



C.E.L. for pharma
CENTRE FOR EXECUTIVE LEADERSHIP

The Pharma Brand Planning Course



Learn how to analyse your brand's market so that you discover all sales levers – Know how to determine priority segments and define a value positioning statement – Learn how to design the optimal mix of marketing tactics in both Red (highly competitive) & Blue (highly innovative) Ocean markets.



Edouard Demeire

- Co-author of *GOOD PHARMA. How Marketing Creates Value in Pharma* (Corstjens & Demeire, 2014).
- Contributed to the design of Roche's and Novartis' Brand Planning Processes. Designed and runs Roche's courses for marketing and non-marketing audiences worldwide.
- Visiting Professor at CEDEP (INSEAD) and other business schools.
- Developed business simulation games for the pharma industry (e.g. STRATPHARM) and trained 1000s of executives on pharma marketing strategy since 1990.

By Attending This Course, You Will



- 1) 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) Ensure your future brand marketing plans will logically link marketing tactics to smarter patient / stakeholder insight and analysis.
- 3) Know how to design marketing mixes for your brands in “Red Ocean” (highly competitive) markets that are superior to the competition.
- 4) 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) Be armed with a box full of handy tools you can use back in the office.
- 6) 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.

Why You Should Attend

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 first day you return to the office!

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!

The Pharma Brand Planning Course is the only available public training course delivered by Edouard Demeire on the topic of brand planning.

Who Should Attend

The Pharma Brand Planning 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.

For non-marketers who wish to gain a thorough understanding of pharma marketing, we refer to Edouard Demeire's 2-day course *Principles of Pharmaceutical Marketing for Non-Marketing Functions*.

Agenda Day 1

09:00 Welcome & General Introduction

- The importance of vision-generating marketing planning (as opposed to template-based)

10:00 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

11:00 Group Work

- Patient flows and patient-based market definitions
- *Coffee will be served during the group work*

12:30 Lunch

13:30 Group Presentations

14:00 Segmenting the Market and Prioritizing Segments

- An overview and discussion of the most commonly used segmentation approaches
- The 5 steps to get 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: Designing the segmentation process as well as identifying and prioritizing customer segments from a perspective of both long term attractiveness and short term responsiveness
- *Coffee will be served during the group work*

15:30 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

16:30 Plenary Case Discussion

- Brand positioning and the benefits of branding pharmaceutical drugs

17:30 Group Presentations

18:15 Wrap-up

Group Dinner

Agenda Day 2

08:30 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

10:15 Group Work

- Designing the marketing mix in a “Red Ocean market”
- Coffee will be served during the group work

11:45 Strategies and Tactics in “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

12:30 Lunch

13:15 Strategies and Tactics “Blue Ocean Markets” – cont’d

14:00 Group Work

- Innovative marketing mix in a “Blue Ocean market”
- *Coffee will be served during the group work*

16:00 Discussion & Closing

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 practice the concepts and tools taught during the interactive lectures that alternate with group work.

One of the most valuable aspects of attending any C.E.L.forpharma course is not only being able to have your specific questions answered by a leading expert, but also having the opportunity to share experiences and have in-depth discussions with your international peers.

How To Register

- 1.) Check our website (www.celforpharma.com) for the most recent course dates and fees.
- 2.) Click "Register Here" & fill out the registration form with your personal and company (invoicing) details.

If applicable please add your company's VAT number. We will include this on your invoice, which is needed for your company to reclaim VAT.

- 3.) Choose a payment method.
 - a. If you select "Pay by credit card" we will email you a pro forma invoice and secure payment link.
 - b. If you select "Pay by bank transfer" we will email you a pro forma invoice for you to process through your company's payment system.

- 4.) Click [Confirm Registration >](#)

You will receive an automatic confirmation email shortly followed by a personal email with your pro forma invoice and further payment instructions.

Included in the Registration Fee

- Course Material (Digital & Print Versions)
- Coffee, Tea & Refreshments During the Course
- Lunch During the Course
- A Group Dinner on the First Day
- Certificate of Attendance Signed by the Expert

Have Any Questions?



Contact Annelies Swaan for general enquiries, group discounts, and more info.

email: annelies.swaan@celforpharma.com

call: +32 (0)2 709 01 42



Really enjoyed the training! Very engaged and lively, knowledgeable speaker. Nice mix between Powerpoint/flipover notes and group work. Very structured buildup of the process. There was ample time for questions and discussion. Nice meeting room, lots of space.

Janssen

Mirjam Barendse, Nordic Senior Brand Manager
Sweden - June 2017



*Curious or expert, if you want to be sure that a plan is built on the right hypothesis, this course is the right one!
Thanks Edouard!*

Actelion

Kevin Rodriguez, Business Manager
France - June 2017



A really interesting and highly relevant course, with excellent delivery from Edouard. I would highly recommend this course.

Alexion Pharma

Naomi McCardle, Manager, EMEA Events Excellence
Switzerland - June 2017