

Upcoming Courses in the Fields of

MARKET ACCESS, PRICING & HEALTH ECONOMICS

COMPETITIVE STRATEGY

BUSINESS DEVELOPMENT & LICENSING

MEDICAL AFFAIRS

STRATEGIC PHARMA MARKETING



Principles of Pharma Market Access in Europe

Nick Proctor & Mark Silvey

3-4 Oct '17, Brussels 5-6 June '18, Zurich
5-6 Dec '17, London 25-26 Sept '18, London



The Pharma Business Development Course

Martin Austin

26-27 Sept '17, Zurich 17-18 April '18, Zurich
12-13 Dec '17, London 25-26 Sept '18, Brussels



Medical Affairs for Modern Pharma

Chris Toller

10-11 Oct '17, Zurich 26-27 April '18, London
28-29 Nov '17, London 13-14 Nov '18, Brussels



Value Pricing for Market Access

Gary Johnson

5-6 Oct '17, Brussels 7-8 June '18, Zurich
7-8 Dec '17, London 27-28 Sept '18, London



The Pharma Licensing Negotiation Course

Roger Cox

28-29 Sept '17, Brussels 24-25 April '18, London
20-21 Nov '17, Zurich 27-28 Sep '18, Brussels



The Strategic e-Medical Affairs Course

Ben Harbour

7-8 Nov '17, London 11-12 Oct '18, Zurich
22-23 March '18, Brussels 6-7 Dec '18, Brussels



Health Economics for Non-Health-Economists

Lieven Annemans

12-13 Oct '17, Zurich 13-14 March '18, Brussels
14-15 Dec '17, Brussels 19-20 June '18, Brussels



The Pharmaceutical Out-licensing Course

David Scott

23-24 Nov '17, Zurich 27-28 Nov '18, Brussels
26-27 April '18, London



The Multi-Channel Patient Engagement Course

Beverly Smet & Vladimir Rogiers

28-29 Sept '17, London 16-17 Oct '18, Zurich
24-25 April '18, London 20-21 Nov '18, Brussels



The Health Technology Assessment Course

Lieven Annemans

30 Nov '17, Brussels 22 Nov '18, Brussels
17 April '18, Brussels



Pharma-Biotech Product & Company Valuation

Patrik Frei

22 Nov '17, Zurich
11 March '18, Amsterdam *Back-to-Back with BIO-Europe*



The Strategic Digital Pharma Marketing Course

Ruud Kooi & Annelien Van Boxlaer

9-10 Nov '17, London 14-15 June '18 Brussels
12-13 Dec '17, Brussels 18-19 Oct '18, Zurich



Transforming Your Pharma & Medtech Business Model

Brian D. Smith

16 Nov '17, Zurich 28 Nov '18, Brussels
20 June '18, London



The Pharma Forecasting Course

Gary Johnson

19-20 Oct '17, Brussels 20-21 March '18, Brussels
14-15 Dec '17, London 21-22 June '18, London



The Pharma Brand Planning Course

Edouard Demeire

5-6 Dec '17, Brussels 27-28 Nov '18, Zurich
12-13 June '18, Brussels



Late Stage Pharma Lifecycle Management

Neal Hansen

14-15 Nov '17, Brussels 15-16 Nov '18, Brussels
19-20 April '18, Zurich



Principles of Patient Adherence & Support Solutions

John Weinman & Jonny Duder

27 Sept '17, London 19 June '18, London
28 Nov '17, Brussels 20 Sept '18, Zurich



Principles of Pharmaceutical Marketing for Non-Marketing Functions

Edouard Demeire

7-8 Dec '17, Brussels 29-30 Nov '18, Zurich
14-15 June '18, Brussels



Improve Reputation for Better Results in Pharma

Stefan Gijssels

17 Nov '17, Zurich



Business Acumen for Medical Science Liaisons

Maaïke Addicks

New course! Launch date:
21-22 Nov '17, Brussels



Strategy & Planning for Commercial Launch Success in Pharma

Joeri De Haes & Kurt Arco

New course! Launch date:
14-15 Dec '17, Brussels

NEW COURSES!