

ACQUIRE BUSINESS-CRITICAL COMPETENCIES IN MARKETING



› LEARN from Pharma's
international top experts



Kurt Arco

Strategy & Planning for Commercial Launch Success in Pharma

A Cross-functional Approach

“Great insights, practical tips, concrete examples, actionable frameworks, experience-sharing among participants...all this with a very good and experienced speaker! Excellent content, adapted format and great organisation for a fantastic e-learning experience! Everything was there within these two days - this will clearly be useful for our upcoming launch!”

Cyril Martin, Global Brand Director Hematology - **Servier** (France)



Strategy & Planning for Commercial Launch Success in Pharma

A Cross-functional Approach

LEARN

- The 4 launch types that are based on the company/brand's profile, and the strategic implications thereof.
- A roadmap with timelines, milestones and best practice requirements to prepare a successful global launch across all functions.
- The market and stakeholder insights that are crucial for defining the global launch strategy.
- How to crystallise a launch strategy based on segmentation, targeting, and positioning.
- How to prepare the cross-functional global launch team.



The Expert

Kurt Arco

- As an independent consultant, Kurt Arco advises on commercial and launch excellence, drawing from his 20+ years of international experience within big and small pharma/biotech companies.
- Formerly, he was Global Launch Excellence Expert with Trilations, a strategic consultancy.
- Prior to that, Kurt led several major brand launches at MSD (Merck & Co), internationally and across several therapeutic areas.
- When responding to questions from the audience, Kurt effortlessly leverages his extensive expertise in pharma launches, bringing theory to life by providing real-world examples.

Dates & Locations

1-2 April 2025 (*Brussels*)
20-21 November 2025 (*live online*)

Visit www.celforpharma.com for registration fees and updates.

What Participants Say About This Course

“The course was very well structured and the expert was the real added value, bringing real-life experience to the table!”

Chiesi

Iacopo Vanzetto
**New Products Lead,
Respiratory**
Italy (December 2023)

“Great course, lots of details! I highly valued the templates we got, the case studies and the real-world examples. Thank you!”

Bayer

Michael Kuderka
**Executive Director Established
Brands Marketing**
United States (December 2023)

“Very clear and well-structured course full of highly valuable information!”

Abacus Medicine Pharma Services

Tristan Hollyer
Product Manager
Denmark (December 2023)

Agenda



All courses are held in CET/Brussels Time. Please check the Dates & Locations section on our website for the exact start and end times, or send an email to margherita.mutto@celforpharma.com.

DAY 1

- > **Welcome & Audience Expectations (~30 min)**
- > **Launch Excellence Fundamentals in Pharma: “From one-size-fits-all to a tailored approach” (~1 h)**
 - Launching in a changing landscape: key trends and the importance of customer-centricity for success
 - Product launch complexity: the 4 strategic launch types and their strategic implications
 - The importance of plotting and planning your company’s entire pipeline for your drug’s launch strategy
 - Drivers of commercial launch excellence
- > **The Commercial Launch Process: The Road to Success (~1 h 30 min)**
 - A successful launch is more than fast uptake and peak sales!
 - The key success factors for a successful product launch
 - A roadmap and a handy checklist for a successful commercial launch: timings and responsibilities

Plenary discussion: learning from a launch success and a launch failure within the Oncology market.

Lunch Break

- > **The Critical Market Insights to Boost Tomorrow’s Brand Performance (~1 h 15 min)**
 - The 3 critical insights to get the positioning of your brand right, to shape its market and to create the competitive advantage:
 - How to capture the critical market insights using the Market Overview template
 - The critical competitor insights
 - The patient journey: a step by step guide

To illustrate the theory, the business case used in the group exercise hereafter will be used to build the set of critical insights required for the exercise.

- > **Group Exercise on a Launch Business Case (~1 h 15 min)**

Using a fictitious business case (based on a recently launched Rx pharmaceutical), delegates will work in groups to analyse and discuss the strategic implications of critical insights in a country, where a recently launched competitor failed in terms of market uptake. The objective of the exercise is to address the Country Manager’s strategic concerns and propose recommendations.

This interactive session includes group presentation and sharing key learnings.

DAY 2

- > **Defining the Core Launch Strategy: Segmentation – Targeting – Positioning (~1 h 45 min)**
 - The 8-step approach for effective market segmentation, targeting and positioning
 - Critical success factors in designing and implementing a successful segmentation model
 - Hands-on tips & tricks for each step in the segmentation process
- > **Group Exercise on Segmentation – Targeting – Positioning (~45 min)**

Using a business case, participants will need to assess an existing segmentation model, identify areas for improvement, prioritise segments, define an appropriate positioning and design an optimal communication strategy by segment.
- > **Engaging Key Stakeholders for Launch (~1 h)**
 - The 4 critical steps: Mapping - Strategy - Execution - Measuring & Feedback
 - Overview of current and emerging stakeholder categories
 - The different strategies to engage with payers
 - How to get KOLs and patient associations on board through brand advocacy development

Lunch Break

- > **Preparing the Cross-Functional Launch Team: Organisational Challenges (~1 h)**
 - How to embed structures and processes to ensure unified brand leadership and launch excellence
 - The need for leadership commitment: what resources are needed to guarantee a successful launch?
 - How to prepare the organisation with the Launch Academy and Launch Community
- > **The Critical Launch-Related Activities: Timelines, Milestones and Best Practice Requirements to Support a Successful Launch (~1 h 15 min)**
 - The Launch Readiness Board: a comprehensive overview of all activities and responsibilities
 - A detailed discussion of each of the top 10 critical success factors in a launch
 - Who is responsible & timelines
 - Best practices

Group discussion on the cross-functional launch readiness activities, which internal stakeholders are needed, and what the ideal timelines per activity could look like.

- > **Wrap-up (~15 min)**

Registration Form



Complete the below form and email to aswaan@celforpharma.com or go to www.celforpharma.com and complete the online registration form.



QUESTIONS?

Annelies Swaan
aswaan@celforpharma.com

Course(s)

Course Title _____
Course Date(s) _____

Registration Fee

Visit our website www.celforpharma.com for information about the early bird fee and full fee, group discounts, etc.

Participant Details

Title _____ Email _____
First Name _____ Mobile Number _____
Last Name _____ Country of Work _____
Job Title _____

Company Details

Company Name _____
VAT Number _____
Invoicing Address:
Street Address _____
City/Province _____
Postcode _____
Country _____

Payment

Payment Method Bank Transfer (+3%) Credit Card
PO Number (optional) _____



Confirm Registration

In order to complete the registration, please tick the following box(es):

- I, the participant(s), have read and accept CELforPharma's Transfer & Cancellation Policy (www.celforpharma.com/transfer-cancellation-policy) and Privacy Policy (www.celforpharma.com/we-value-your-privacy)
- I accept that CELforPharma regularly sends me information by email on topics discussed within their website (www.celforpharma.com) and relevant to my function, under the condition that I can unsubscribe at any time. I accept that relevant personal details are stored in a database for that purpose, as per CELforPharma's Privacy Policy (www.celforpharma.com/we-value-your-privacy), of which I accept the terms.