

9th Annual



Developed by

pharma

Pharma Marketing Summit 2009

Two Day Conference
22nd - 23rd October // Berlin

Save €300

Register before
September 4th

Create added
value for all
stakeholders
and customers

- // Partner with customers to build a service based product offering
- // Balance eMarketing and Web 2.0 with traditional brand strategy
- // Improve market access using pricing, health economics and outcomes
- // Powerful tools to measure ROI in the changing environment

Insights from 9 of the
top 10 pharma companies

Benchmark your marketing strategies against our

EXPERT SPEAKERS:



Jane Griffiths

International Vice President
Janssen-Cilag



Ian Talmage

Senior VP Marketing
Bayer



Rajesh Gupta

Vice President, Global Marketing
MerckSerono



Veronique Touilly

Vice President
UCB



Andreas Penk

Oncology President & Country Lead Germany
Pfizer



Eric Rambeaux

Vice President Strategy
Solvay



Great content and speakers

Wipop Sanguandikul, Roche

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Dear Colleague...

By and large it has been recognised that emarketing needs to be integrated in to your marketing strategy and that multi channel strategies can increase your interaction with your customer. But the 3rd quarter of 2009 has already given most marketing teams a new to-do list. With the new commercial model finally coming in to play it becomes essential to deliver and demonstrate value to customers.

This is your invitation to join leading minds in pharma marketing on October 22nd - 23rd in Berlin. A meeting which will draw key decision makers from pharma to discuss these new problems we face.

I created our LinkedIn group last month. With over 300 members, the group enabled over 50 research meetings with senior Pharma Marketing executives. Many of my calls brought up the same thing time after time...

At the centre of this year's meeting is the need to transform your business culture from being product-focused to customer-facing. We will see how companies drive pipeline strategies and use health economic arguments to improve product positioning. You will learn how to articulate your corporate value proposition to a wider audience than ever before.

How?

By learning from our expert speakers, case studies, and key opinion leader panel. In particular, Carmen Lavid's keynote will offer a step by step guide to analyse your proposition's benefits, gain and loss.

Turn to page 4 & 5 for more on this, and other presentations. I'd be delighted to hear what you think of the programme.

Here's what some of your peers have said about the event:



Great opportunity to benchmark and network

Karsten Haas, Director, Grunenthal



Excellent Opportunity to learn where pharma trends are going

Commercial Contracting & Analysis Director, Novartis



Best regards,

Kate Eversole
VP Europe
eyeforpharma

PS. Register early – you will save €300 before September 4th

The only meeting you need

1 / The Speakers

5 VP insights in addition to a host of expert speakers including 9 of top 10 big pharma. You will profit from their vision and take away powerful new strategies and solutions to give fresh impetus to the way you tackle the challenges you face.

2 / The Networking

During the 12+ hours of dedicated networking, you'll rub shoulders with the sharpest minds in marketing. No other event can provide you with 2 days of business focused networking with some of the most influential people in your field.

3 / The Topics

We have thoroughly researched this area in a bid to uncover the hottest topics specific to people in your position. Senior marketing and brand executives from all top 20 pharma including AstraZeneca, Pfizer and Proctor & Gamble were consulted to ensure you get exactly what you've asked for. If you have any additional suggestions for the agenda we can hold a round table on the subject.

4 / The Case Studies

Learn through a proven formulary of marketing examples, with take away best practice techniques. No other event can deliver such knowledgeable insights and answers to key challenges you face.



Join our dedicated LinkedIn Group at www.linkedin.com
Group Search: Pharma Marketing



Summit at a glance

PRE CONFERENCE TRAINING SESSION

October 21st 2009

Speaker Training

Day One

October 22nd 2009

- // How do you change your marketing activities to engage customers?
- // Improve Market Access and drive product uptake
- // Marketing to changing stakeholders – nurses, pharmacists, payors, patients, KOLs

Day Two

October 23rd 2009

- // How to balance e-marketing within traditional brand strategy
- // Latest CRM trends to maximise marketing effectiveness
- // How to optimise the ROI of changing marketing channels



12+ Hours of Networking

Over 250 leaders and innovators in marketing will be in the same room as you and eager to exchange ideas and share experiences. The design of the event maximises networking time with over 12 hours applied over the 2 days. The highlight being the networking party after the close of business on Day One of the Summit, October 22nd.

Enjoy a drink with the people who are pushing the boundaries to discover new ways of improving marketing.



Maximise your time at the summit with pre-event networking

We know that only 2 days to meet the people you want in a conference will be pretty tough. That's why every delegate will be able to network online, both pre and post event on the eNetworker – think of it as your very own LinkedIn! So what are you waiting for? Sign-up now and start meeting those people that can open your eyes to a new way of thinking!

World Class Speakers at a glance

Jane Griffiths

International Vice President
Janssen-Cilag

Ian Talmage

Senior VP Marketing, Bayer

Rajesh Gupta

VP, Global Marketing,
MerckSerono

Veronique Touilly

VP, UCB

Andreas Penk

Oncology President and Country
Lead Germany, Pfizer

Eric Rambeaux

VP Strategy, Solvay

Richard Farquharson

Global Leader New Marketing
Practice, AstraZeneca

Simon Gineste

Field Force Effectiveness
& CRM Head, Novartis

Ed Schoonveld

Principal, ZS Associates

Nicolas Kerling

IT Manager, Pharmaceuticals &
Oral Care Western Europe, P+G

Armin Pearn

Business Innovation Director,
Pfizer

Hans Nagl

Promotional Response Director,
Shire

Johanna Jarvis

Head of Advocacy, Wyeth

Carmen Lavid

Communications Director, MSD

Per Aakerstroem

Marketing Director,
LEO Pharma

Keith Allan

Head of Global Advocacy,
Novartis

Wolfgang Walter

Marketing Director, Nycomed

Dr Michael Lieberenz

Director, Market Strategy
and Planning Europe, P+G

Len Starnes

Head of Digital Marketing
& Sales, Bayer-Schering

Fonny Schenck

Managing Director,
Accross Health

Akos Kokai Nagy

Marketing Director, Astellas

Ron Malloy

VP Strategy & Business
Development, Kodak



Have you got something to say? Email Kate Eversole on keversole@eyeforpharma.com
to learn more about speaking opportunities

SESSION 1: How do you change your marketing activities to engage all customers?

8.30 AM Marketing to changing stakeholders

– nurses, pharmacists, payors, patients, KOLs

- // How important is profiling KOLs and stakeholders for planned integration into a successful marketing strategy?
- // How to develop insight and gain access into payers, KOLs and budget managers to unify into a compelling proposition for prescribers
- // How different marketing roles should evolve for an effective new stakeholder strategy

Johanna Jarvis Head of Advocacy, Wyeth

9.05 AM Take the customer seriously – turning negative customer perception into a competitive advantage!

- // Build on customer feed-back to develop an extremely customer centric approach
- // Hear how to segment your customer base rigorously
- // Implementing a cutting edge account model and drive a robust change management process

Andreas Penk Oncology President and Country Lead Germany, Pfizer

9.40 AM How will marketing evolve in the new healthcare environment?

- // Build on our image and reputation as an industry in the eyes of our customers, payors and patients?
- // Improve Market Access with better strategies around Pricing, Health Economics and Outcomes?
- // Learn how to articulate our corporate value proposition to a wider audience than ever

Dr Jane Griffiths International VP, Europe North, Janssen-Cilag

10.15 AM Break & Exhibition (30 minutes)

10.45 AM Improve operational efficiencies, relieving stress on the supply chain, reducing design costs and shortening time-to-market cycles

- // Beat long product development and design cycles that delay the go-to-market effort and reduce a company's flexibility to increase profitability
- // Overcome the difficulty in maintaining the quality and consistency of outputs across multiple geographies, languages and media
- // Rise above regulatory and brand compliance hurdles, saving time, cost and risk to product roll-outs

Ron Malloy VP Strategy & Business Development, Kodak

SESSION 2: Improve Market Access and drive product uptake

11.20 AM Learn how to articulate your corporate value proposition to a wider audience than ever before

- // Analyse your proposition's benefits: gain and loss
- // Prioritise the benefits based on your audience's interest
- // Gather evidence showing that the high priority benefits are real and decide what makes your value proposition unique

Carmen Lavid Communications Director, MSD

11.55 AM What should marketers know about payers, market access and risk sharing?

- // How should market access impact the marketing process and clinical research?
- // How do you craft a value story that is compelling to payers?
- // What is risk sharing and who is actually sharing?

Ed Schoonveld Principal, Market Access & Pricing Practice Lead, ZS Associates

12.30 PM Making partnerships work to achieve real world health outcomes

- // Learn how to produce a cost benefit method to your pricing strategy and understand why this is essential with today's payors
- // Work with a variety of stakeholders to determine a long-term revenue strategy
- // Learn how to articulate your corporate value proposition to a wider audience than ever before

Richard Farquharson Global Leader New Marketing Practice, AstraZeneca

1.05 PM Lunch & Exhibition (1 hour 30 mins) and Agnitio Workshop

The workshop will look at how to better define targets and segments, but also how employing a CLM strategy can meet the challenge of best utilising the information gathered to more effectively market to individual customers needs.

We will use interactive and innovative methods together with the use of case studies to illustrate and demonstrate how CLM can be deployed to meet today's Pharma marketing challenges.

Led by Morten Hjelmso the founder and president of Agnitio & Katrine Brach, EMEA Sales Manager, Agnitio



2.40 PM Achieving goals through shared communication platforms – patient associations and industry working together

- // Transparency in working together avoids suspicion – hear how more good comes out of common messages
- // It's easy to fall foul of the desire for product promotion
- // How to create internal alignment for the best outcome: Think 10-15 years not 10-15 months!

Rajesh Gupta VP Global Marketing, MerckSerono

3.15 PM Explore how companies drive product uptake and analyse the effectiveness of their competitive positioning during the launch phase as this increasingly defines market success

- // Explore the primary launch challenges and hear a framework to overcome these challenges
- // Recognise how resource allocation for launch and re-launch teams can cut your costs
- // Understand which Benchmark Metrics are right for your company and discover how these will give you the competitive advantage

Ian Talmage Senior VP Marketing, Bayer

3.50 PM Break & Exhibition (20 minutes)

4.10 PM You can choose from the following workshops:

Pipeline Strategy: How do we get it right?

- // How can we create a structured approach that will deliver consistently good solutions to my pipeline development issues?
- // What can be done if my problem is more than a single molecule or therapeutic area?
- // How can I do this well if my budget is limited? ...or do it with greater confidence if I have a bit more resources to put against it?
- // Given 'buy-in' to the strategy, how can I assure it is really being implemented?

Workshop leader – Kurt Kessler

Ph.D. Managing Principal, Marketing Services, ZS Associates



Or...

Pan European pharma marketing innovation: changing market access and launch management strategy to better engage stakeholders, payors and influencers

Workshop leader – Simon Mason
COO, Skila



5.45 PM Networking Drinks Reception

Obviously the timed agenda is a natural progression – we will have plenty more high level speakers to add. I will try my best to keep changes to a minimum – you can keep up to speed at www.eyeforpharma.com/marketing

9.00 AM How to position the 3Ps – Patients, Payers and healthcare Providers – at the front end of the company strategy

- // Hear how to Involve Payers early in the Development making process
- // Social media programmes bring Patients at the heart of UCB
- // Gain a deeper understanding of Patient-Provider dialogue using ethnographic research

Veronique Toully VP, UCB

SESSION 3: Latest CRM trends to maximise marketing effectiveness

9.35 AM Pharma strategic challenges: now, I know...

- // Review the strategic challenges that the pharma industry is confronted with
- // Look at some solutions that are today considered to cope with them
- // Discuss the solutions and try to look at them differently

Eric Rambeaux VP Strategy, Solvay

10.10 AM Hear how to transform your business culture from being product-focused to customer-facing

- // Learn how to look differently at branding
- // The unmet need: attention
- // Deliver not just products but added value services to all stakeholders

Akos Kokai Nagy Marketing Director, Astellas

10.45 AM Break & Exhibition (30 minutes)

11.15 AM Find out how to make close-loop marketing platform a success for your business

- // Get a true testimonial on how to leverage digital sales aids to improve your sales materials and maximise your business results
- // Understand the challenges and barriers you will be up against and what you need to do to overcome them
- // Understand how to put metrics in place to maximise the success of your roll-out and ongoing usage
- // Discover the power of leveraging digital sales aids beyond Face-to-Face interactions to optimise your cost per contact, speed of reach and overall ROI

Dr Michael Lieberenz Director, Market Strategy and Planning Europe, P+G

Nicolas Kerling IT Manager, Pharmaceuticals & Oral Care Western Europe, P+G

11.50 AM From product to customer centric approaches – brave new world?

- // Move from product to customer centric Marketing and Sales strategies to address customer needs in changing markets
- // Create the right multi-channel marketing mix to foster performance and drive ROI in different customer segments
- // Ensure that multi-channel activities are synchronised though out your sales and marketing teams to improve customer interaction and coherent product positioning

Wolfgang Walter Marketing Director, Nycomed

SESSION 4: How to balance digital within traditional brand strategy

12.20 PM Fusion marketing: From product strategy to integrated multi-channel strategy and execution

- // How to translate product strategy into multi-channel execution
- // How to define the relative importance of web in the overall marketing mix
- // How to organise for the fusion future and move “beyond presence”
- // How to measure success

Fonny Schenck Managing Director, Across Health

12.55 PM Lunch & Exhibition (1 hour 15 mins)

2.15 PM Move to a real CRM culture to achieve differentiation

- // Move to a customer approach based on real customers needs and not what we think their needs are
- // Develop a support tool for a multi commercial players approach
- // First moves to a multi-channel CRM to provide practitioners flexibility of commercial interactions while maximising efficiency

Simon Gineste Field Force Effectiveness & CRM Head, Novartis

2.40 PM New ideas in medical marketing

- // Explore the benefits for patients, prescribers and others
- // Analyse the ethical & legal aspects to drive your product uptake
- // Hear how LEO Pharma have produced a successful web-based project

Per Akerstrom Marketing Director, LEO Pharma Nordic

3.15 PM The future of pharma eMarketing in Europe

- // Hear what's next on the horizon for eMarketing in Europe, make plans and take full advantage
- // Examine future trends affecting you and understand the implications for your digital strategies

Len Starnes Head of Digital Marketing and Sales, Bayer-Schering

3.50 PM Learn how the right metrics can enhance program effectiveness

- // Learn about innovations in geographic customisation & tailoring – how to track, and diagnose trends to enhance market response to your promotions
- // Proven strategies to enable you to measure productivity that will provide valuable feedback on your investment
- // Develop a targeting approach based on your customer to ensure you visit the right customer with the right frequency

Hans Nagl Promotional Response Modelling Manager, Shire

4.25 PM Honey bees and their organisation: Drawing puzzling parallels to a human enterprise

- // People: Who can sell services, who can deliver it? Are diverse teams really more effective?
- // How does business structure influence the decision making process, service delivery and customer experience
- // Business Technology: Does it determine services offered or do services drive the technology?
- // Should we ever ask customers to kindly leave us?

Armin Pearn Business Innovation Director, Pfizer

5.00 PM End of Conference!



Business Opportunities For Solution Providers

- > Do you have something to offer marketing executives to help implement successful marketing strategies?
- > Are you confident that you have the best solution on the market?
- > Do you want to meet and do business with decision makers from pharma and biotech?

Then come to this event to strengthen current business relationships and build new ones!

Maximise your return on investment at this industry-leading event by increasing your profile with our exciting range of sponsorship opportunities.

Just take a look at the agenda and you will see that we are totally committed to ensure a great ratio of buyers for our confirmed partners to ensure that the integrity of your campaign is guaranteed. Put your company in pole position to make the connections and clinch the deals you're coming along to make.

For more information on the opportunities available, email Nina on nina@eyeforpharma.com or call +44 (0) 20 7375 7521

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OCTOBER 21ST 2009 // PRE-EVENT WORKSHOP

Personal Impact & Presentation Skills Training

Business is about people and the people that stand out are the great communicators. We are all impressed by a good speaker and the best speakers work hard to keep improving their talent. Why? Because:

- // It's good for your career
- // It's good for your personal impact
- // It's good for your confidence

You will learn how to:

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All our training is multi-sensory. The result is a highly interactive and invigorating experience.



**An emotional experience that I will use
and remember forever**

Director, Comet

Don't miss a single presentation!

We know it will be difficult to see every single presentation so we will be videoing almost every single presentation. You don't have to miss a thing! Simply purchase the Platinum Pass when you register and you'll be given access to the Online Video Recording after the conference.

Check out the registration form opposite now!

Reserve your place today at www.eyeforpharma.com/marketing

Staying in Berlin?

You are encouraged to extend your stay in Berlin either before or after the summit, and you are more than welcome to bring a partner. We've negotiated special rates in the Maritim pro arte so why not treat yourselves.

For further information visit
www.eyeforpharma.com/marketing/venue.shtml



FOR PHARMA & BIOTECH COMPANIES	Super Earlybird Price Save €600 Register by July 24th	Earlybird Price Save €300 Register by Sept 4th	Standard Price
Platinum Pass > Two day full access pass > Access to all workshops > Full event recording > Access to pre-event speaker training	€2495 <input type="checkbox"/>	€2795 <input type="checkbox"/>	€3095 <input type="checkbox"/>
Gold Pass > Two day full access pass > Access to all workshops > Full event recording	€1595 <input type="checkbox"/>	€1895 <input type="checkbox"/>	€2195 <input type="checkbox"/>
Silver Pass > Two day full access pass > Access to all workshops	€1395 <input type="checkbox"/>	€1695 <input type="checkbox"/>	€1995 <input type="checkbox"/>

FOR SOLUTION PROVIDERS & CONSULTANTS	Super Earlybird Price Save €600 Register by July 24th	Earlybird Price Save €300 Register by Sept 4th	Standard Price
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Gold Pass > Two day full access pass > Full event recording	€1895 <input type="checkbox"/>	€2195 <input type="checkbox"/>	€2495 <input type="checkbox"/>
Silver Pass > Two day full access pass	€1695 <input type="checkbox"/>	€1995 <input type="checkbox"/>	€2295 <input type="checkbox"/>

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TERMS & CONDITIONS Places are transferable without any charge. Cancellations before September 22nd 2009 incur an administrative charge of 25%. If you cancel your registration after September 22nd 2009 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 organisers 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

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Two Day Conference
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How will marketing
change in this new
era of healthcare?



Reasons to attend

275 Senior executives

25 Thought-leading speakers

Cutting edge Pipeline Strategy workshop

12 Hours networking

Pre-Conference training session

Exclusive free market access report

Meet 275 senior level marketing executives



Breakdown of last year's attendees:

- Head of Marketing / Marketing Director
- CEO / Managing Director / General Manager
- Brand Manager / Product Manager
- Commercial & Marketing Manager
- Consultants / Solution Providers
- Press

A wide range of
companies attended in
2008, here are just a few:

Bayer Schering	Almirall
Novartis	PLIVA
Novo Nordisk	Lundbeck
Pfizer	Allergan
GSK	Dr. Reddys
Wyeth	Eli Lilly
Proctor and Gamble	Celgene
Bristol-Myers Squibb	Johnson & Johnson
Roche	UCB
Takeda	sanofi-aventis
Astellas	Amgen
Stryker	Nycomed
Teva	Organon
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