Learn from true industry experts and from your peers in other companies at C.E.L. forpharma’s popular 2-day course on:

The Pharma Brand Planning Course

Edouard Demeire

ACQUIRE BUSINESS-CRITICAL COMPETENCIES IN MARKETING

LEARN from Pharma’s international top experts

LEARN from interacting with your industry peers

“I would highly recommend both this course and the marketing for non-marketing functions one. Edouard is a very enthusiastic speaker and the courses gave me very good new learnings for practicing in the real world.”

Alexion Pharma Nordics
Jessica Lindberg
Marketing Specialist
Sweden
The Pharma Brand Planning Course

Learn

- A process for brand planning that identifies market opportunities and boosts brand performance.
- Analytical tools to discover key leverage points from patient-centric and stakeholder insights.
- Market segmentation: How to determine priority segments for your brand.
- Brand positioning: How to develop a good positioning statement and ensure it is implemented.
- How to make a good SWOT and extract CSFs required for your brand’s success.
- How to design effective and efficient tactical mixes for highly competitive markets (“Red Ocean”).
- How to create a “Blue Ocean” market environment where competition is irrelevant.
- Best practices drawn from pharma and other industry sectors.

The Expert

Edouard Demeire

- Visiting Professor at CEDEP (INSEAD) and 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 and runs Roche’s courses for marketing and non-marketing audiences worldwide.
- Developed business simulations and decision support tools for the health care industry and trained tens of thousands of executives worldwide on pharma marketing strategy since 1990.

Dates & Locations

19-20 November 2019, Brussels

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

Additional Benefits

- You will be equipped with a set of practical tools and checklists for making and/or improving pharma brand marketing plans.
- You will learn from your peers during group work on the Betaprolol case, developed by Edouard Demeire.

What Participants Say About This Course

“I would highly recommend both this course and the marketing for non-marketing functions one. Edouard is a very enthusiastic speaker and the courses gave me very good new learnings for practicing in the real world.”

Alexion Pharma Nordics
Jessica Lindberg
Marketing Specialist
Sweden (November 2018)

“Very relevant to my current responsibilities, and good source for implementation towards making a ‘simple’ brand plan. I highly valued the interactive aspect of the course. Very high-quality training course that covers my needs!”

Mundipharma
Liesbet Broodcoorens
Product Manager Primary Care
Belgium (June 2018)

“Very educated lecturer! Good detailing, clear explanations, relevance in practice. Thanks!”

Chiesi
Vladislav Ivanov
Key Account Manager
Bulgaria (June 2018)
### 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

#### 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 in “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**
Registration Form

Complete the below form and email to britt@celforpharma.com or fax to +32 2 721 13 82 or go to www.celforpharma.com and complete the online registration form.

Questions?
Inge Cornelis
+32 2 709 01 43
inge@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 ________________________________
Postal code ________________________________
Country ________________________________

Payment

Payment Method

Bank Transfer
Credit Card (+3%)

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 C.E.L. forpharma’s Transfer & Cancellation Policy (www.celforpharma.com/transfer-cancellation-policy) and Privacy Policy (www.celforpharma.com/we-value-your-privacy)

☐ I accept that C.E.L. forpharma 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 C.E.L. forpharma’s Privacy Policy (www.celforpharma.com/we-value-your-privacy), of which I accept the terms.