  • The discussion will be a group discussion with the delegates debating and putting forward their own thoughts on how to solve the issues raised
15.30 Afternoon Coffee Break
16.00 Facilitated Discussion - Opportunities
  • The second facilitated discussion will focus on ways of taking advantage of the opportunities that Social Media presents.
  • Again, it will be a group discussion with the delegates debating and putting forward their own thoughts and ideas
17.00 Exercise 2 - Who \rightarrow Do
  • To leave the workshop with a set of tangible actions the final exercise is an action planning exercise
  • Based on the aims raised in Exercise 1 and armed with thoughts from both facilitated discussions the delegates will be asked to put together a high-level action plan outlining an action to be taken and the person to take it
17.30 Close of workshop

About the workshop host
Daniel Siddle, Founder, Knotane
Daniel Siddle is the founder of Knotane, a company that works with their clients to improve the performance of their organisation through innovative and efficient use of technology. After spending 8 years in the Pharmaceutical Industry, firstly in research and development then in IT, he moved to Headshift where he has worked on some of the most innovative social media projects both inside and outside of the firewall.

About Knotane
Knotane is a company that delivers performance improvement through innovative and efficient use of technology. Our fundamental belief is that technology should be both useful and usable for the business and the individual.
### DELEGATE DETAILS

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

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

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### Terms and Conditions of Booking

**Payment:** If payment is not made at the time of booking, then an invoice will be issued and must be paid immediately and prior to the start of the event. If payment has not been received then credit card details will be requested and payment taken before entry to the event. Bookings within 7 days of an event require payment on booking. Access to the Document Portal will not be given until payment has been received.

**Substitutions/Name Changes:** If you are unable to attend you may nominate, in writing, another delegate to take your place at the 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.

**Cancellation:** If you wish to cancel your attendance at an event and you are unable to send a substitute, then we will refund 50% of the fee less a £50 administration charge, providing that cancellation is made in writing and received at least 28 days prior to the start of the event. Regrettably, cancellations after this time cannot be accepted. We will however provide the conference documentation via the Document Portal containing all of the presentations.

### 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 access to the Document Portal containing all of the presentations.

### VENUE

Copthorne Tara Hotel, Scarsdale Place, Kensignton, London W8 5SR

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

### DOCUMENTATION

- Access to the conference documentation: £499.00 + VAT £598.80
- The Conference Presentations – paper copy: £499.00 (or only £300 if ordered with the Document Portal)

### PAYMENT

Payment must be made to SMi Group Ltd, and received before the event, by one of the following methods quoting reference P-055 and the delegate’s name. Bookings made within 7 days of the event require payment on booking, methods of payment are below. Please indicate method of payment:

- **UK BACS** Sort Code 300009, Account 00936418
- **Wire Transfer** Lloyds TSB Bank plc, 39 Threadneedle Street, London, EC2R 8AU Swift (BIC): LOYDGB2L103, Account 00936418 IBAN GB48 LOYD 3000 0900 9364 18
- **Cheque** We can only accept Sterling cheques drawn on a UK bank.
- **Credit Card**
  - Visa
  - MasterCard
  - American Express
  
All credit card payments will be subject to standard credit card charges.

### VAT

VAT at 20% is charged on the attendance fees for all delegates. VAT is also charged on Document Portal/paper copy documentation (or only £300 if ordered with the Document Portal) (£499.00 + VAT £598.80).