Join the mobile revolution – pioneering case studies and stakeholder insights for integrated multi-channel success

7 regional tracks – 2 strategy tracks – 1000+ attendees – 40+ speakers

Be the next digital pioneer – exclusive keynotes from international thought leaders to push the boundaries of what’s possible

Engage your stakeholders – We’ve brought patients, physicians, payers and regulators under one roof for the first time

Award-winning case-studies ONLY – key learnings from ground-breaking examples to be the next industry benchmark

Mobile masterclass – integrate your mobile strategy to boost stakeholder relationships for multi-channel success

Future-proof your brand strategy – build robust campaigns to withstand the impact social media and mobile will have on your company image

Benchmark your strategies against our expert speakers

Michael Ibara
Worldwide Head of Safety Innovation
Pfizer

Martin Dubuc
Global Head of Multichannel Marketing CoE
Merck & Co

John Pugh
Global Head of Online Communications
Boehringer Ingelheim

Saidat Amirkhanova
Global Digital Communications Director
Sanofi Aventis

Antonio Ibarra
European Solutions Centre Digital Marketing Lead
Pfizer

John Cairns
Head of Digital Marketing
Novartis

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Workshop sponsor

OPEN NOW to get a breakdown of all our speakers, an in-depth agenda and insight on who you’ll meet!
Note from a thought leader...

It is easy to underestimate the revolutionary times in which we live. Many of the communication channels that have become indispensable and integrated into the fabric of our society did not exist seven years ago when this conference first debuted.

In Walter Isaacson’s biography of Steve Jobs he recounts a conversation where the iconic Apple founder said that if the 20th century in digital was about the intersection of technology and the humanities, he believed the 21st century will be about that intersection with biology and medicine. It is no exaggeration to say that the opportunities for pharmaceutical companies within the digital space are almost endless.

We work in a complex and highly regulated industry. However, there are many companies - as you’ll hear in session 4’s regulatory panel discussion and individuals making a difference not just to the success of their business by the adoption of innovative digital strategy, but ultimately improving people’s health and their lives.

What are the big opportunities and challenges for digital in 2012? In my talk, you’ll see that the very nature of the web is changing with the top ten internet destinations now search and social applications. We are sharing and connecting with each other more than ever before in human history and this offers massive opportunities; not just for collaboration and collective action in health, but also the data we produce can be used to understand patients and medicine on a scale unimaginable 20 years ago.

The talk by PatientsKnowBest will give you an insight but that’s just the tip of the iceberg.

Expert speakers include:

Peter Hinsen
International Thought Leader and Author of ‘The New Normal’

Fergus Boyd
Head of eBusiness
Virgin Atlantic

Michael Ibara
Safety Innovation CoE
Pfizer

Martin Dubuc
Global Head of Multichannel Marketing
Merck & Co

John Pugh
Global Head of Online Communications
Boehringer Ingelheim

Bettina Borga
Head of Healthcare, Google

Monique Levy
Research Lead, Manhattan Research

Mehves Altun
Internet Committee Lead, AIFD Multichannel Communication Manager, MSD

Alexander Natz
Director General, EUCOPE

Len Starnes
Former Head of Digital Marketing and Sales, Bayer

Pelin Sindel
Project Leader
GSK Turkey

Andrew Burton
Business Engagement Lead
AstraZeneca

John Cairns
Head of Digital Marketing
Novartis

Alex Butler
Founder
The Social Moon

Silja Chouquet
Founder
Whydolpharma

Ufuk Payadin
Head of Strategic Planning and Business Development
Roche Turkey

Lawrence Sherman
Senior Vice President
Prova Education

Paul Wicks
Managing Director
PatientsLikeMe UK

Saidat Amirkhanova
Global Digital Communications Director
Sanofi Aventis

Andrew Burton
Business Engagement Lead
AstraZeneca

Antoine Ibarra
European Solutions Centre Digital Marketing Lead
Pfizer

Fonny Schenck
CEO
Across Health

Angélique Gonzalez
Founder
Ideagoras

Han Brouwer
General Manager
Actelion Pharmaceuticals

Denise Silber
Founder
Doctors 2.0 & You

For the full speaker line-up and the most up to date agenda visit:
www.eyeforpharma.com/emarketing

Mobile and games are set to once again shake up the way people interact with the world around them; they also offer great possibilities for health and pharmaceutical companies. We now live in a post social internet age with social media ubiquitous.

This is one of the reasons that Search (the primary gateway to health information) is undergoing its biggest change in a decade. I am very excited about the future and delighted that this conference addresses both the strategies of today and challenges of tomorrow.

Alex Butler
Founder
The Social Moon
Pharma digital revolution at a

**Day**

**Pre-workshop 26th March**
Digital optimisation workshop – get EVERY digital strategy in line with your business goals and understand your customers in order to finally close the loop

**Keynotes and Case-studies**
- **Transform your company**: Create a hub for innovation and digital pioneers by changing your company’s mindset
- **Learn how your stakeholders use digital**: patients, physicians, payers and regulators
- **Know the rules of the game**: Ask the regulators the hard questions to fully understand the limits of your digital campaign
- **Unlock the true power of mobile**: best-practice case-studies and proven multi-channel strategies
- **Strategies for your region**: overcome your local challenges and understand region differences for a targeted multichannel marketing strategy

**Practical Workshops:**
Take home tips from leading industry experts on mobile, social media, closed loop marketing and integrated multi-channel strategies for a head start in 2012

2 tracks:
1. **Implementation, best practice and proving ROI**
   - The best practice examples for digital optimisation, the brand director perspective and the key metrics needed to measure value and gain the internal buy-in every time
2. **Digital for your corporate and brand strategy**
   - Understand the big picture with key case-studies and thought leadership of how digital can support your brand and corporate strategies
   - Hear out-of-industry examples of how to provide your customer value through mobile and social media

**Evening**

**VIP dinner**
(by invitation only)

**Networking Drinks Party followed by delegate dinner**
(by invitation only)

The program handled all aspects of e-marketing, very complete overview.

Linda Engels, Product Manager, Sanofi-Aventis

**Day One - 27th March**

**End of conference...**

..... it doesn’t have to end here. Choose the Diamond pass and gain access to over six months of insights, stats and advice from leading pharma on commercial excellence.

**Day Two - 28th March**

**Case Study Highlights**

**UNIVADIS** - Learn how to create local content for a global physician portal and create an integrated corporate strategy to boost your brand campaigns across your organisation

**Xarelto Multichannel strategy**: A marketeer’s perspective on how digital can be integrated into your brand strategy for a successful multichannel approach

**Facebook case study**: Learn how to break internal and external approval barriers AND change the perception of pharma with a corporate Facebook game.

**Small pharma case-study**: Learn how Movetis successfully marketed Resolor with NO sales force

**Out of industry case-study**: Hear how Virgin Atlantic are using mobile, social media and web to reinvigorate their brand and provide customer value

For the full speaker line-up and the most up to date agenda visit:

[www.eyeforpharma.com/emarketing](http://www.eyeforpharma.com/emarketing)
Session 1: Pharma 2020: How digital will revolutionise your strategy and corporate structure

Take your commercial strategy to the next level by changing ‘the norm’ in marketing

• Learn how to separate digital trends from fads and to keep your strategy at the forefront of innovation
• Understand the key drivers for digital innovation in other industries to transform your marketing strategy
• Turn digital from ‘fun’ to essential with new and effective methods of engaging stakeholders

Michael Ibara, Head of Safety Innovation, Pfizer

UNIVADIS: The story of Europe’s largest physician portal

• Discover the secrets of a successful global physician portal and what it means to Merck
• Prepare your organisation internally for the rigours of creating targeted local content
• Hear how Univadis will evolve with mobile adoption

Martin Dubuc, Global Head of Multichannel Marketing CoE, Merck & Co

Understand how Boehringer will transform the perception of pharma with SYRUM

• Learn how Facebook can be used to your advantage to transform your brand image
• Gain internal and external approval for your Facebook initiative
• Learn how SYRUM supports the overall strategy of Boehringer Ingelheim

John Pugh, Global Head of Online Communications, Boehringer Ingelheim

Learn how Virgin Atlantic provides customer value with a multi-channel approach

• Hear how an integrated mobile, social media and web strategy can add value to your brand
• Learn the pitfalls and benefits of creating a new website and how to maximise customer engagement
• Discover the principles behind Virgin’s digital strategy

Fergus Boyd, Head of eBusiness, Virgin Atlantic

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"It was great to see that the summit evolves positively and a wide range of topics is covered. Excited to visit the 2012 event.”

René Neubach, Manager, Vienna eMarketing Center Pfizer, Specialty Care Europe

Become a hub of digital best practice by breeding a culture of innovation

• Learn how each emarketing initiative can become a pillar of your traditional marketing
• Remove the line between emarketing and marketing for a more cohesive strategy
• Understand the training and development required for fully integrated emarketing
• Revolutionise ‘traditional’ marketing by enhancing existing strategies with digital technology

Kay Wesley, Global Director of Digital, Complete Digital

Capitalise on the evolution of Google and the your customer environment

• Understand the real power of Google, including the latest evolution of their features
• Cover all bases with a key understanding of all areas involved with Google
• Learn how Google can help manage a more differentiate customer base

Bettina Borga, Head of Healthcare, Google
Healthcare 2015 – the future of your customer

Integrate stakeholder needs into your strategy over the next five years to own your market

• What physicians want: learn how mobile has changed the way you must engage with physicians. Take a pan-European look at how pharma can connect with physicians through digital channels. Revitalise your eDetailing content with key stats on why physicians will engage with your message.

• What patients need: hear how patients interact with your channels and touch-points to optimise your engagement. Engage patients with applications and gamification to improve compliance and adherence.

• What payers are doing: hear how payers are using digital to improve health outcomes and partner with them to build long-term relationships for commercial success.

Speakers include
Monique Levy, Vice President - Research, Manhattan Research
Denise Silber, Founder, Doctors 2.0
Payer panel - (check website for details)

Capitalise on the mobile revolution

Examples to increase engagement and brand awareness to commercialise your mobile channels

• Mobile as priority number 1: Make structural and cultural changes needed to capitalise on the impact of mobile on physicians and patients.

• Physician engagement with mobile: Learn how mobile has changed eDetailing and how to engage and educate the modern physician through mobile channels.

• Engage patients with mobile: Create more value for patients and boost brand awareness through mobile optimisation of your current activities and applications that works out for you.

• Mobile best practice: Hear key case studies from Vodafone on how to develop and implement mobile apps and strategies across all your stakeholders.

Speakers include
Fergus Boyd, Head of eBusiness, Virgin Atlantic
Alex Butler, Founder, The Social Moon
Tim White, Head of eMarketing, Novartis
Vodafone - (check website for details)

The Rules of Engagement

Understand the future Do’s and Don’ts of mobile and digital in your local market:

• Roll out a pan-European project: ensure your digital strategies get speedy external approval by engaging regulators.

• The new social media landscape in the UK: Hear where the opportunities lie with the new social media guidelines and work with the regulator for faster approval.

• Conquer the new French market: Understand how you can increase physician engagement with less ‘in-person’ interaction with physicians in France.

• Go from interest to engagement with Italian physicians: Find out why Italian physicians are not engaging with current eDetailing methods for a head-start in 2012.

• Collaborate to innovate in Turkey: Learn why Turkey is becoming a breeding ground for innovation and you can emulate this in your local region.

• Tailor-made mobile strategies for your region: Take home tailor-made strategies that apply specifically to your region to create more engaging content for patients and physicians.

Speakers include
Mehves Altun, Internet Committee Lead AIFD (Multichannel Communication Manager, MSD)
Alexander Natz, Director General, EUCOPE
Ray Chepesiuk, CEO, PAAB
Heather Simmonds, Executive Director, PMCPA
Saidat Amirkhanova, Global Digital Communications Director, Sanofi Aventis
Tim White, Head of eMarketing, Novartis

For the full speaker line-up and the most up to date agenda visit: www.eyeforpharma.com/emarketing
Always gain the internal buy-in

**Best practice on implementation, channel integration and proving ROI**

- **The right metrics**: Hear which metrics were used to define the success of psoriasis 360 and how a multichannel approach

- **The multichannel approach**: Hear a marketeers perspective on how you can work with your brand manager for effective multichannel planning and integration

- **Going mobile**: Learn how to implement a mobile and web initiatives across Europe and what key considerations are needed to create targeted content

- **The integrated approach**: Learn how to gain internal approval of your digital campaigns by ensuring they tie in with your company’s business goals

**Create a corporate and brand digital strategy**

**Transform your organisation with an integrated digital mindset for your corporate and brand strategy**

- **Changing the mindset of your organisation**: Learn the key considerations needed for a whole organisation to buy-in to finally embrace digital

- **Create eProduct Managers**: Turn your team of product managers into modern marketeers by understanding through changing the way you train and recruit your marketing teams

- **Why physicians want you to go mobile**: Learn how mobile has changed how physicians want to learn and how you can deliver more valuable content through digital channels

- **Provide more value to patients**: Hear how you can collaborate with patient groups for more valuable patient education and stronger patient adherence

- **How you should work with your sales force**: Hear a multidisciplinary view of the new role of the sales rep with the rise of mobile and declining physician face-time

- **Integrating online and offline channels**: remove the line between marketing and eMarketing with a solid internal structure that supports seamless integration between marketing channels

**Speakers include**

- **Antonio Ibarra**, European Solutions Director Digital Marketing Lead, Pfizer
- **Pelin Sindel**, Project Leader, GSK Turkey
- **Gozde Unverdi**, Head of Xarelto, Bayer
- **Fred Bassett**, Chairman, Blue Latitude
- **Alex Butler**, Founder, The Social Moon
- **Silja Chouquet**, Founder, WhyDotPharma

- **Gillian Tachibana**, Director of eMedia/Social Media, Merck
- **John Cairns**, Head of Digital Marketing, Novartis
- **Andrew Burton**, Business Engagement Lead, AstraZeneca
- **Han Brouwer**, General Manager, Actelion Pharmaceuticals
- **Ufuk Apaydin**, Head of Strategic Planning and Business Development, Roche Turkey
- **Dirk Reyn**, Managing Director, Shire-Movetis
- **Lawrence Sherman**, Senior Vice President, Prova Education + 4 doctors
- **Paul Wicks**, Head of UK Office, Patients Like Me + Patient Panel
- **Mohammed Al-Ubaydli**, Founder, Patients Know Best

**Practical workshops**

Key areas to add value to your brand strategy

- **SOCIAL MEDIA**
- **MOBILE INTEGRATION**
- **DIGITAL BEST PRACTICE**
- **CLOSED LOOP MARKETING**
- **CHANGE AND PERFORMANCE MANAGEMENT**

For the full speaker line-up and the most up to date agenda visit: [www.eyeforpharma.com/emarketing](http://www.eyeforpharma.com/emarketing)
New for 2012!

Regional tracks
Conquer your local market with a 360 view of the challenges in your region and digital strategies proven to work in your region

![Flags](image)

Northern and Eastern Europe  Spain  Italy  France  UK  Belgium  Germany

Stake holder panels

**Payers** – Build your most important partnerships for 2012 by understanding how payers are using digital and opportunities to collaborate with them

*Doctors 2.0 & You
May 23-24, 2012, Paris*

**Physicians** – Learn how physicians like to learn in the mobile environment

**Regulators** – Learn the rules of the game for faster approval

**Patients** – Support the patient to integrate your company into the healthcare system

![Stakeholders](image)

The people striving for success every year include...

Over 300 people attended eMarketing Europe – have a look at who attended below:

![Pie Chart](image)

- Communications
- eMarketing/ digital
- Marketing
- Product
- Solution Providers/ Consultants
- Brand

Secure new business at Europe’s largest gathering of pharma executives

- We are dedicated to providing a forum where out attendees can learn about the most advanced and tailored solutions available on the market.
- There are a limited number of spaces available for companies with an innovative solution in the areas of digital and mobile engagement, closed loop marketing and multichannel planning.
- This event will build new prospects and strengthen current business relationships.

**Opportunities available include**

- 1 to 1 meetings with key decision makers
- Take a speaking slot and address digital, marketing and communications executives
- Show off your latest products and services in our exhibition hall
- Build your brand with exclusive promotional opportunities
- Host interactive workshops with core clients and prospects
- and much more!

If you want to meet with senior decision makers from pharmaceutical and biotech companies across Europe then contact Ed Harris on +44 207 375 7173 or eharris@eyeforpharma.com

For the full speaker line-up and the most up to date agenda visit:

[www.eyeforpharma.com/emarketing](http://www.eyeforpharma.com/emarketing)
Your **Diamond Pass includes:**

1. **Pre-conference on 26th of March Digital Optimisation Masterclass** *(book early, places limited)*
   - Fred Bassett, Chairman, Blue Latitude
   - Christ Field, Director, Blue Latitude

   Improve the performance of your digital channels and touchpoints for multi-channel success

   Ensure that all your digital activities are planned, designed and implemented to give you the performance data essential for effective multichannel planning.

   You will leave this session with a practical action plan for improving the performance of digital channels and touchpoints by understanding their place in wider customer journey and the key metrics that need to be tracked against them.

   Give yourself a deep understanding of how web analytics and qualitative user inputs can be combined to boost performance and ROI and finally close the loop on your customer understanding.

   **Reserve a place in this 3 hour boot camp and you will:**
   - Develop the right measurement framework that aligns with your business objectives
   - Identify key qualitative and quantitative data sources
   - Combine different data sources to really understand behaviour and improve performance
   - Demonstrate the impact and profitability of your digital activity to senior management and key stakeholders

2. **An exclusive eyeforpharma report**

   Map out your digital and mobile strategy for the next five years with...

   - **The best examples:** 30 landmark digital case studies to take key learnings from and ensure best practice
   - **The perfect marketing mix:** Exclusive data from in-depth interviews with pharma/medical device executives on their eMarketing focus to 2016
   - **A look into mobile in 2016:** See a roadmap of the mobile and digital landscape and how it will evolve over the next five years

3. **Full video recordings of the whole event**

   **Co-located with the Europe’s largest commercial excellence event**

   This year is co-located with SFE & Commercial Excellence Europe. You be able to network with the 600+ attendees and attend all the digital selling sessions of this event in the same venue.

   For the full speaker line-up and the most up to date agenda visit: [www.eyeforpharma.com/emarketing](http://www.eyeforpharma.com/emarketing)
Register Now in 3 easy steps

1. YOUR CHOICE OF REGISTRATION

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For Pharma Companies

- Super Early Bird - Expires 20 Jan, save €600: €2895
- Early Bird - Expires 9 Feb, save €300: €3195
- Full Price: €3495

For Solution Providers

- Super Early Bird - Expires 20 Jan, save €600: €3195
- Early Bird - Expires 9 Feb, save €300: €3495
- Full Price: €3795

Add-ons

- Pre Day Digital Optimisation Masterclass: €595

2. DELEGATE DETAILS

Mr / Mrs / Ms / Dr: ___________________________ First name: _____________________________ Last name: ___________________________ Company:__________________________

Position / Title: ________________________________________________________________ Telephone: ___________________________ Fax: ___________________________

E-mail: ______________________________________ Country: ____________________ Address: ______________________________________ Postcode: _________________

3. PAYMENT

I enclose a cheque/draft for:  €____________ (payable to FC Business Intelligence Ltd)

Please invoice my company:  € ____________ Purchase Order No.: __________

Please charge my credit card:  € _________________________________________

Amex               Visa                 Mastercard

Credit card number: ___________________________________________________

Expiry date: _______________ Security Number (last three digits on back) _____

Name on card: ________________________________________________________

Signature:_____________________________ Country:_______________________

4 EASY WAYS TO REGISTER TODAY!

Group Discounts

Take advantage of eyeforpharma’s unique team discounts. Every fourth person in your group comes for free!

Contact Lanre Ibitoye on +44 207 375 7592 or lanre@eyeforpharma.com

Terms & Conditions

Places are transferable without any charge. Cancellations before Feb 20 2012 incur an administrative charge of 25%. If you cancel your registration after Feb 20 2012 we will be obliged to charge you the full fee. Please note – you must notify eyeforpharma in writing of a cancellation, or we will be obliged to charge you the full fee. The organisers reserve the right to make changes to the program without notice.

All prices displayed are exclusive of VAT unless otherwise stated but, VAT will be charged, where applicable, at the prevailing rate on the invoice date and the relevant details will appear on the invoice. FC Business Intelligence takes every care to ensure that prices quoted are correct at time of publishing however; bookings will only be accepted if there is no material error in the price advertised on the website. Please read the complete text of terms & conditions at: https://secure.eyeforpharma.com/emarketing/terms.shtml

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Join the mobile revolution – pioneering case studies and stakeholder insights for integrated multi-channel success

Transform your 2012 with these key examples and stakeholder insights

Univadis – how to go global with your physician portal
“[I will show you both the local and global strategic and operational considerations needed to create a leading patient portal]”
Martin Dubuc, Global Head of Multichannel Marketing CoE, Merck & Co

Xarelto Brand – Create a multi-channel brand strategy
“I’ll give you from the marketer’s perspective how digital can be used to boost the sales and marketing strategy of your brand”
Gozde Unverdi, Head of Xarelto, Bayer

How small pharma use digital – build key relationships with physicians with less face time
“I’ll show you how to adapt your multi-channel strategy to the needs of the modern physician”
Dirk Deyn, Managing Director, Shire-Movetis

Univadis – how to go global with your physician portal
“[I will show you both the local and global strategic and operational considerations needed to create a leading patient portal]”
Martin Dubuc, Global Head of Multichannel Marketing CoE, Merck & Co

Syrum – Change the public opinion of pharma through gaming
“I’ll ensure you learn the ups and downs of creating a Facebook game that boosts brand awareness and reinforces a positive brand image”
John Pugh, Global Head of Online Communications, Boehringer Ingelheim

Payer Panel – engage and partner with your customer
“My panel will show you how payers are using digital and the unique payer/pharma partnerships you can create to build the key relationships you need for a successful 2012”
Denise Silber, Founder, Doctors 2.0 & You

Out of industry case studies
“I’ll teach you how Virgin Atlantic have used mobile, social media and web to provide customer value”
Fergus Boyd, Head of eBusiness, Virgin Atlantic