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**Kurt Arco**

# Strategy & Planning for Commercial Launch Success in Pharma

*A Cross-functional Approach*

LEARN from interacting  
with your industry peers



*This course gives a great framework to work with and includes a wealth of ideas to challenge your own beliefs and look at things from a different perspective. I loved the interactivity throughout, the practical approach to each topic and the general process overview which was very valuable. Overall, a great course with excellent hosting from CELforPharma!"*

**Ferrer**

José Miguel Sánchez Toll  
Strategy Readiness Advisor  
Spain



# Strategy & Planning for Commercial Launch Success in Pharma

## A Cross-functional Approach

### Learn

- A comprehensive overview of the launch process, from discovery/development up to maturity.
- The 4 launch types, and how to select the right launch strategy based on your brand's profile.
- A structured roadmap with detailed steps to plan your full cross-functional launch process.
- The market and customer insights that are crucial for defining the launch strategy and plan.
- How to use the patient journey and leverage points to define and prioritise customer segments.
- How to design an omni-channel launch strategy to engage with the right key stakeholders.
- How to organise internally in order to be optimally prepared for launch.
- Best practices drawn from real-world examples of successful and failed launches.



### The Expert

Kurt Arco

- ➔ Launch excellence expert from Trilations, a strategic marketing consultancy that has been involved in major drug launches in over 40 countries and over 15 therapy areas.
- ➔ Formerly with MSD (Merck & Co), where he led several major brand launches, Kurt Arco has 20 years of international launch experience within big and small pharma/biotech companies.

### Dates & Locations

16-17 December 2021 (live online)

Visit [www.celforpharma.com](http://www.celforpharma.com) for registration fees and updates.

### Additional Benefits

- You will be able to put theory into practice during group work on real-world case studies.
- You will receive handy take-home templates and models.
- Cross-check your approach and experiences during cross-functional discussions with industry peers.

### What Participants Say About This Course



*The expert course leaders were highly informative and clearly had both experience and relevant examples to add to the course content, which brought the theory to life and made the course highly engaging and enjoyable to attend. There were many aspects I valued from this course, including Understanding the 4 Launch types & how they shape strategy, Segmentation, targeting & profiling and also Developing a Launch Roadmap & Critical Success Factors. Great course and great course leaders, thank you!"*

#### Kyowa Kirin

Sue Kemp

Commercial Manager

United Kingdom (February 2021)



*Very practical course with good content that set clear objectives and KPI's that I can put into action in my company. The speakers showed great expertise and presentation skills throughout. I feel I now have a better understanding of how to think critically when reviewing data and insights during a launch process and enjoyed learning about how to set up a launch team and the pitfalls that can occur along the way. Thank you for putting together a great course!"*

#### Norgine

Stephen van Vucht

Sales & Marketing Manager

The Netherlands (February 2021)

# Agenda

Important: all hours are noted in CET/Brussels Time, so carefully convert into your local time zone!

Short breaks will be offered throughout the day.

## Day 1

### 10:00 Welcome & Audience Expectations (~30 min)

#### Launch Excellence Fundamentals in Pharma: "From one-size-fits-all to a tailored approach" (~1 h 30 min)

- 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: 1 h before lunch, 30 min after lunch)

- 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.*

### 13:00 Lunch Break

### 14:00 The Commercial Launch Process – Continued (~30 min)

#### 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.*

### 17:00 Close of Day 1

## Day 2

### 09:30 Defining the Core Communication 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

### 13:00 Lunch Break

### 14:00 Designing an Omni-Channel Interaction Launch Strategy (~1 h)

- The optimal omni-channel strategy framework: how to improve communication efficiency and effectiveness
- A step-by-step process to determine the optimal channel mix
- How to make sure your commercial launch team is ready to implement an omni-channel communication strategy

#### Group Exercise on Omni-Channel Interaction Strategy (~45 min)

*Using a real-life business case, participants will run through a step-by-step simulation exercise to design a multi-channel interaction strategy for a successful launch.*

#### 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 Factory

#### Wrap-up (~15 min)

### 17:00 Close

# Registration Form

Complete the below form and email to [aswaan@celforpharma.com](mailto:aswaan@celforpharma.com) or fax to +32 2 721 13 82 or go to [www.celforpharma.com](http://www.celforpharma.com) and complete the online registration form.



**Questions?**

**Annelies Swaan**  
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[aswaan@celforpharma.com](mailto:aswaan@celforpharma.com)

## Course(s)

Course Title .....  
Course Date(s) .....

## Registration Fee

Visit our website [www.celforpharma.com](http://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](http://www.celforpharma.com/transfer-cancellation-policy)) and Privacy Policy ([www.celforpharma.com/we-value-your-privacy](http://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](http://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](http://www.celforpharma.com/we-value-your-privacy)), of which I accept the terms.