

23-24 September 2009, London Draft programme Private & Confidential

DigiPharm Congress Europe will be one of the largest gatherings of pharmaceutical marketing and communications professional in Europe. The first event of its kind in Europe, it will discuss the challenges and strategies used to enhance online communication, customer relationship, strengthen brand awareness and improve profitability in digital marketing.

This event is for pharmaceutical and biotechnology Directors and Managers in:

- Marketing
- eMarketing
- Multi channel marketing
- Product development
- Sales force effectiveness
- eCommunications
- eBusiness
- Digital Marketing
- Marketing operations

Provisional Agenda

Session 1: Strategy

- Operational challenges facing the industry and their impact on digital marketing
- Best marketing practices and how digital marketing fits into the picture
- What will the future bring and what new approaches are needed
- Out of industry perspective from leading online marketing guru

Session 2: Regulatory Review

- Panel discussion: The European regulatory environment for eMarketing of pharma products
- US regulatory perspective

Session 3: Unification of your online and offline marketing strategy

- Building the right organisation structure and assigning responsibilities
- Review of the latest tools and strategies
- What is the role of sales rep? Will eMarketing replace sales reps and become the central pillar?
- Best practices in ROI measurement

Session 4: Physician Marketing

- Industry case studies on successful physician communication strategy
- CRM and closed loop marketing, ways to interact and engage with your customer
- Optimising the eChannels and tailoring campaigns with your sales team
- What can physician websites offer?

Session 5: Patient Communication Strategy

- Review of how companies are providing information to patients
- How do you communicate with patients through e-technology?
- Impact of search engine marketing on your brand

- Session 6: Web 2.0 and the future of digital marketing

 Do blogs and social networking sites allow for better targeting?
 - Relationships with patient sites and organisations

 - Review of the regulations on AE reporting
 Assessing the role of mobile technology, podcasts and media sharing site (eg: YouTube)