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international top experts

Edouard Demeire

The Pharma Brand Planning Course

Designing a Customer-centric and Agile Mix of Tactics, Across Functions

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

Designing a Customer-centric and Agile Mix of Tactics, Across Functions

Learn

- A cross-functional process for planning tactics that will strategically boost the success of your brands.
- Analytical tools to discover key leverage points from patient-centric and stakeholder insights.
- “Where to play?” - What segmentation criteria are useful, and how to prioritise opportunities for your brand.
- “How to win?” - How to develop a brand positioning statement and a value proposition.
- What is a good SWOT and how to correctly extract Critical Success Factors such that a brand’s strategy successfully translates into customer-centric tactics.
- How to design effective, efficient and agile tactics for Red Ocean (highly competitive) markets.
- How to create a Blue Ocean (highly innovative) 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).
- Edouard Demeire contributed to the design of Roche’s and Novartis’ brand planning processes and runs Roche’s courses for marketing and non-marketing audiences worldwide.
- He 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

26-27 November 2020, 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 developing and/or improving cross-functional pharma brand plans.
- You will develop fit-for-purpose planning skills and learn from your peers during group work on the Betaprolol case, developed by Edouard Demeire.

What Participants Say About This Course



Thank you very much for two engaging days! The group works are very valuable and the expert is very knowledgeable.”

Helsinn Healthcare

Sabrina Perucchi

Marketing Manager

Switzerland (November 2019)



Great exploration of theory! Edouard is very knowledgeable and a great trainer.”

Alexion

Federica Martinelli

Senior Specialist, Global Marketing Operations

Switzerland (November 2019)



The course gives a very good overview of marketing relevant topics and tools for the brand strategy, branding, positioning and implementing of tactics. Mr. Demeire is a very good presenter and teacher.”

Takeda

Eveline Binder

Senior Customer & Brand Manager Oncology
Switzerland (November 2018)

Agenda

Day 1

09:00 Welcome & General Introduction

- If developed properly, Brand Plans are catalysts that ensure agile, tactical execution across functions with a common focus on brand success
- Is your organisation product- or customer-centric?

10:00 Understand Your Brand's Market - Components of Insight Building

- How to use patient flow models so that they effectively help identifying key leverage points
- Developing Customer Experience Journeys for key stakeholders
- How to use Competitive Intelligence Frameworks to develop competitive foresight
- How to produce a good SWOT
- Understand what is an insight and how to develop insights that lead to Critical Success Factors (CSF)

11:00 Group Work - From Data to Insights to SWOT to CSFs

Using the Betaprolol case, which participants receive prior to the course for pre-reading, delegates work in groups to gain insights from analysing the market, to produce an effective SWOT, to then determine the CSFs that are THE link between a long term brand strategy and an agile short term tactical plan.

12:30 Lunch

13:30 Group Presentations

Each group presents their findings and is challenged by both expert and peers. At the end, Edouard presents his solution, not as THE single solution, but to illustrate best practice.

14:00 "Where to Play?" - Defining and Prioritising Segments

- An overview and discussion of the most commonly used segmentation approaches
- The 5 steps to get the segmentation process right
- Which customer criteria should you use to segment your brand's market: Socio-Demographic, Behavioral or based on Psychographic Personae?
- Prioritising market segments using the Segment DPM (Directional Policy Matrix) Approach
- Targeting: how to ensure a successful implementation of your segmentation

15:00 Group Work - Designing The Multi-stakeholder Segments & Prioritising Brand Opportunities.

The groups continue to work on the Betaprolol case. At this stage, the assignment is to determine and prioritise market segments and brand opportunities

16:00 "How to Win?" - Positioning Your Brand

- The 5 steps to getting the brand positioning process right
- Perception Analysis: techniques for identifying customer perceptions of your brand
- Different ways to position your brand and how to select the best positioning
- What should a good positioning statement include so that it helps define the key claims to be communicated by functions, including Market Access, Medical Affairs & Commercial
- Does your positioning help translate a Functional Differentiator into an Emotional Brand Positioning?
- Value propositions & messaging: do's & don'ts

16:30 Group Work - Brand Positioning, Case Discussion and Value Propositions

The groups define a brand positioning statement, value propositions, as well as messages for the Betaprolol case.

17:30 Group Presentations

18:15 Wrap-up of Day 1 & Close

Group Dinner

Day 2

08:30 Strategies and Tactics in Red Ocean, VUCA Markets

- Developing an optimal tactical plan for your brand, based on insights derived from Customer Experience Journeys in Rx decision making
- From CSFs to the quarterly tactical plan – avoiding that agility becomes quarterly, goalless 'shaking of the tree'
- Embracing the CC-OKR (Customer Centric Objective & Key Result) tool to guide successful execution by individual team members in commercial, medical affairs or market access customer-facing functions

10:15 Group Work - Tactical Plan Design

Delegates work in groups to design a customer-centric, agile and effective tactical mix for the Betaprolol case in a Red Ocean market context. Group work outcomes are presented and discussed in plenary.

11:30 Debrief: Building an Effective and Efficient Tactical Plan, Using Impact/Cost analysis and CC-OKRs

Participants are presented with two take-home tools which can be used to not only drive effectiveness, but also efficiency under resource budget constraints. These resource constraints are often driven by the corporation's portfolio, beyond control of an individual brand team. The application of the two tools are first explained, then demonstrated in the context of the Betaprolol case and, finally, discussed in plenary.

12:00 Strategies and Tactics in Blue Ocean Markets

- Whereas the key to success in Red Ocean markets is focus, agility, and efficiency of tactical execution, the approach in Blue Ocean markets consists in making competition irrelevant by creating a new market through value innovation
- When does adding value help build success for your brand, when is it just increasing cost? The link between the Net Promoter Score (NPS), loyalty and brand profitability
 - A powerful model for identifying customer value creation opportunities
 - Empowering a cross-functional team to be productive in delivering customer value
 - Learning from other industries

12:30 Lunch

13:15 Strategies and Tactics in Blue Ocean Markets - cont'd

- Making the concept of customer value operational by prioritising product benefits, non-product benefits and incurred customer costs per pharma stakeholder type
- Using customer value action maps as a design thinking ideation tool to turn customer pain points into moments of truth
- Benchmark the competition on their performance in delivering customer value and make competition irrelevant by creating the Blue Ocean market for your brand
- Learning from two Blue Ocean examples in the respiratory market (device) and in personalised health care (biomarker)

14:15 Group Work

Delegates work in groups to identify stakeholders in the Betaprolol case, define both product and non-product benefits, as well as customer costs, to finally define opportunities for value innovation, thereby creating a true Blue Ocean market environment. Group work outcomes are discussed in plenary.

16:00 Wrap-up

- The Brand Plan Quality Assessment Checklist: a tool to auto-evaluate the 7 key steps in your brand planning process and to prioritise areas for improvement towards greater brand success.

16:30 Close

Registration Form

Complete the below form and email to inge@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
Postcode
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 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.