

5th Annual

Multichannel Customer Experience 2015

19-20 October 2015 | Hilton Tower Bridge, London

**SAVE
£500**

Register before
31st July

Develop a customer plan... NOT a brand plan!

RE-ENGINEER YOUR MODEL: Direct existing resources towards a strategy aligned to your customer – not your product!

CULTURE CHANGE: Drive a new attitude deep within your organisation to generate customer solutions in new areas

CUSTOMER EXPERIENCE: Synchronise customer-facing teams with your digital UX for a holistic patient journey

SALES REP TO MULTICHANNEL REP: Equip your sales teams with the tools and training for on-the-ground channel selection and decision-making

TOUCH-POINT OPTIMISATION: Optimise each channel for an improved F2F and digital user experience throughout the customer journey

EXPERT SPEAKERS INCLUDE:



Mark Horsley
CEO
Northern Gas



Tom Lucas
Digital Director
BBC Worldwide



Victor Kara
Associate VP of Digital & Multichannel Marketing
Sanofi



Julian Spinks
General Practitioner
NHS



Jennifer Grech
Global Head of Customer Relationship Excellence
Lundbeck



Ali Parsa
CEO
Babylon Health



Gain insights from out-of-industry, HCPs, Pharma and other key stakeholders



The world's biggest pharma companies represented



Network with 200+ like-minded digital and marketing peers



Learn about the latest services and technology in pharma

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PharmaVOICE

PBR
Pharmaceutical Business Review

Pharma Marketing News

Welcome to the 5th Annual Multichannel Customer Experience Summit

Dear colleague,

Over the past 5 years of running this event, we've witnessed the entire industry collaborate, curate and innovate towards better outcomes for patients and a better pharma. Yet, despite the fact we've all been very busy with digital platforms, analysing CRM software, pulling apart social media regulations and devising KPIs, has this really resulted in the change that we want or has it just become a more elaborate way to shout at our customers from multiple angles?

So let's bring everything back to first principles, starting with the customer!

We need to progress together in a way that aligns to what the customer needs, what works operationally but also produces a profit. We have everything we need to excel – the technology, the resources but we still lack the attitude to ensure that we are delivering an – experience for our customers.

In the run up to this year's 5th Annual Multichannel Customer Experience EU Summit, we spoke to key companies and experts about how pharma can finally produce that business model, culture change and ultimately, a holistic customer experience.

This year we'll be bringing you carefully selected speakers from both pharma and other industries, with the likes of Pfizer, BBC Worldwide, Bayer and NHS Trusts combining to share their combining to share their techniques and insights around how you can create a 'customer-centric' business. It's no longer about the tools; it's about how they are used.

We have also brought together award winning HCP and patient initiatives from the likes of Babylon, Janssen and Grünenthal so you can learn how to harness the power of technology in a way that provides valuable solutions to both HCPs and patients. Lundbeck, Abbvie and many others will not only discuss channel selection and optimization but the importance of empowering your customer facing teams with the tools and training for on-the-ground channel selection and decision-making.

This is **your** chance to put the customer at the heart of the business. Great CX isn't achievable through one individual's aim; it has to be a collaborative movement of both attitude and culture. If you'd like to join us and be a part of this change in pharma, I'll see you in London in October...



BLAIR GOTTSCHO

Head of Multichannel
eyeforpharma

✉ blair@eyeforpharma.com



Don't just take our word for it....

Here's what the 2014 attendees had to say:

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

Vincent Bonneau,
Regional Digital Marketing Manager,
Roche

"Great mix of participants & speakers from all horizons, giving insights both during the presentations and the informal networking."

Philippe Kirby,
EUCAN MCM IT Director,
MSD

"Due to a schedule conflict I couldn't attend your event so I attended one in Berlin instead... needless to say, that was a poor substitute. I hope this inspires you to continue being ahead of the curve with your events and insights. Thank you!"

Mihai Dan,
Country Digital marketing Manager,
Pfizer

"Excellent event - great to benchmark and gain insight into the current thinking of the industry"

John Rafter,
Business Development Manager,
Amgen

P.S. Register before 31st July to **save £500**

#e4pmcm



www.eyeforpharma.com/marketing

Expert Speakers



SABINE WIEMER
Senior Director
Head of Change Pain
Grünenthal



DR MIRREN MANDALIA
Commercial Lead
Orth/Cardio
Janssen Healthcare Innovation



JENNIFER GRECH
Global Head of Customer
Relationship Excellence
Lundbeck



ALI PARSA
CEO
Babylon Health



VICTOR KARA
Associate VP of Digital &
Multichannel Marketing – Marketing
Center of Excellence
Sanofi



ALAN THOMAS
Ataxia Patient



MIKE BELLIS
Customer Experience Lead –
Europe
Pfizer



Out-of-Industry Speakers



JULIAN SPINKS
General Practitioner
NHS



MARK HORSLEY
CEO
Northern Gas



DAVID PINNINGTON
Digital Marketing Lead Europe
AbbVie



TOM LUCAS
Digital Director
BBC Worldwide



TIM WHITE
Senior Director & Head of Global
Customer Interaction
Lundbeck



WILLIE MCGILLIVRAY
Former Development Director
Gatwick Airport



MORTEN HJELMSØE
CEO & Founder
Agnitio



CHRIS BUSH
Technology Lead - Fuel Value Chain
Marketing
BP



MILIND KAMKOLKAR
Executive Director & Global Head
Next-Gen Analytics
Novartis



IAN GOLDING
Co-Founder and Customer
Experience Specialist,
Customer Experience Academy



4 reasons why you cannot miss Multichannel Customer Experience

1

Europe's most innovative industry speakers working throughout the customer journey, hear from physicians, sales reps and out of industry perspectives

2

Over 10 hours of networking with influential peers and expert speakers. Discuss, share ideas and learn from the people making a difference to the customer experience and the use of digital within pharma

3

Tailor-made agenda including only the most business critical and compelling topics influencing both pharma and your customers. 2 full days of detailed presentations, expert panels, workshops and thought provoking discussions

4

Exclusive case studies demonstrating how pharma have gone above and beyond digital initiatives and created the right partnerships within healthcare

Agenda at a glance

Keynote: Make your organisation ready for a culture change and digital transformation

- Implement a transformative CX Strategy that flows from upper management to the frontline
- Understand where brands fit in with a customer - centred business plan
- Create frameworks for various departments in order to streamline your customer's journey
- Instil customer empathy and emotion into your team and show them what it means to be a customer

Topic 1 Customer Experience	Topic 2 Sales Rep Enablement and Channel Optimisation	Topic 3 Innovative HCP and Patient solutions
• How to work with customers to achieve a better CX and influence customer behaviour • Understand the metrics used to transform from a traditional business to a customer led model • How to bring CX in, take cost out & improve productivity • Set up feedback data loops for customer and behavioural continuous analysis and improvement of their journey	• Understand the impact each channel has on your customer to better tailor for future engagement • Synchronise your customer facing teams for a more holistic CX • Create rep-induced channel use with better tools, training and process management • Influence the culture and mind-set of the reps to gain buy in to the brand and marketing strategies	• Awards winning initiatives: Janssen's Care4Today and Grunenthal's Change Pain projects • The HCP's perspective on what role pharma can play in patient support programs • Case studies on how digital has proven valuable for both medical teams, sales reps, customers and patients • Understand where the 'solution' fits in with the rest of the marketing channels

Full Agenda

eyeforpharma has redesigned its multichannel conference to focus on the future: delivering benefits from your customer's standpoint, taking existing digital resources and remixing them in a far smarter combination.

This is the essential mix for pharma's progressive marketing manager. Here is our proposed agenda. Suggestions and ideas are welcome at blair@eyeforpharma.com

SECTION ONE:

Culture and digital transformation

- Devise a transformative CX Strategy that flows from upper management to your frontline
- Create frameworks for various departments in order to streamline your customer's journey
- Understand where and how brands fit with a customer-centred business plan
- Examples from other industries on how they have moved from product to customer - and the key principles they have used for driving reach and engagement
- Learn about the importance of audience understanding and insight in a changing media landscape
- Instil customer empathy and emotion into your team and show them what it means to be a customer and the impact they have

SPEAKERS INCLUDE:

- Mark Horsley, CEO, Northern Gas
- Victor Kara, Associate VP of Digital & Multichannel Marketing, Sanofi
- Tim White, Senior Director & Head of Global Customer Interaction Mgmt, Lundbeck
- Tom Lucas, Digital Director, BBC Worldwide

SECTION TWO:

Customer experience as an organisational design

- Out-of-industry case studies, including how Gatwick airport moved from an airport to a customer-designed hub for travel
- Work directly with customers to design a better customer experience and understand customer behaviour
- Determine the internal and external metrics used to transform from a traditional business to a customer led model
- Smarter management: focus on investments which make a difference to the bottom line in a regulated environment
- Generate loyalty and advocacy by becoming relevant and valuable to your customers' lives
- Set up feedback data loops for continuous analysis and improvement of a holistic customer journey

SPEAKERS INCLUDE:

- Willie McGillivray, *Former Development Director, Gatwick Airport*
- Mike Bellis, *Customer Experience Lead – Europe, Pfizer*
- Mark Horsley, *CEO, Northern Gas*
- Ian Golding, *Co-Founder and Customer Experience Specialist, Customer Experience Academy*
- Morten Hjelmsøe, *CEO, Agnitio*
- Alan Thomas, *Ataxia Patient*

SECTION THREE:

Redefine sales reps with smarter MCM

- Understand the impact each channel has on your customer to better tailor for future engagement
- Align the sales rep's approach with customer-facing teams and channels
- How your reps can use channels to provide a personalised approach and develop relationships
- Create rep-induced channel use with better tools, training and process management
- Enhance the culture and mindset of your reps to gain brand and strategy buy-in

SPEAKERS INCLUDE:

- Jennifer Grech, *Global Head of Customer Relationship Excellence, Lundbeck*
- David Pinnington, *Marketing Excellence and Digital Lead, Abbvie*

SECTION FOUR:

Optimise User Experience (UX)

- Achieve a personalised user experience with intelligent thinking and technology
- Clever use of content to influence customer behaviour and your brand
- How to focus resources on customer/business benefits and less on technical aspects
- Integrate qualitative feedback from the rep with other channels for a holistic customer experience
- Hear directly from customer facing teams on what they see as the role of digital in their customer interactions and does it help or hinder

SPEAKERS INCLUDE:

- Milind Kamkolkar, *Executive Director & Global Head Next-Gen Analytics, Novartis*
- Julian Spinks, *General Practitioner, NHS Trust*
- Chris Bush, *Technology Lead, BP*

SECTION FIVE:

Innovate and integrate digital healthcare solutions into your company's strategy

- Case studies from eyeforpharma Award Finalists, including Janssen's 'Care4Today' and Grünenthal's 'Change Pain'
- Enable patients as the decision-maker through a shift in digital initiatives
- How you can be the provider of content yet a real part of the patient experience
- Hear from physicians themselves on which of pharma's digital efforts have been valuable
- Integrate behavioural data with other customer data being generated from online and offline channels for a holistic view on campaign impact
- Create a sustainable approach to digital and mobile campaigns to avoid wasting time and money

SPEAKERS INCLUDE:

- Ali Parsa, *CEO, Babylon Health*
- Mirren Mandalia, *Commercial Lead for Orthopedics and Cardiovascular, Janssen Healthcare Innovation*
- Sabine Wiemer, *Senior Director, Head of Change Pain, Grünenthal*

Business Opportunities for Solution Providers

Three Key Facts:

- 1** We are dedicated to providing a forum where our attendees can learn about the most advanced and tailored solutions available on the market.
- 2** There are a limited number of spaces available for companies with an innovative solution to showcase your products and services.
- 3** This event will 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 a room full of senior-level executives to demonstrate your thought leadership
- 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 prospect... *and much more!*



If you want to maximise your return on investment at this industry-leading event by increasing your profile with our exciting range of sponsorship opportunities, contact:

ED HARRIS at:

✉ eharris@eyeforpharma.com or

☎ call +44 (0) 207 375 7173

SPACES ARE LIMITED
Get in touch today!



Maximise your learnings

Diamond Pass

Purchase your Diamond Pass and get year-round access to one of these top level reports which provide 100+ pages of data and analysis:

Choose from:

Customer Experience Management 2015 *July Release*

Put the customer at the centre of your strategy, organization and capabilities.

- Learn what Customer Experience means for your company and how to align it with your commercial strategy
- Understand how to structure your organization around the customer in practical steps
- Make it work with real cases of adapting processes to customer centricity



Worth
£2100

Marketing Data Infrastructure 2015 *July Release*

Handle the data your marketing needs

- Discover innovative sales strategies you can implement in 2015 to improve your sales performance
- Identify what value means to different stakeholders and learn the best approach to take with each of them
- Understand the benchmarks for qualitative metrics and benchmark future rep performance



Worth
£2100

Value Added Services 2015 *Just Released*

3 tailored roadmap's to solutions in healthcare beyond the pill

- Understand the creation of successful services by looking at organizational structure and internal processes, how to partner with external stakeholders, and to make projects economically viable
- A roadmap tailored to your company with three scenarios for creation, development, implementation and up-scaling of 'Value Added Services'
- In-depth case studies of company-wide initiatives and specific projects, such as Janssen Healthcare Innovation, Sanofi Integrated Care, Pfizer Integrated Health, Grunenthal's 'My pain feels like' and Boehringer-Ingelheim's 'Picasso'



Worth
£2100

Multichannel Marketing Business Cases 2014

Understand how to keep up your multichannel marketing strategy with the dynamic stakeholders

- Case studies from industry leaders on how they are developing their multichannel strategies
- Identifying stakeholder needs and how pharma companies can gain commercial leverage
- Critical success factors: What can be done to shift over to a multichannel marketing mentality



Worth
£2100

1. REGISTRATION: CHOOSE YOUR PASS TYPE

Diamond Pass

- Exclusive diamond report (£2100 each) Choose 1:
 - Customer Experience Management 2015
 - Marketing Data Infrastructure 2015
 - Value Added Services 2015
 - Multichannel Marketing Business Case 2014
(More details on page 6)
- Access to all conference sessions, exhibition & networking area
- Access to speaker pdf slides and audio
- Annual Subscription to eyeforpharma On Demand includes access to all event materials since 2013 and our premium reports. More details here: www.eyeforpharma.com/on-demand

Gold Pass

- Access to all conference sessions, exhibition & networking area
- Access to speaker pdf slides and audio
- 4 week subscription to eyeforpharma On Demand, includes access to all event materials since 2013 and our premium reports. More details here: www.eyeforpharma.com/on-demand

Silver Pass

- Access to all conference sessions, exhibition & networking area

	Best Value	Most Popular	
For Pharma Companies/Biotech Companies	Diamond	Gold	Silver
Super Early Bird Price - Expires, 31 July 2015	£2199 + VAT	£1399 + VAT	£1199 + VAT
Early Bird Price - Expires, 28th Aug 2015	£2399 + VAT	£1599 + VAT	£1399 + VAT
Last Chance Price - Expires, 25th Sept 2015	£2599 + VAT	£1799 + VAT	£1599 + VAT
Full Price	£2699 + VAT	£1899 + VAT	£1699 + VAT
For Solution Providers			
Super Early Bird Price - Expires, 31 July 2015	£2499 + VAT	£1699 + VAT	£1499 + VAT
Early Bird Price - Expires, 28th Aug 2015	£2699 + VAT	£1899 + VAT	£1699 + VAT
Last Chance Price - Expires, 25th Sept 2015	£2899 + VAT	£2099 + VAT	£1899 + VAT
Full Price	£2999 + VAT	£2199 + VAT	£1999 + VAT

20% UK VAT will be added to all pass prices above

2. DELEGATE DETAILS

Mr/Mrs/Ms/Dr:	First name:	Last name:
Company:	Position/Title:	
Telephone:	Fax:	Email:
Address:	Postcode:	Country:

3. PAYMENT

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(Payable to FC Business Intelligence Ltd.)	Expiry date:
Please invoice my company:	Security number:
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3 EASY WAYS TO REGISTER TODAY!

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

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

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 September 19th 2015 incur an administrative charge of 25%. If you cancel your registration after September 19th 2015 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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