
The Pharma Brand Planning Course

By:

Edouard Demeire



- Europe's most authoritative pharma marketing planning trainer.
- Visiting Professor at CEDEP (INSEAD) and other business schools.
- Developed the business simulation game STRATPHARM with INSEAD Prof. Corstjens and trained well over 4000 executives on pharma marketing strategy since 1990.
- Global pharma marketing trainer with several top pharma companies.

By attending this course:

1. You will **increase the sales and Marketing ROI** of your brands by learning how to determine the marketing tactics that will effectively leverage opportunities in the market.
2. Your future brand marketing plans will logically **link marketing tactics to smarter patient / stakeholder insight and analysis**.
3. For your brands in "**Red Ocean**" (highly competitive) markets, you will know how to design marketing mixes that are superior to the competition.
4. You will learn how to make the competition irrelevant by creating "**Blue Ocean**" (highly innovative) market environments for some brands, using value innovation concepts and tools.
5. You will be armed with a box full of **handy tools** you can use back in the office.
6. You will benefit from Edouard's wealth of experience in training & coaching numerous pharma companies on best-practice pharma brand marketing planning across a wide spectrum of therapeutic and geographical markets.

What sets this course apart?

- The expert: Edouard forces you to think "out-of-the-box". He challenges his audience and, while he is an authority in pharma marketing strategy, he also transposes learnings from other industries to stimulate creative thinking. His approach sparks plenty of new ideas!

To register, complete the online registration form at www.celforpharma.com

- The content: You will learn how and when to use simple but powerful analytical tools in a well-structured process that culminates in the design of “visionary”, high-impact brand plans with a logic between the final action plan and market dynamics. You will be armed with a box full of handy tools that can be implemented as of the first day you return to the office!

Who should attend?

This course is highly suitable for marketers early in their career who wish to master the concepts and tools required to generate successful brand marketing plans. It is also beneficial for more experienced managers who want to benchmark and refresh their current practices.

Finally, this course is also highly valued by non-marketers wishing to gain a thorough understanding of pharma marketing planning and how they can contribute to this process.

Course agenda

The course starts on the first day at 08:30h with a welcome coffee and ends on the second day at 16:00h.

Day 1

- **Welcome & General Introduction**
 - The importance of vision-generating marketing planning (as opposed to template-based).
- **Properly Determine and Understand Your Brand’s Market**
 - Different approaches to defining a brand’s market.
 - Use of static patient flow models – “Are your patient flows vision-creating?”
 - Gain insight through dynamic patient flow models and fully grasp customer behaviour by using the “*Road to purchase/Patient Journey*” tool and “*Customer Functionality*” concept.
 - Group work on: *Patient flows and patient-based market definitions*.
- **Segmenting the Market and Prioritizing Segments**
 - An overview and discussion of the most commonly used segmentation approaches.
 - The 5 steps to getting the segmentation process right.
 - Which criteria should you use to segment your brand’s market?
 - Prioritizing market segments using the “*Segment DPM Approach*”.
 - Targeting: how to manage for successful implementation.
 - Group work on: *Designing the segmentation process as well as identifying and prioritizing customer segments from a perspective of both long term attractiveness and short term responsiveness*.
- **Positioning Your Brand**
 - The 5 steps to getting the positioning process right.
 - How to grasp and map customer perceptions and which one of the three “*Perception Analysis*” techniques should you use.
 - Different ways to position your brand and how to select the best positioning.
 - What should a good positioning statement include so that it defines the key claims to be communicated.
 - Plenary case discussion on: *Brand positioning and the benefits of branding pharmaceutical drugs*.

GROUP DINNER

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Day 2

- **Strategies and Tactics in “Red Ocean Markets”**

- Understand the “*Hierarchy of Effects*” of Rx decision making processes.
- Creative strategies to impact the steps in the AIITA prescription process most relevant to your product (AIITA = Awareness–Interest – Intent – Availability/Accessibility – Trial – Adoption).
- Use the “*Market Influence Grid*” of your brand’s market to identify key stakeholders and extract a limited number of key business drivers.
- Design innovative plans in “Red Ocean markets” by linking actions to the “*Road to Purchase*” tree.
- Group work on: *Designing the marketing mix in a “Red Ocean” market.*

- **Strategies and Tactics “Blue Ocean Markets”**

- What does customer satisfaction mean in your brand’s market and what impact does it have on your brand’s profitability.
- How to analyse the value drivers for each of the key stakeholders for your brand.
- How to reduce the impact of your competition by delivering true, innovative customer value.
- How to design marketing mix strategies that truly generate value innovation for those key stakeholders.
- Group work on: *Innovative marketing mix design in a “Blue Ocean” market.*

- **Plenary Discussion**

Learning methodology

This course uses a variety of learning approaches, including interactive lectures, a case study (Betaprolol case), as well as group work and plenary discussion sessions.

Working in groups of 3-5 delegates on the Betaprolol case, developed by Prof. Demeire, will enable you to practise the concepts and tools taught during the interactive lectures that alternate with group work sessions.

Meet the expert: Edouard Demeire

Edouard Demeire uniquely combines in-depth pharma marketing expertise with academic rigour and a wealth of training experience all over the globe. His teaching, consulting and research focus is on systematic decision support tools and models for pharma marketing strategy.

Edouard has trained well over 4000 executives in the pharmaceutical industry. He is a Visiting Professor at CEDEP/INSEAD in Fontainebleau, Solvay Business School in Brussels, ESCP-EAP in Paris, and SIMI in Copenhagen. In addition, he has run hundreds of workshops at AZ, Eli-Lilly, MCE, Novartis, Organon, Roche, Schering-Plough, as well as with many medium-sized pharmaceutical companies. He is a close colleague of Prof. Marcel Corstjens of INSEAD. Together they developed the very successful STRATPHARM business simulation game and authored several authoritative articles in the area of strategic pharma marketing.

Dates

4-5 October 2010, Barcelona

Venue & Accommodation

This course takes place at the Hotel Barcelona Princess which is situated opposite the CCIB (Centre Convencions Internacional Barcelona), close to the metro station Fórum.

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We have secured preferential room rates at this four-star superior hotel for our delegates. Registering three weeks or more prior to the course will secure your room at a preferential rate. Upon your registration, C.E.L.forpharma will send you a Hotel Accommodation Sheet to complete and send back. Do not hesitate to contact Marie Stricklesse, Programme Coordinator, if you need assistance in this matter (marie.stricklesse@celforpharma.com ; tel +32(0)27092241).

Registration fee

	Price*
4-5 October 2010 Course (PBP-14)	
▪ Registration before 20 August 2010	€2.450
▪ Registration after 20 August 2010	€2.850

*(VAT excl.)