

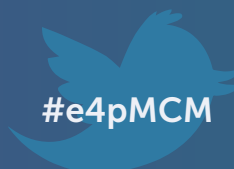
Multichannel Marketing Summit 2014

The perfect platform for the industry's greatest marketing and digital minds

17th - 18th September 2014 | Victoria Park Plaza, London



Drive Customer Value through Digital Transformation



Your digital transformation:

Find the right capabilities and frameworks to create a flexible and agile organisation

Redefine your business model:

Create a culture where everything is engineered towards your customer

Get 'closer' to your customers:

Become a key part of your stakeholders' patient support by adding new value to your interactions

A dialogue with patients:

Harness online platforms and advocacy groups to differentiate the value you provide to patients and their carers

It starts with data:

Improve your data-management and deploy the right analytics to understand your customers and optimise productivity

INDUSTRY EXPERTS including:

Mike Bellis, EU Customer Experience - Senior Manager, **Pfizer**



Matthew Thomas, Vice President Spine, **Medtronic**



Baba Awopetu, European Marketing Director, **Leica Microsystems**



Tim White, Senior Director and Head of Global Customer Interaction Management, **Lundbeck**



Albert van Eijk, Director of Oncology, **Boehringer Ingelheim**



Matthew Nolan, Regional Director, **Pfizer**



Kay Rispeter, Associate Director Multichannel Marketing, **MSD**



The companies that attended last year



NEW FOR 2014

- Co-located with the Value Added Services Summit
- Over 300 attendees across 2 conferences
- Case studies and panel sessions featuring Pfizer, Roche, Bayer, doctors and patients themselves

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Exhibitor:

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Welcome to the 4th Annual Multichannel Marketing EU Summit

Dear colleague,

We have spent a lot of time focussing on what models we should be putting in place and understanding what our customers want – the industry knows all that and pharma needs to keep moving! Now, we need to know HOW we can implement this and do the right things for the industry to move forward.

That's why Multichannel Marketing 2014 focuses on just that. The agenda will cover the processes and frameworks needed to create a digitally active organisation whilst emphasising how to do things 'right'. Case studies from **Sanofi, Pfizer, Roche, Bayer** and **Boehringer Ingelheim** will uncover the successes and failures of some of the leading multichannel strategies and highlight ways to integrate digital into the wider marketing approach.

There will be a strong focus on internal change and ways to implement training frameworks and capability building, in order to leverage the opportunities that digital has created. Internally equip your organisation to get 'closer' to your customers and patients by creating efficient interactions of value. You'll also get an in-depth look at the changing roles and relationships within your organisation and come away with a clear idea of the requirements needed to adapt.

This event is THE meeting place for digital pharma and I'm delighted that the speakers – both from pharma and other industries – are eager to be leading the discussion on how you can transform your marketing strategy for the digital age.

I look forward to seeing you in London!



BLAIR GOTTSCHO

Head of Multichannel
eyeforpharma

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Expert speakers include:

Tim White, Senior Director and Head of Global Customer Interaction Management, **Lundbeck**



Mike Bellis, EU Customer Experience - Senior Manager, **Pfizer**



Kay Rispeter, Associate Director Multichannel Marketing, **MSD**



Pelin Icil, Product Manager, **Bayer Healthcare**



Kaush Gandhi, International Digital Manager, **Roche**



Felix Jackson, Founder, **MedDigital**



Baba Awopetu, European Marketing Director, **Leica Microsystems**



Julian Spinks, General Practitioner, **NHS**



Irina Osovskaya, Digital Manager, **Janssen**



Albert van Eijk, Director of Oncology, **Boehringer Ingelheim**



Matthew Nolan, Regional Director, **Pfizer**



Mads Holmen, Founder, **Bibblio**



Graham Leask, Academic, **Aston University**



Laurent Flouret, Senior Project Manager, Global Digital & Multichannel Marketing, **Sanofi**



Junaid Bajwa, General Practitioner, **NHS**



Mark Duman, **Diabetes Patient**

Dave Pinnington, Regional Digital Marketing Director, **Pfizer**



Julie O'Donnell, Global Head of Digital Interaction Management, **Lundbeck**



Matthew Thomas, Vice-President Spine, **Medtronic**



Michael Seres, **i-Patient**

Emiliano Gummati, Vice President & Digital Engagement Solutions, **Cegedim**



Jan van den Burg, VP Commercial Strategy, **Veeva Systems**



Benedicte Denieul, Insulin Marketing Director, **Sanofi**



Felix Koch, Consultancy Director, **Promise Communispace**



Alexander Groenert, Project Manager, **Pitcher**



Chris Metzger, VP Sales, **FreemanXP**



Keynote morning

Prepare your organisation for a digital present and future

- Case studies from AliveCor, Janssen and Lundbeck: leverage disruptive technologies to impact your existing platforms and marketing decisions
- Challenge your brand managers to push the boundaries in digital and channel selection
- Set up skills and capabilities training to improve your digital communications

Session 1

Get 'closer' to your customer with smarter, more valuable interactions

- Understand how people interact to transform the way you communicate with customers, Learn from Sanofi, MSD and doctors themselves
- Synchronise your medical and marketing functions for an integrated, customer-facing approach

Session 3

Serve the patient, not yourself

- A patients panel: hear directly from patients on how to provide the right support to patients and how they can serve as innovators for your business
- Harness modern technology to create an efficient dialogue with patients, hear how Bayer and Baxter are doing this

Session 2

Implement change within your organisation from the core

- Engage people in the centre to be customer-designed, see how Lundbeck and Pfizer have done this
- Change your organisational structure to adapt to planning processes and systems around customer experience and journey

Session 4

Source, analyse and act upon data

- Understand how digital activities are connected to your customers and deploy the right analytics to create the right business impact
- Ensure every channel is gathering actionable data that can be mixed into new priorities for your marketing teams



Don't miss a thing.....

It can be difficult to catch every presentation – but with the expertise on offer, you'll want to! Simply purchase the **'Gold Pass'** when you register and you'll be given access to the online recording after the conference along with the presentation slides

Networking drinks

Meet with your industry peers for a relaxed drink at the end of day one



HOW TO PREPARE YOUR ORGANISATION FOR A DIGITAL PRESENT AND FUTURE

Harness modern technology to evolve your digital initiatives

- > How to create a sustainable digital framework by aligning your team and strategy
- > Rise above your competition by mastering the new trends and opportunities in pharma
- > Learn about disruptive technologies that can impact your existing platforms and marketing decisions

Francis White, General Manager EU, **AliveCor**

Leverage 'disruptive digital' to cater to your changing customers' needs

- > Incorporate another industry's philosophy with a simple change in thinking to change the way you use digital
- > Understand the philosophy of how people interact and share experiences in order to transform the way you communicate with customers
- > See how relevant engagement can enhance your relationships and loyalty with your customers

Kaush Gandhi, International Digital Manager, **Roche Digital Group**

Social Conferencing at ASCO 2014 – The evolution of engagement at medical conferences

- > - Learn how Boehringer engaged physicians online to discuss key data presented at ASCO related to Boehringer medicines
- > - Understand how Boehringer evolved traditional conference activities by using social media to engage with target customers around key conference topics
- > - Gain insight into the pre and post event analytics gathered from the initiative

Albert van Eijk, Director of Oncology, **Boehringer Ingelheim**

Felix Jackson, Founder, **MedDigital**



Harbour a culture of innovation: a 'necessity' in this era of customer evolution

- > How to develop your strategy, execute and make your organisation a 'learn to fail fast' company
- > Implement an internal communications platform that promotes innovation and provides a space for free thinking across markets yet links back to global
- > How to challenge your brand managers to do more and push the boundaries in digital and channel selection

Matthew Thomas, Vice-President Spine, **Medtronic**

How to move your organisation into a cross-channel world

- > Set up training frameworks for skills and capabilities training to improve your digital communications
- > How to put smart frameworks and the right technology that will be the foundation in creating the perfect customer experience
- > Learn how Lundbeck's partnership approach with brands and the engagement across all departments has been their key success factor so far

Tim White, Senior Director and Head of Global Customer Interaction Management, **Lundbeck**

Julie O'Donnell, Global Head of Digital Interaction Management, **Lundbeck**

GET 'CLOSER' TO YOUR CUSTOMER WITH SMARTER, MORE VALUABLE INTERACTIONS

PANEL A doctor's perspective - what do your customers expect of you?

- > Let a panel of unaffiliated doctors tell you what they find valuable and how to get 'closer' to them
- > Understand the dynamics of F2F interactions and how else to support these interactions with the rise of the 'no free lunch' movement
- > Learn about educational content that can enrich your customers' experiences with you

Julian Spinks, General Practitioner, **NHS**

Junaid Bajwa, General Practitioner, **NHS**

Irina Osovskaya, Digital Manager, **Janssen**

Moderator: **Dave Pinnington**, Regional Digital Marketing Director, **Pfizer**

Drive competitive advantage through smarter multichannel execution

- > Establishing channels is only the starting point to drive value from multichannel: learn what capabilities need to be put in place in order to realise optimal return on investment
- > Tailored content is key - how to deliver this cost effectively and how to manage cultural, legal, and regulatory needs from global to local
- > How to build and leverage a comprehensive view of your customer to support successful marketing execution and compliance

Jan van den Burg, Vice President of Commercial Strategy, **Veeva Systems**

eyeforpharma Awards Finalist: Most valuable HCP or healthcare initiative

CASE STUDY Learn about Sanofi's groundbreaking gamification and simulation approach to enhance surgical training

- > Hear about the latest trends in gamification and simulation for healthcare and how Sanofi's project came to life
- > Understand how Sanofi leveraged serious gaming on Microsoft Kinect and 3D simulation on the iPad to impact its business
- > Learn how to overcome challenges and pitfalls that commonly occur in innovative projects

Laurent Flouret, Senior Project Manager, Global Digital & Multichannel Marketing, **Sanofi**

How to evolve your most effective marketing channel

- > Face-to-face marketing is changing: learn how to optimize the live channel from tradeshow participation to your own proprietary events
- > Review methodologies to qualify, quantify, and drive value in your participation in events
- > Identify ways to optimize new product announcements

Chris Metzger, Vice President Sales, **FreemanXP**

How social media and online educational content will impact HCPs and their patients

- > Learn how social media and online communities change the patient experience
- > Engage HCP's and patients meaningfully with educational materials
- > Learn from other industries on how to create and disseminate these materials in online environments

Mads Holmen, Founder, **Bibblio**

AGENDA

Hardwiring patients & healthcare professionals into the centre of Sanofi.

We'll share practical lessons of this work, including how to:

- > Uncover new opportunity areas for innovation by discovering unmet patient needs
- > Create larger market share through product differentiation & speed up communication development
- > Improve treatment worldwide by becoming more patient-centric across global teams

Benedicte Denieul, *Insulin Marketing Director*, **Sanofi**

Felix Koch, *Consultancy Director*, **Promise Communispace**

How to create harmony when combining the various instruments of the 'Multichannel Marketing Orchestra'

- > How to use KPIs and dashboards as a basis for leveraging MCM in business
- > Witness best practice around the newsletter as an integral communication point with your customers
- > See how MSD built up excellence in newsletter performance and measured their impact

Kay Rispeter, *Associate Director Multichannel Marketing*, **MSD**

How Pfizer have made remote detailing a critical communication point for future engagement

- > How to select the right platform and infrastructure needed to implement and bring it all together
- > The processes that were put in place to implement and execute this platform
- > Learn from the successes and failures to fine tune this remote touch point becoming more important in the future

Matthew Nolan, *Global Director*, **Pfizer**

Performing better together: Enable effective multichannel engagement through a new technological paradigm

- > Hear the latest from the industry on the challenges your face in multichannel adoption
- > Multi channel and multi stakeholder: is content really King?
- > Learn to understand your customer expectations: leverage data and technology to deliver outstanding experience

Emiliano Gummati, *Vice President & Digital Engagement Solutions*, **Cegedim**

SERVE THE PATIENT, NOT YOURSELF

PANEL A patient's perspective: what patient-centricity really means to them

- > Understand what you can do to provide the right service and support to the patient and what they expect of you
- > Learn how patients can engage with pharma and be active innovators for the industry

Michael Seres, *i-Patient*

Mark Duman, *Diabetes Patient*

Other Patient views to be announced

eyeforpharma Award Winner: Most valuable patient initiative or service

See how Bayer's 'Don't Leave Love to Luck' App captured the imagination of the target audience

- > How raising awareness and modifying behaviour were measurements of success
- > Learn how the app served as part of a larger multichannel strategy across the business unit
- > Compare the effectiveness the different channels – used to increase reach and engagement – in a mobile platform

Pelin Icil, *Marketing Manager – Women's Healthcare*, **Bayer Healthcare**

CHANGE YOUR ORGANISATION FROM THE CORE

Who are we, why do we do it and what do our customers want?

- > How to ensure your innovation doesn't take priority over the fundamentals of your business
- > Align your tactical marketing channels around the core principles of your business

Baba Awopetu, *Marketing Director EMEA*, **Leica Microsystems**

Do your customers really want you? Ways to create a smooth transition from 'push' to 'customer-engineered'

- > Recognise that you'll only create consistent customer experiences when your entire organisation is customer centric: engage your colleagues to transform your business
- > How your organisational structure must change in order to deliver exceptional customer experiences
- > Beyond multichannel: How to analyse and redefine your channel mix to ensure it's customer- aligned rather than channel-led

Mike Bellis, *EU Customer Experience - Senior Manager*, **Pfizer**

Break down internal silos: fuse departments together in order to align objectives with your customer as the driver

- > Build IT, legal and medical into your digital and MCM strategy to ensure the growth of your digital capabilities
- > Manage the working dynamic with medical to align commercial and medical objectives
- > Streamline your content strategy by enabling a smooth working platform between regulatory, medical, marketing and brand teams

Expert speaker to be announced

SOURCE, ANALYSE AND ACT UPON DATA

The angel is in the detail: how to use data to get closer to customers

- > Know what data is needed – and deploy the right analytics to create the right business impact
- > Understand how digital activities are connected to your customers and the business
- > Ensure every channel is gathering actionable data that can be mixed into new priorities for your marketing teams

Pharma executive to be announced

Effective use of digital activity across a number of different market situations that support the F2F interaction

- > How to select the most effective multichannel and promotional activities to enhance current sales force productivity
- > Provide effective vacant territory cover and manage remote territories where representative cover is not a cost effective option
- > Learn how the ROI of individual activities were measured – and the effectiveness of the various marketing activities ranked and compared

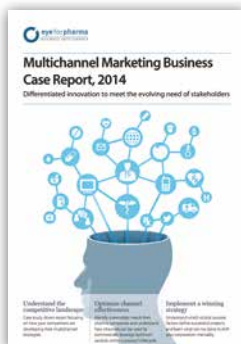
Graham Leask, *Academic*, **Aston University**

Improve customer engagement by developing stronger rapport

- > Manage your data to ensure personalised customer segmentation
 - > How to micro-target your customers more effectively by learning from practical case studies
 - > Learn the best methods on how to manage all your segments and communicate to them simultaneously
- Speaker to be announced

Your Diamond Pass Includes:

eyeforpharma 2014 Multichannel Marketing, Business Case Report



Differentiated innovation to satisfy the evolving need of stakeholders

- **Optimise your channel mix:** learn what channel and content-when- at what frequency and to whom
- **Transform LifeCycle Management:** gain a better understanding of what channels to use at which stage in a products lifecycle
- **Case study based roadmap:** practical insights drawn from real life examples of what has created the most successful multichannel marketing strategies

Select a Diamond Pass today to ensure you benefit from this exclusive eyeforpharma report and save on your registration!

What did the industry say about last year's event?

“Effective way to gather market intelligence and a fast track to fully understand multi-channel strategies in the Pharma industry!”

Vincent Bonneau, [European Digital Manager, Roche](#)

“Good opportunity to meet colleagues and understand their positions and challenges to compare and learn from.”

Hans Gilhuys, [Multichannel Director, GlaxoSmithKline](#)

“Congratulations for putting together such a great event. As always E4P is walking the talk by adding complimentary value in the digital space.”

Tim White, [Global Director - Customer Interaction Management, Lundbeck](#)

“Best marketing event I have attended - high quality speakers with unique presentations.”

Anette Lillegard, [Director of Marketing Solutions, IMS Health](#)



Business Opportunities for Solution Providers

- > We are dedicated to providing a forum where our attendees can learn about the most advanced and tailored solutions available on the market.
- > There are a limited number of spaces available for companies with an innovative solution in the areas of Multichannel marketing, CRM, CLM, brand strategy, digital strategy and implementation and physician and patient data engagement.

This event offers you a unique opportunity to build new prospects and strengthen current business relationships.

Opportunities available include:

- 1-to-1 meetings with key decision makers
- Take a speaking slot and address 200+ executives
- Show off your latest products and services in our exhibition hall
- Build your brand with exclusive promotional opportunities
- Host interactive workshops with core clients and prospects...

and much more!

If you want to meet with senior decision makers from pharmaceutical and biotech companies across Europe then contact Ed Harris on +44 207 375 7173 or eharris@eyeforpharma.com

Registration: choose your pass type

Diamond Pass:

- Exclusive 2014 Multichannel Marketing Report worth €2495
- Access to the full conference, exhibition & networking area during the conference
- Access to the live presentation recordings and PDF slides for both tracks
- Access to conference app in advance of the conference to contact delegates

Gold Pass:

- Access to the full conference, exhibition & networking area during the conference
- Access to the live presentation recordings and PDF slides for both tracks
- Access to conference app in advance of the conference to contact delegates

Silver Pass:

- Access to the conference, exhibition & networking area
- Access to conference app in advance of the conference to contact delegates

For Pharma Companies/Biotech Companies

	EXCLUSIVE Diamond	Gold	Silver
Super Early Bird Price - Expires 27 June 2014	€2995 + VAT	€1795 + VAT	€1495 + VAT
Early Bird Price - Expires 25 July 2014	€3295 + VAT	€2095 + VAT	€1795 + VAT
Last Chance Price - Expires 22 August 2014	€3495 + VAT	€2295 + VAT	€1995 + VAT
Full Price	€3595 + VAT	€2395 + VAT	€2095 + VAT

For Solution Providers & Consultants

	EXCLUSIVE Diamond	Gold	Silver
Super Early Bird Price - Expires 27 June 2014	€3295 + VAT	€2095 + VAT	€1795 + VAT
Early Bird Price - Expires 25 July 2014	€3595 + VAT	€2395 + VAT	€2095 + VAT
Last Chance Price - Expires 22 August 2014	€3795 + VAT	€2595 + VAT	€2295 + VAT
Full Price	€3895 + VAT	€2695 + VAT	€2395 + VAT

2. DELEGATE DETAILS:

Mr/Mrs/Ms/Dr: _____ First name: _____ Last name: _____

Company: _____ Position/Title: _____

Telephone: _____ Fax: _____ Email: _____

Address: _____ Postcode: _____ Country: _____

3. PAYMENT:

I enclose a cheque for: _____ Credit card number: _____

(Payable to FC Business Intelligence Ltd.) Expiry date: _____ Security number: _____

Please invoice my company: _____ Name on card: _____

Purchase Order Number: _____

Please charge my credit card: ☐ Amex ☐ Visa ☐ Mastercard Signature: _____

4 EASY WAYS TO REGISTER TODAY!

ONLINE: Go to www.eyeforpharma.com/marketing/register and submit your details for instant confirmation of your place.

E-MAIL: The eyeforpharma Registration Team at register@eyeforpharma.com

FAX: Send this form by fax to: +44 207 375 7172

CALL: eyeforpharma on +44 207 375 7222

FAX THIS FORM TO
+44 207 375 7172

TERMS & CONDITIONS Places are transferable without any charge. Cancellations before August 20th 2014 incur an administrative charge of 25%. If you cancel your registration after August 20th 2014 we will be obliged to charge the full fee. Please note - you must notify eyeforpharma in writing of a cancellation, or we will be obliged to charge the full fee. The organizers reserve the right to make changes to the programme without notice. All prices displayed are exclusive of VAT unless otherwise stated but, VAT will be charged, where applicable, at the prevailing rate on the invoice date and the relevant details will appear on the invoice. NB: FULL PAYMENT MUST BE RECEIVED BEFORE THE EVENT. DESIGNED BY THE CREATIVE TREE LTD. - WWW.THECREATIVETREE.CO.UK

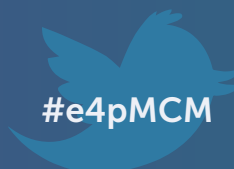
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