


Drive Engagement, Value & Profits With Compliant & Impactful Pharma Social Media Strategies

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20TH FEBRUARY &
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22 Pharma Brand Speakers **1** Day

Compelling, Compliant, Insight-Driven Customer Engagement Strategies For Patients, HCPs, Internal & External Stakeholders • Forward-Thinking, Multi-Channel Social Media Strategies & Energising Digital Technologies • Performance Benchmarking With Robust Measurement Strategies To Secure Internal Buy-In, Investment & Support

 Dr Rene Rust
Head of
Global External
Communications
GSK Vaccines

 **NOVARTIS**
Andrew Abdel-Malik Head, Group
Digital Media & Audience Strategy
Novartis

 Hans Christian
Hansson
Director Public Affairs
& Communications
Roche Norway

 Sarah Holiday
Global Social Media
Capability Director
Pfizer

 Dario Floris
Head of
Marketing
Merck Group


 **IPSEN**
Innovation for patient care
Kelly Blaney, Vice President, Global
Communications
IpSen

 Noel Ortiz Becerra, Head of External
Communications & Digital Outreach
Almirall

 **MSD**
INVENTING FOR LIFE
Cyril Mandry, Social Media & Digital
Marketing Director EMEA
MSD

 Stefanie Holman
Head of Corporate
Communications
SANOFI
Sanofi UK

 Javier Téllez Iglesias
Senior Global
Communications
& Government
Affairs Manager Spain & Portugal
Teva Pharmaceuticals

 Pia Beltrão Hansen
Senior Global
Communications
Manager
LEO Pharma A/S

 Karina Morley
Global Head of External
Scientific Affairs, Global
Medical Affairs
AstraZeneca UK

 Dr Inga Koehler
Director, Regulatory
International Innovation & DACH Lead
**Pfizer Consumer
Healthcare**

 Luke Mircea-Willats, PVPS GI
Communications Lead
Takeda

 Francisco Javier Domingo Espiñeira
Senior Marketing & Digital Manager
Teva Pharmaceuticals

 Lucília Vieira Antunes
Legal Counsel &
Compliance Lead
ABPI

 Simon Ip
Global Digital
Communications
Specialist
LEO Pharma A/S

 Mhari Coxon
Global Marketing
Manager
GSK

 Dirk Abeel
Global Medical
Sales Director
Reckitt Benckiser

 Julie Wong, Head of
Communications,
Cluster Europe North
AU/NZ
LEO Pharma

 Stefania Alvino
Multi-Channel
Manager
Daiichi-Sankyo
Daiichi Sankyo Italy

 Jo Steele, Senior
Healthcare
Compliance Manager
Roche
Pharmaceuticals UK

New, Fresh for 2020!

- 5 Years Of On-Trend, Profit-Boosting Pharma Insights
- 3 Interactive, Practical Panels
- 3 Conference Chairs, Interactive Voting & Q&A

The ONLY One-Day Pharma Social Media Event

- Real-Life Challenges & Solutions
- 3 Facilitated Hot Trend Peer Discussions:
- Regulatory Context Panel
- 11 Perspectives From International Leaders Of The Pharmaceutical Industry

  
Organised By


08.30 Registration, Morning Coffee & Objective Setting ☕

09.10 **GIC Welcome, Interactive Voting Introduction & Morning Co-Chairs' Opening Remarks**

Mhari Coxon, Global Marketing Manager CH Global Categories

GSK Dirk Abeel
Global Medical Sales Director**Reckitt Benckiser** **Winning Social Media Strategies**09.20 **Fuel Business Growth With Informed & Targeted Multi-Channel Social Media Strategies To Drive Engagement Across The Board**

- Identify the best platform mix for your social media strategy for seamlessly-integrated campaigns with relevant, engaging content on the right platforms
- The bigger picture! Ensure social media fits into the overall multi-channel comms strategy to drive digital success
- New channels, influencer marketing and innovation: as the social media landscape evolves, how can pharma keep up?
- Ensure you achieve best-in-class social media when social media is not always the number one strategy and compliance and internal disinterest can seem insurmountable hurdles



Pia Beltrão Hansen, Senior Global Communications Manager

LEO Pharma A/S 

Simon Ip, Global Digital Communications Specialist

LEO Pharma A/S **Emerging Digital Trends & Technologies**09.40 **Forward-Thinking Tech & Hot Digital Trends To Add Value To Social Media & Stay Ahead Of The Curve**

- From Blockchain to AI and IoT: take inspiration from outside the pharma industry for future-ready, value-adding strategies
- Which tool is right for us? Examine available tools and technologies to ascertain the best fit for your company and business goals
- Overcome the challenges of implementation for seamless new tech integration which delivers results
- Couple new technologies with social media to take advantage of new opportunities to drive better patient outcomes, customer engagement and business results

Q&A

- Look to the future: get closer to customers and give them a voice with marketing automation tools, tech and apps which support marketing and comms objectives



Andrew Abdel-Malik Head, Group Digital Media & Audience Strategy

Novartis **Engaging Patients**10.10 **Patient-Centric, Compliant & Insight-Led Social Media Strategies Which Inform & Support Patients To Boost Engagement & Generate Interaction**

- Drive high levels of patient engagement by really listening to your patient needs and audience data for the optimum social media channel and content blend
- Deliver informative, supportive content to engage patients around therapy areas and disease awareness and fuel two-way interaction
- Clinical trials onboarding, cutting through 'fake news' for accurate information and patient empowerment... explore compliant opportunities to take social media support to the next level
- What to do when patient interaction is off the table? Ensure patient centrality through all comms and channels – even when they are not your primary audience



Cyril Mandry, Social Media & Digital Marketing Director EMEA

MSD 

10.30 Morning Refreshment Break With Informal Networking ☕

Engaging HCPs11.00 **Insight-Led, Targeted Strategies To Engage & Influence HCPs On Social Media**

- Tap into your target HCP mindset to uncover their expectations from pharma and what drives them to look for drug, disease and medical information on social media
- Refine your social media spend with targeted HCP social media, platform and advertising strategies which speak to healthcare professionals and achieve real engagement, interaction and influence
- Shape HCP engagement strategies with relevant content which stands out and truly resonates with doctors
- How can we go beyond sales to really understand our customers and provide information to enable them to better service patients?
- Support HCPs to support the public: counter misinformation and 'Dr. Google' by enabling HCPs to share medically-approved, scientific information across the web

11.20 **Bonus Session; Reserved For Exclusive Conference Partner**

"Useful sharing of industry challenges, perspectives and solutions."

UCB 2019

Regulatory Context

PANEL

11.50 **Tick Every Box! Guarantee Compliance To Deliver Consistent Social Media Engagement, Results & Fresh, Agile Campaigns**

- Understand and navigate the boundaries of the code to produce creative, engaging and effective social media campaigns and comms while remaining compliant
- To what extent are your social media activities dictated by how well you can negotiate internally with stakeholders? Build relationships with legal, medical and compliance teams to counter risk-averse mindsets with a robust understanding of regulatory dos and don'ts
- Insights into GDPR: what is the ongoing impact on social media comms, targeting and our view of the whole customer journey?

Q&A

Advisory Board

Lucília Vieira Antunes
Legal Counsel & Compliance Lead**ABPI** Stefanie Holman,
Head of Corporate Communications**SANOFI UK** 

Dr. Inga Koehler, Director, Regulatory International Innovation & DACH Lead

Pfizer Consumer Healthcare 

Jo Steele, Senior Healthcare Compliance Manager

Roche Pharmaceuticals UK **Internal Buy-In**12.20 **Reprogramme Risk-Averse Mindsets To Boost Internal Buy-In & Embed Social Media & Create Advocacy Throughout The Business**

- Counter investment hesitancy or resistance by demonstrating the positive impact of social media to boost budget and secure backing
- Win over reluctant internal stakeholders to see the power of social media to leverage social channels internally, boost employee advocacy and influence company culture
- Examine ways to influence the organisational set up and break down silo working between marketing, communications and medical to better coordinate and employ social media as a tool
- Ownership of social media: from crisis situations to global/local/regional strategies, organisational branding and multi-channel comms – whose responsibility is social media and how do we ensure it forms part of one coherent overall strategy?



Javier Téllez Iglesias, Communications & Government Affairs Manager

Spain & Portugal

Teva Pharmaceuticals 

12.40 Lunch & Informal Networking For Speakers, Delegates & Partners

13.20 Informal Breakout Discussions

A) Crisis



Julie Wong, Head of Communications, Cluster Europe North, AU/NZ
Leo Pharma



B) Monitoring & KPIs



Dirk Abeel, Global Medical Sales Director
Reckitt Benckiser



C) Reputation & Trust



Pia Beltrão Hansen, Senior Global Communications Manager
LEO Pharma A/S



13.50 Afternoon Co-Chairs' Opening Remarks



Dr Rene Rust, Head of Global External Communications
GSK Vaccines



Dario Floris, Head of Marketing
Merck Group



"A fantastic opportunity to share learnings and gather insights."

MSD 2019



Customer Engagement

14.00 Customer-Centric Social Media Strategies Which Accurately, Consistently & Compliantly Translate Customer Needs & Preferences Into Customer-Led, Impactful Social Media

- Go beyond paying lip service! Steps to ensure that the patient and your customers truly sit at the heart of your strategies
- This is not a one-size fits all activity: compare different strategies for patients,

Q&A

HCPs, scientists, policy makers and internal stakeholders for targeted, audience-appropriate social media which gets the basics right and drives next-level results

- How can pharma keep pace with soaring customer expectations of social media driven by non-regulated industries?



Sarah Holiday, Global Social Media Capability Director
Pfizer



Luke Mircea-Willats, PVPS GI Communications Lead
Takeda



Mhari Coxon, Global Marketing Manager CH Global Categories
GSK



Karina Morley, Global Head of External Scientific Affairs, Global Medical Affairs
AstraZeneca UK



Noel Ortiz Becerra, Head of External Communications & Digital Outreach
Almirall



Francisco Javier Domingo Espiñeira, Senior Marketing & Digital Manager
Teva Pharmaceutical Spain



Dario Floris, Head of Marketing
Merck Group



Twitter

14.40 Make Your Voice Heard! Industry-Specific Insight To Reveal How Twitter Can Change The Pharma Landscape

- From HCPs to advocacy groups to government: exploit the potential of Twitter with successful, results-orientated campaigns



Daiichi-Sankyo

Stefania Alvino, Multi-Channel Manager
Daiichi Sankyo Italy



LinkedIn

15.00 Achieve Tangible LinkedIn Success

- From employee advocacy and employer brand building to thought leadership and executive visibility: how can pharma organisations reap the rewards from an innovative LinkedIn strategy?



Kelly Blaney, Vice President, Global Communications
Ipsen UK



15.20 Bonus Session; Reserved For Exclusive Conference Partner

15.50 Afternoon Refreshment Break With Informal Networking

Facebook

16.20 Harness The Power Of Facebook For On-Trend & Future-Ready Strategies To Engage, Influence & Connect

- Tips, lessons learnt and hard-won results! From content to campaigns, successfully leverage Facebook as part of your social media portfolio



Hans Christian Hansson, Director Public Affairs & Communications
Roche Norway



Measuring Impact

16.40 Robust Measurement Strategies To Evaluate The Strategic Impact Of Social Media On Engagement, Comms & Commercial Activities & Overall Business Performance

- Post-GDPR in a highly regulated industry, how can you access enough data and information to provide an accurate overview of your social media performance?
- Different approaches to evaluate and measure social media impact and assess which activities and platforms yield the best results
- Accurately measure the ROI of social media when sales are not the primary focus, engagement is not always tangible and likes don't always equate with action!
- Steps to benchmark performance as measurement tactics and KPIs vary per social media channel, audience and campaign launches
- Translate hard figures into compelling business cases to secure ongoing investment and stakeholder backing

17.00 -17.10 Co-Chairs' Closing Remarks & Close Of Conference



Dr Rene Rust, Head of Global External Communications
GSK Vaccines



Dario Floris, Head of Marketing
Merck Group



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4 FOR 3

- Speaker notes available to download one week after the conference, subject to the speaker disclosure.
- Only one discount can be used per registration.
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REGISTRATION FORM

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A One-Day, International, Industry-Led, Conference & Networking Event, Copthorne Tara Hotel, Central London **30th June 2020**

ATTENDEE DETAILS: Please complete in capitals. Photocopy for multiple bookings.

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