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LINKING BUSINESS *with* INFORMATION

SMi presents the 7th annual conference on

Social Media in the Pharmaceutical Industry

Reflecting on regulatory insights and customer focus as the vision for the industry

Marriott Regents Park Hotel, London, UK

21 - 22 JAN 2015

NEW AGENDA RELEASED FOR 2015!

BUSINESS BENEFITS FOR 2015:

- **LOOK** towards 2015 and assess the vision of social media with insight from GE Healthcare Life Sciences, Lundbeck A/S, European Generic Medicines Association, Aston Univeristy and ZS Associates
- **LISTEN** to case studies from Gary Monk on Wikipedia in healthcare and Jacyln Fonteyne from Boehringer Ingelheim on tweetchats driving healthcare innovation
- **ASSESS** the business impact of social media with presentations from Janssen and Green Bear Medical
- **REVIEW** the customer focus of social media with insight into patient groups and representations from the AKU Society

CHAIRS FOR 2015:

Alexandra Fulford, Consultant, **ZS Associates**

Charles Lowe, President, Telemedicine & eHealth Section, **Royal Society of Medicine**

KEY SPEAKERS INCLUDE:

- **Dimithri Wignarajah**, Head of Content and Social Media, **GE Healthcare Life Sciences**
- **Jaclyn Fonteyne**, Social Media Specialist, **Boehringer Ingelheim**
- **Lanre Bitoye**, Global Digital Interaction Management, Business Partner, **Lundbeck A/S**
- **Gary Monk**, Director of Strategy and Innovation, **Havas Health**
- **Nick Broughton**, Managing Director, **Green Bear Medical**
- **Tony Kane**, Managing Partner, **Tony Kane Consulting**
- **Dr. Graham Leask**, Economics & Strategy Group, **Aston University**
- **Sorsha Roberts**, Online Communications Officer, **AKU Society**

...plus many more

PLUS AN INTERACTIVE HALF-DAY PRE-CONFERENCE WORKSHOP

Tuesday 20th January 2015, Marriott Regents Park Hotel, London, UK

5 Key Ways Pharmaceutical companies can generate new business with LinkedIn

Workshop Leader: **Miriam Shaviv**, Director of Content, **Brainstorm Digital**

1.30pm - 5.30pm

www.social-media-pharma.com

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Social Media in the Pharmaceutical Industry

Day One I Wednesday 21st January 2015

www.social-med

9.30 **Registration & Coffee**

9.00 **Chairs Opening Remarks**
Alexandra Fulford, Consultant, **ZS Associates**

REGULATORY INSIGHTS INTO SOCIAL MEDIA

KEYNOTE ADDRESS

9.10 **Implementing social media ethics and guidelines in a business environment**
- Inclusion of periodic sessions on policy implementation procedures , employee training, disclosure practices and record keeping in day to day business activities
- Introducing the concept of social media business plan
- Discuss the various privacy disclaimers and social media

Irina Osovskaya, Digital Manager, **Janssen***

9.50 **Implementing social media ethics and guidelines in a business environment**
- Inclusion of periodic sessions on policy implementation procedures , employee training, disclosure practices and record keeping in day to day business activities
- Introducing the concept of social media business plan
- Discuss the various privacy disclaimers and social media

Nick Broughton, Managing Director, **Green Bear Medical**

10.30 **Morning Coffee**

CUSTOMER FOCUS IN SOCIAL MEDIA

11.00 **Engaging patients through social media**
- Healthcare ready for empowered and digitally demanding patients
- How consumer care companies are leading the change from uni-directional broadcasting of information to an engaging and relationship-orientated online conversation
- For the healthcare industry, it is becoming increasingly important to be able to react quickly and decisively to events on social media
- How patient groups can play a mediating role between patients and pharmaceutical companies to disseminate healthcare information, particularly online and through social media

Sorsha Roberts, Online Communications Officer, **AKU Society**

11.40 **Leveraging social media to empower HCP's**
- HCP's transformation from practical world to social & digital world
- Impact of digitalization on consumer behavior in turn affecting HCP's approach
- Creating portals to connect HCP network activity

Sinem Erentürk, Head of Health, **Project House Health**

12.20 **Session Reserved for Jenny Cowderoy**

1.00 **Networking Lunch**

CASE STUDY DISCUSSIONS

2.00 **Pharma tweetchats to drive healthcare innovation**
- What a Tweetchat is and why they are important for pharma
- The essential steps to planning a successful Tweetchat
- Statistics around prior Tweetchats and measures of success
- Views on the future of Tweetchats within the broader pharma and healthcare space

Jaclyn Fonteyne, Social Media Specialist, **Boehringer Ingelheim**

2.40 **Pharma and Twitter - The ASCO case study**
- Most Pharma companies on twitter are now trying to use this opportunity to actively engage a with their customers, but how successful are they?
- Which companies use twitter to communicate with their customers at ASCO? How is their engagement evolving?
- Which customers engage most with pharma on twitter? (content,@replies, RTs)
- How can customers on twitter be segmented? Which segments are over/underrepresented?
- Where are those customers located? Which countries are over/underrepresented?
- Which customers should pharma target at ASCO with which information?

Silja Chouquet, Owner, **Whydot GmbH**

3.20 **Afternoon Tea**

TECHNOLOGY AND SOCIAL MEDIA

3.50 **The mobile phenomenon**
- Demonstrate the importance, value & opportunity of mobile in healthcare by:
  - Discussing mainstream trends
  - Specific health trends
  - Highlighting examples of mHealth in action

Tony Kane, Managing Partner, **Tony Kane Consulting Ltd**

4.30 **Multi-portal digital reach – A distinctive approach**
- How varied media portals are available for reaching out socially
- Advantages of using all forms of digital media - from websites to online video, social media and mobile - as part of an integrated campaign
- Implementing the honeycomb framework model to focus on some or all of seven functional building blocks which help explain the engagement needs of the social media audience

Mat Phillips, Managing Director, **Neovoca and OMP Digital**

5.10 **Chairs Closing Remarks and Close of Day One**

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8.30 **Registration & Coffee**

9.00 **Chairs Opening Remarks**
Charles Lowe, President, Telemedicine & eHealth Section, **Royal Society of Medicine**

SOCIAL MEDIA - VISION 2015

OPENING ADDRESS

9.10 **New vision for digital strategy**
- Social media and life scientists
- Content and communities
- Social advertising

Dimithri Wignarajah, Head of Content and Social Media, **GE Healthcare Life Sciences**

9.50 **Aligning cross-functionally for a consistent brand across all social channels**
- Gain buy-in across functions to deliver a united social vision
- Listen and power your conversations with customer insight
- Empower your customer facing teams to create content that's 'right' for social

Lanre Ibitoye, Global Digital Interaction Management Business Partner, **Lundbeck A/S**

10.30 **Morning Coffee**

11.00 **Social Media – Vision 2015**
- Wearables: from Google Glass to iWatch
- Big Data: are we going global with our privacy?
- The world is connected 360

Doris Casares, Head of Communications Europe, **European Generic Medicines Association**

11.40 **Next generation social media strategies to transform pharma industry**
- Deliberating on the increasing demand for social media as a tool for communication, information and knowledge exchange
- How companies can use such solutions to measure brand reputation and keep a tab on end-user consumer sentiment around products and therapeutic categories
- Using advanced approaches to gain insight into competing brand strategy, pricing, promotions, and other relevant competitive information

Dr. Graham Leask, Economics & Strategy Group, **Aston University**

12.20 **Networking Lunch**

1.30 **The power of social media**
- Social media listening / insights & KOI identification
- Transforming the organisation to build content that works for social, amend review processes to be in line with the dynamics of social, and internal training
- Attracting key talent & building relationships with KOL & KOI
- Improve corporate rep = showcase the organisation in a honest and transparent way (+ all of the below)
- Increase SOV = Increase reach of message
- Provide patients' with support & info = disease awareness, adherence support, etc.
- Engage with HCP = share the info they want to see & build relationships

Alexandra Fulford, Consultant, **ZS Associates**

TECHNOLOGY AND SOCIAL MEDIA

2.10 **Should Pharma get Social with Wikipedia?**
- Exploring the expansive opportunity of Wikipedia in healthcare
- Should Pharma even get involved with the Wikipedia community?
- How Pharma can effect changes in Wikipedia in a low risk and compliant way

Gary Monk, Director of Strategy and Innovation, **Havas Health**

2.50 **Afternoon Tea**

3.20 **mHealth apps: threat or opportunity for the pharma industry?**
- Apps have the capability to replace some drugs, particularly for mental health-related conditions
- They can also promote drug use for example by improving medication adherence
- Improvements in dosage accuracy are achievable too, especially when used in conjunction with regular patient monitoring technologies
- Finally, over the long term, apps have been shown to promote significant beneficial changes in lifestyle that have reduced drug usage, and promoted longer life
- This presentation will examine these, and other, impacts to suggest the net impact that apps will have on the pharma industry

Charles Lowe, President, Telemedicine & eHealth Section, **Royal Society of Medicine**

4.00 **PANEL DISCUSSION**
- Making it happen: how to get approval for your social media program internally?
- Main hurdles experienced
- Best practices

Panellists:

Silja Chouquet, Owner, **Whydot GmbH**

Lanre Ibitoye, Global Digital Interaction Management Business Partner, **Lundbeck A/S**

Jaclyn Fonteyne, Social Media Specialist, **Boehringer Ingelheim**

4.40 **Chairs Closing Remarks and Close of Day Two**

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HALF-DAY PRE-CONFERENCE WORKSHOP
Tuesday 20th January 2015 I 1.30pm - 5.30pm
Marriott Regents Park Hotel, London, UK

5 Key Ways Pharmaceutical companies can generate new business with LinkedIn

Workshop Leader:
Miriam Shaviv, Director of Content, **Brainstorm Digital**

Overview of workshop:

For companies in or selling into the Pharma sector, LinkedIn is a proven way to reach new prospects and generate new business. Discover how to use it strategically to promote and market your company (within Pharma regulations), dramatically increase the number of prospects who view your profile, expand your network with viable leads and referrers, and nurture them until they become clients.

Why you should attend:

If less than 50% of your leads are currently coming from LinkedIn, this session will:

- Equip you with the tools and knowledge to transform the way you promote your business and yourself on LinkedIn
- Give you the confidence to use social media without falling foul of industry regulators
- Transform your practice of generating and sharing exciting content that drives your audience to buy from you

Programme:

1.30 **Registration and coffee**

2.00 **Opening remarks**

2.10 **Session 1** - How to optimise your LinkedIn profile in order to maximise your visibility amongst prospects

2.50 **Session 2** - How to strategically grow your network to generate new leads

3.30 **Coffee break**

4.00 **Session 3** - How to nurture your leads on LinkedIn to convert them into clients and repeat business

4.40 **Session 4** - How to leverage LinkedIn groups and the LinkedIn publisher programme to get in front of potential clients

5.20 **Closing remarks**

5.30 **End of workshop**

About the workshop leader:

Miriam Shaviv is Director of Content at Brainstorm Digital, where she builds and implements social media strategies for clients in the Pharmaceutical and healthcare sectors. Before joining Brainstorm Digital, she held a series of senior editorial positions in both national and online publications, giving her exceptional insight into publishing online, crafting good copy and speaking directly to readers. She is a regular speaker on social media strategy, using client insights online, and LinkedIn for business.

About Brainstorm Digital:

Brainstorm Digital helps companies generate new leads through social media. Since its formation in 2000, the London-based agency has given hundreds of companies, including many in the Pharmaceutical and healthcare sectors, the skills, knowledge, and confidence to bring in new business online. Clients include Pharmexx, Patient Access, Finmeccanica, Experian, Global Philanthropic, Express Vending, National Science Learning Centre and Henley Business School. **www.brainstorm-digital.co.uk**

SOCIAL MEDIA FACTS & FIGURES

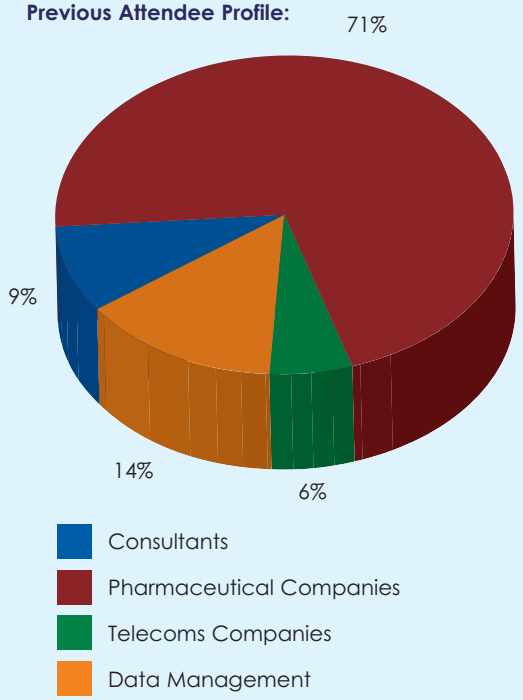
Who should attend:

You should attend this event if you work in the Pharmaceutical Industry with responsibilities in communications, social media, e-marketing, digital pharma, marketing, engagement, informatics, eMedia, innovation.

Job titles include:

- E-Marketing Director
- Social Media Lead
- Communications Lead
- Heads of Social Media
- Directors of Communications
- Specialist
- Consultant

Previous Attendee Profile:



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NOVEMBER

Advances in Cell Based Assays
11th – 12th November 2014
Marriott Regents Park, London

Clinical Trials in CNS
11th – 12th November 2014
Marriott Regents Park, London

DECEMBER

Cold Chain Distribution
2nd – 3rd December 2014
Marriott Regents Park, London

JANUARY

Pharmaceutical Microbiology
21st – 22nd January 2015
Marriott Regents Park, London

Social Media in the Pharma Industry
21st – 22nd January 2015
Marriott Regents Park, London

Pre Filled Syringes
28th – 29th January 2015
Marriott Regents Park, London

FEBRUARY

Parallel Trade
9th – 10th February 2015
Holiday Inn Regents Park, London

Advances and Progress in Drug Design
16th – 17th February 2015
Marriott Regents Park, London

RNAi Therapeutics
16th – 17th February 2015
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SOCIAL MEDIA IN PHARMACEUTICAL INDUSTRY

Conference: 21st – 22nd January 2015, Marriott Regents Park Hotel , London I Workshops: Wednesday 15th October 2014, London

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VENUE

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☐ The Conference Presentations - paper copy (or only £300 if ordered with the Document Portal)	£499.00	-	£499.00

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