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

The Strategic Digital Pharma Marketing Course

Jan Keuppens & Vladimir Rogiers

ACQUIRE BUSINESS-CRITICAL COMPETENCIES IN MARKETING

LEARN from Pharma’s international top experts

LEARN from interacting with your industry peers

"The ‘building a MC campaign’ exercise is excellent for learning how to get things right according to a digital strategy which we defined ourselves. Interactive course with high engagement and real-life cases - highly recommended!"

Actelion Pharmaceuticals
Jonathan Schmid
Digital Solutions
Switzerland
The Strategic Digital Pharma Marketing Course

- How to integrate digital into your overall pharma marketing, sales and medical education strategy.
- A step-wise process to define a multi-channel customer engagement strategy.
- The 6 multi-channel communication strategies to consider.
- The possibilities, impact and best practices of each digital communication channel.
- Know how to select the best-suited digital tactics and how to implement them.
- Know which KPIs to use to measure the ROI of your digital tactics.
- How to correctly use key measurement tools, such as the MCQ, the NPS, etc.
- Learn from real-life examples to avoid pitfalls and gain new ideas.

Learn

Learn from the experts: Jan Keuppens & Vladimir Rogiers

The Experts

- Senior Consultants with Across Health, Europe’s leading consultancy specialised in eCRM and digital communication in life sciences.
- Healthcare industry leaders in the multi-channel space with specific expertise in patient-centric strategies and campaign management.
- Worked on many multi-channel projects for leading pharmaceutical and medtech companies in CNS, gastroenterology, neurology, fertility and oncology.

Dates & Locations

- 1-2 October 2019, Brussels
- 26-27 November 2019, Zurich
- 17-18 March 2020, Brussels
- 26-27 May 2020, London

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

Additional Benefits

- You will be able to put theory into practice during group work on the Elbonia case, developed by Across Health.
- Receive Across Health’s training book Delighting Pharma Customers in the Omnichannel Age.

What Participants Say About This Course

- A very interesting course that helps you think strategically – Thanks!
  - Boehringer Ingelheim
  - Jovi Mateo Gómez
  - Omnichanneling and Data Lead
  - Spain (December 2018)

- The exercise on building a MC campaign is excellent for learning how to get things right according to a digital strategy which we defined ourselves. Interactive course with high engagement and real-life cases – highly recommended!
  - Actelion Pharmaceuticals
  - Jonathan Schmid
  - Digital Solutions
  - Switzerland (December 2018)

- Completing this training is a great opportunity. It gave me a wider scope of new marketing and digital approaches, and it completed the picture of strategy and tactics I need to implement in order to win. This is a great tool, dedicated to success and winning.
  - Sanofi
  - Boban Golubovic
  - DCV Business Excellence and Multi-Channel Manager SECE MCO
  - Serbia (June 2018)
<table>
<thead>
<tr>
<th>Time</th>
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<tr>
<td>10:00</td>
<td>Welcome &amp; General Introduction</td>
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| 10:30 | Insight: Online Landscape Analysis             | • Which key industry changes are accelerating the move to digital?  
• Online behaviour and trends of physicians, patients and other stakeholders  
• Benchmarking surveys and other sources for a competitive assessment  
• Internal analysis: How to assess the e-maturity of your company?  
• Technology trend analysis: Which new technologies may influence the patient-physician-pharma relationship ... and by when? |
| 11:30 | Coffee Break                                   |                                                                         |
| 11:45 | Innovation: Creating a Multichannel Strategy in Six Steps | • Strategy is a major bottleneck in most pharma companies!   
• Determine the buying process and key leverage points  
• Select amongst the 7 generic e-strategies and prioritise e-tactics  
• Create the 3-year roadmap  
• Models, case studies and insights to help you understand the complex buying journey and how you can influence it through media |
| 13:00 | Lunch                                         |                                                                         |
| 14:00 | Elbonia Simulation Game – Exercise 1           | • Exercise: define your objectives                                   |
| 14:30 | E-Medical Education                           | • Why webcasts are impactful  
• Success factors  
• Best practices in pharma  
• The 5 key steps to influencing treatment choice through eMeetings |
| 15:00 | Website Engagement                            | • Learning from best practices in non-pharma industries  
• Discussing examples of pharma portals  
• The 4 different ways to make an impact  
• Exercise: define your own homepage |
| 15:30 | Search Engine Marketing                       | • How consumers and HCPs search for health on Google  
• SEO & SEA: how it works – pros & cons – examples |
| 15:45 | Coffee Break                                  |                                                                         |
| 16:00 | E-mail Engagement                             | • Success factors                                                   |
| 16:45 | Mobile Engagement                             | • General trends & technologies  
• Mobile in Healthcare                                         |
| 17:30 | Close                                         |                                                                         |
|       | Group Dinner                                  |                                                                         |
| 09:00 | iPad Detailing                                | • The (sad) realities of tablet detailing  
• What is needed for success? ... Closed Loop Marketing!  
• How to activate your sales force  
• Exercise: define your own detail-aid |
| 09:45 | Elbonia Simulation Game – Exercise 2          | • Tablet detailing                                                  |
| 10:00 | Coffee Break                                  |                                                                         |
| 10:45 | Remote Detailing                              | • Benefits of Teledetailing  
• Success factors  
• Best practices in pharma |
| 11:45 | Define the Channel Mix                        | • 5 things to remember when selecting channels                        |
| 12:00 | Impact Measurement & Analytics                | • Factors that determine ROI in digital marketing  
• Using Google Analytics to measure Reach & Advocacy  
• How to measure engagement  
• How to measure conversion (e.g. Net Promoter Score)  
• Issues |
| 12:30 | Lunch                                        |                                                                         |
| 13:30 | Bringing it all together: Building a Multichannel Campaign | • Using a 3 phase methodology to optimise the channel mix  
• The “Multichannel Equivalent” concept  
• Designing the marketing mix at the HCP level |
|       | Elbonia Simulation Game – Exercise 3          | • Exercise: Define your own campaign                                |
|       |                                               | (Coffee served during groupwork)                                      |
| 15:15 | Final Thoughts & Wrap Up                      |                                                                         |
| 15:30 | Closing                                       |                                                                         |

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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?
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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
First Name
Last Name
Job Title
Email
Mobile Number
Country of Work

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

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