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REGISTER BY 31ST OCTOBER AND SAVE £200  
REGISTER BY 30TH NOVEMBER AND SAVE £100

SMi Presents the 11th Annual Conference on...

# Social Media in the Pharmaceutical Industry

Exploring digital solutions in the field of 'social pharma' to develop a robust social media strategy

HOLIDAY INN KENSINGTON FORUM, LONDON, UK

CONFERENCE: 21 - 22  
WORKSHOPS: 23

# JAN 2019

FULL  
AGENDA  
COMING  
SOON!

#### CHAIRS FOR 2019:

- **Jason Browning**, Global Head of Digital Communications & Social Media, **Novartis**
- **Emma Sutcliffe**, Director Patient Engagement and Innovation, **NexGen Healthcare Communications**

#### FEATURED SPEAKERS:

- **Roeland Van der Heiden**, Digital Director, **AstraZeneca**
- **Lin Lei**, Associate Director Digital Customer Engagement, **Teva**
- **Joao Bocas**, CEO, **DigitalSalutem**
- **Paul Tunnah**, CEO, **PharmaPhorum Media**
- **Jacob D Flindt**, Founder, **InforMed.pro**
- **Emma Sutcliffe**, Director Patient Engagement and Innovation, **NexGen Healthcare Communications**
- **Alan Shaw**, Director, Strategic Planet; Senior Lecturer: Digital Marketing, **Northumbria University**
- **Dennis Fink**, Campaign Manager and Social Media Channel Expert, **Qiagen**
- **Stefania Alvino**, Multichannel Manager, **Daiichi Sankyo Co., Ltd.**

#### 2019 FEATURED HIGHLIGHTS:

- **Explore** a result driven, value focused social media strategy in the pharmaceutical industry
- **Gain insight** into procedures and practices required prior to the implementation of social listening
- **Discuss** how to personalise the content relationships with AI
- **Understand** the optimisation of disease awareness through social media channels
- **Learn** how to use social networks and digital communication to engage HCPs

PLUS TWO INTERACTIVE HALF-DAY POST-CONFERENCE WORKSHOPS | WEDNESDAY 23RD JANUARY 2019, HOLIDAY INN KENSINGTON FORUM, UK

## Workshop A: TBC

#### Workshop Leaders:

**Kate Hawker**, Managing Director, **Health Brands** and **Aleena Hasnain**, Digital Health Strategist, **Health Brands** from **Edelman UK**  
08.30 - 12.30

## Workshop B: Social listening with Node XL

#### Workshop Leader:

**Alan Shaw**, Director, Strategic Planet; Senior Lecturer: Digital Marketing, **Northumbria University**  
13.30 - 17.00



SMi Pharma

@SMiPharm

#pharmasocialmedia

## www.pharmasocialmedia.com

Register online or fax your registration to +44 (0) 870 9090 712

or call +44 (0) 870 9090 711

# SOCIAL MEDIA IN THE PHARMACEUTICAL INDUSTRY

Conference: 21st - 22nd January 2019, Holiday Inn Kensington Forum, London, UK

Workshops: 23rd January 2019, Holiday Inn Kensington Forum, London, UK

## 4 WAYS TO REGISTER

ONLINE at [www.pharmasocialmedia.com](http://www.pharmasocialmedia.com)

FAX your booking form to +44 (0) 870 9090 712

PHONE on +44 (0) 870 9090 711

POST your booking form to: Events Team, SMi Group Ltd,

1 Westminster Bridge Road, London, SE1 7XW

### EARLY BIRD DISCOUNT

- ☐ Book by 29th September to receive £400 off the conference price
- ☐ Book by 31st October to receive £200 off the conference price
- ☐ Book by 30th November to receive £100 off the conference price

Unique Reference Number

Our Reference

P-274

## 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:

If you would like to continue to receive email updates about our events, please tick ☐

Company VAT Number:

Address:

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Switchboard:

Signature:

Date:

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

### ACCOUNTS DEPT

Title: Forename:

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## VENUE

Holiday Inn Kensington Forum, London, UK

☐ Please contact me to book my hotel  
Alternatively call us on +44 (0) 870 9090 711,  
email: [events@smi-online.co.uk](mailto:events@smi-online.co.uk) or fax +44 (0) 870 9090 712

## 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 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 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.

**Cancellation:** If you wish to cancel your attendance at an event and you are unable to send a substitute, then we will refund/credit 50% of the due 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 cancellation after this time cannot be accepted. We will however provide the conference documentation via the Document Portal to any delegate who has paid but is unable to attend for any reason. Due to the interactive nature of the Briefings we are not normally able to provide documentation in these circumstances. We cannot accept cancellations of orders placed for Documentation or the Document Portal as these are reproduced specifically to order. If we have to cancel the event for any reason, then we will make a full refund immediately, but disclaim any further liability.

**Alterations:** It may become necessary for us to make alterations to the content, speakers, timing, venue or date of the event compared to the advertised programme.

**Privacy policy / Opt Out:** For full details on our privacy policy please go to <http://smi-online.co.uk/privacy-legals/privacy-policy>. If you no longer wish to receive email updates you can opt out by going to the following webpage <http://www.smi-online.co.uk/opt-out>

## CONFERENCE PRICES

### GROUP DISCOUNTS AVAILABLE

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

☐ Conference & 2 Workshops

☐ Conference & 1 Workshop A ☐ B ☐

☐ Conference only

☐ 2 Workshops

☐ 1 Workshop only A ☐ B ☐

| Fee      |       | TOTAL    |
|----------|-------|----------|
| £2697.00 | + VAT | £3236.40 |
| £2098.00 | + VAT | £2517.60 |
| £1499.00 | + VAT | £1798.80 |
| £1198.00 | + VAT | £1437.60 |
| £599.00  | + VAT | £718.80  |

### PROMOTIONAL LITERATURE DISTRIBUTION

☐ Distribution of your company's promotional literature to all conference attendees

£999.00 + VAT £1198.80

The conference fee includes refreshments, lunch, conference papers, and access to the Document Portal. Presentations that are available for download will be subject to distribution rights by speakers. Please note that some presentations may not be available for download. Access information for the document portal will be sent to the e-mail address provided during registration. Details are sent within 24 hours post conference.

## DOCUMENTATION

I cannot attend but would like to Purchase access to the following Document Portal/  
Paper Copy documentation.

☐ Access to the conference documentation on the Document Portal

Price Total

£499.00 + VAT £598.80

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

£499.00 - £499.00

## PAYMENT

Payment must be made to **SMi Group Ltd**, and received before the event, by one of the following methods **quoting reference P-274 and the delegate's name. Bookings made within 7 days of the event require payment on booking, methods of payment:**

☐ UK BACS

Sort Code **300009**, Account **00936418**

☐ Wire Transfer

Lloyds TSB Bank plc, 39 Threadneedle Street, London, EC2R 8AU

Swift (BIC): **LOYDGB21013**, 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

SMi Group will apply surcharges to commercial cards

Please tick here ☐ if the card provided is not a commercial card

Card No:

Valid From / /  Expiry Date / /

CVV Number  3 digit security on reverse of card, 4 digits for AMEX card

Cardholder's Name:

Signature:

Date:

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Card Billing Address (if different from above):

## VAT

VAT at 20% is charged on the attendance fees for all delegates. VAT is also charged on Document portal and literature distribution for all UK customers and for those EU Customers not supplying a registration number for their own country here