

7th annual  
**eMarketing Europe & Mobile**

27-28th March 2012, Barcelona












**Save €600**  
by booking before  
January 20th

# 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**

	<b>Michael Ibara</b> Worldwide Head of Safety Innovation Pfizer	
	<b>Martin Dubuc</b> Global Head of Multichannel Marketing CoE Merck & Co	
	<b>John Pugh</b> Global Head of Online Communications Boehringer Ingelheim	
	<b>Saidat Amir Khanova</b> Global Digital Communications Director Sanofi Aventis	
	<b>Antonio Ibarra</b> European Solutions Centre Digital Marketing Lead Pfizer	
	<b>John Cairns</b> Head of Digital Marketing Novartis	

*"Great event - much inspiration gained"*  
Bettina Nekman, Intergrated Relations Manager,  
Boehringer Ingelheim

<p>Gold sponsors</p>     	<p>Exhibitors</p>   	<p>Supporting sponsors</p>      	<p>Event partners</p>  
		<p>Workshop sponsor</p> 	

**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.

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

## Expert speakers include:



**Peter Hinssen**  
International Thought  
Leader and Author of  
'The New Normal'



**Fergus Boyd**  
Head of eBusiness  
Virgin Atlantic



**Michael Ibara** Safety  
Innovation  
Pfizer



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



**John Pugh**  
Global Head of Online  
Communications  
Boehringer Ingelheim



**Alex Schlaubitz**  
Director of Customer  
Marketing (EMEA)  
Facebook



**Bettina Borge**  
Head of Healthcare,  
Google



**Monique Levy**  
Vice President -  
Research  
Manhattan Research



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

**Alexander Natz**  
Director General,  
EUCOPE



**Heather Simmonds**  
Executive Director  
PMCPA



**Gillian Tachibana,**  
Director of  
eMedia/Social Media,  
Merck



**John Cairns**  
Head of Digital  
Marketing  
Novartis



**Andrew Burton**  
Business Engagement  
Lead  
AstraZeneca



**Len Starnes**  
Former Head of Digital  
Marketing and Sales,  
Bayer



**Pelin Sindel**  
Project Leader  
GSK Turkey



**Gozde Unverdi**  
Head of Xarelto  
Bayer



**Fred Bassett**  
Chairman and Client  
Services Director  
Blue Latitude



**Alex Butler**  
Founder  
The Social Moon



**Silja Chouquet**  
Founder  
Whydotpharma



**Ufuk Payadin**  
Head of Strategic  
Planning and Business  
Development  
Roche Turkey



**Lawrence Sherman**  
Senior Vice President  
Prova Education



**Tim White**  
Head of eMarketing  
Novartis



**Dirk Deyn**  
Managing Director  
Shire-Movetis



**Paul Wicks**  
Managing Director  
PatientsLikeMe UK



**Mohammed Al-Ubaydli**  
Founder  
Patients Know Best



**Saidat Amirhanova**  
Global Digital Communi-  
cations Director  
Sanofi Aventis



**Andrew Burton**  
Business Engagement  
Lead  
AstraZeneca



**Denise Silber**  
Founder  
Doctors 2.0 & You



**Antonio Ibarra**  
European Solutions  
Centre Digital Marketing  
Lead  
Pfizer



**Fonny Schenck**  
CEO  
Across Health



**Sven Awege**  
Former Digital Expert -  
SPOC Europe  
Lilly France



**Angel Gonzalez**  
Founder  
Ideagoras



**Han Brouwer**  
General Manager  
Actelion  
Pharmaceuticals



**Kay Wesley**  
Global Director of  
Digital,  
Complete Digital




**Garth Thomas**  
Development Director  
Networks in Health

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

[www.eyeforpharma.com/emarketing](http://www.eyeforpharma.com/emarketing)

# Pharma digital revolution at a

	Day	Evening
<b>Pre-workshop</b> <b>26th March</b>	Digital optimisation workshop – get EVERY digital strategy in line with your business goals and understand your customers in order to finally close the loop	<b>VIP dinner</b> (by invitation only)
<b>Day One -</b> <b>27th March</b>	<p><b>Keynotes and Case-studies</b></p> <ul style="list-style-type: none"> <li>• <b>Transform your company:</b> Create a hub for innovation and digital pioneers by changing your company's mindset</li> <li>• <b>Learn how your stakeholders use digital:</b> patients, physicians, payers and regulators</li> <li>• <b>Know the rules of the game:</b> Ask the regulators the hard questions to full understand the limits of your digital campaign</li> <li>• <b>Unlock the true power of mobile:</b> best-practice case-studies and proven multi-channel strategies</li> <li>• <b>Strategies for your region:</b> overcome your local challenges and understand region differences for a targetted multichannel marketing strategy</li> </ul>	<p><b>Networking Drinks Party followed by delegate dinner</b> (by invitation only)</p> <div style="border: 1px solid #ccc; border-radius: 15px; padding: 10px; margin-top: 10px;"> <p><i>The program handled all aspects of e-marketing, very complete overview.</i></p> <p style="text-align: right;"><b>Linda Engels, Product Manager, Sanofi-Aventis</b></p> <p style="text-align: right;"></p> </div>
<b>Day Two -</b> <b>28th March</b>	<p><b>Practical Workshops:</b> 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</p> <p><b>2 tracks:</b></p> <p><b>1. Implementation, best practice and proving ROI</b> 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</p> <p><b>2. Digital for your corporate and brand strategy</b> 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</p>	<p><b>End of conference...</b></p> <p><i>..... 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.</i></p>

**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 marketeers 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:

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## 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

**Peter Hinssen**, *International Thought Leader & Author of 'The New Normal'*



### 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*



### Understand the cataclysmic changes to your company as patient power grows with social media

- Understand the effect of social media on adverse event reporting
- Learn why your pharmacovigilance structure will have to change as more patients self-report
- Learn best practice on how your company can better deal with adverse events

**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 Atlantick*



### 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*



*"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*


Session 2:

## 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**  
*May 23-24, 2012, PARIS*

**Payer panel - (check website for details)**


Session 3:

## 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 of 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)** 

Session 4:

## 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,  **MERCK SHARP & DOHME**  
*Internet Committee Lead AIFD (Multichannel Communication Manager, MSD)*

Alexander Natz, *Director General,* **EUCOPE**

Ray Chepesiuk, *CEO,* **PAAB**  
Heather Simmonds, *Executive Director,* **PMCPA**

Saidat Amirkhanova  **SANOFI**  
*Global Digital Communications Director*  
**Sanofi Aventis**

Tim White, *Head of eMarketing,*  **Novartis**

Session 4 – Track 1:

## 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 marketer's 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

### 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**



Session 4 – Track 2:

## 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 marketers 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

**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



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

**PROVA**  
EDUCATION



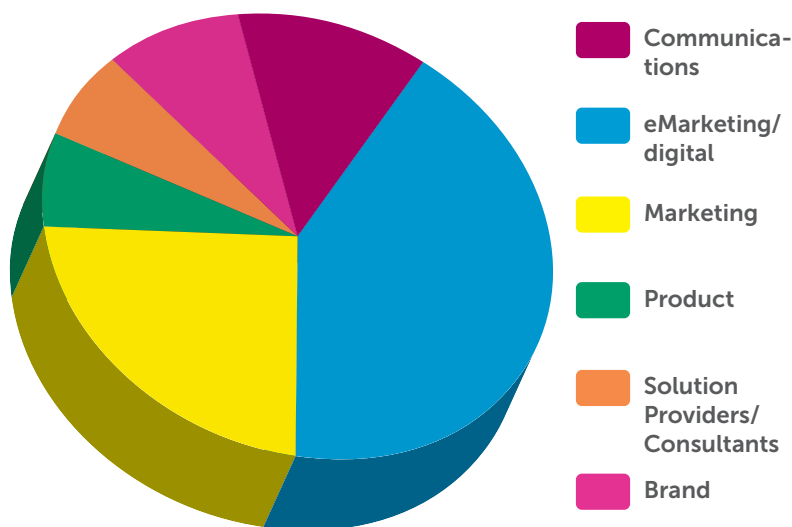
**Regulators** – Learn the rules of the game for faster approval

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

patientslikeme®

## The people striving for success every year include...

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



## Secure new business at Europe's largest gathering of pharma executives

- We are dedicated to providing a forum where our 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](mailto: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 touch-points 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 eye forpharma 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

Pass Features	DIAMOND	GOLD	SILVER
> Two day full access	✓	✓	✓
> Keynote presentations	✓	✓	✓
> Access to networking drinks	✓	✓	✓
> Access to networking lunch	✓	✓	✓
> Access to all workshops	✓	✓	✓
> Speaker slides decks	✓	✓	✓
> Full video recordings of every presentation	✓	✓	
> Access to pre day digital optimisation masterclass worth €595	✓		
> Access to 1 eyeforpharma report worth €1200:	✓		
For Pharma Companies			
Super Early Bird - Expires 20 Jan, save €600	€2895 <input type="checkbox"/>	€1895 <input type="checkbox"/>	€1595 <input type="checkbox"/>
Early Bird - Expires 9 Feb, save €300	€3195 <input type="checkbox"/>	€2195 <input type="checkbox"/>	€1895 <input type="checkbox"/>
Full Price	€3495 <input type="checkbox"/>	€2495 <input type="checkbox"/>	€2195 <input type="checkbox"/>
For Solution Providers			
Super Early Bird - Expires 20 Jan, save €600	€3195 <input type="checkbox"/>	€2195 <input type="checkbox"/>	€1895 <input type="checkbox"/>
Early Bird - Expires 9 Feb, save €300	€3495 <input type="checkbox"/>	€2495 <input type="checkbox"/>	€2195 <input type="checkbox"/>
Full Price	€3795 <input type="checkbox"/>	€2795 <input type="checkbox"/>	€2495 <input type="checkbox"/>
Add-ons			
Pre Day Digital Optimisation Masterclass	€595 <input type="checkbox"/>		

### 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: \_\_\_\_\_

**FAX THIS FORM TO +44 20 7375 7576**

#### 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](mailto: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.

### 4 EASY WAYS TO REGISTER TODAY!

**ONLINE:** Go to [www.eyeforpharma.com/emarketing](http://www.eyeforpharma.com/emarketing) and submit your details for instant confirmation of your place.

**E-MAIL:** The eyeforpharma Registration Team at [register@eyeforpharma.com](mailto:register@eyeforpharma.com)

**FAX:** Send this form by fax to: +44 207 375 7576

**CALL:** Lanre at +44 207 375 7592

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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



### 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  Boehringer Ingelheim



### Xarelto Brand – Create a multi-channel brand strategy

*"I'll give you from the marketeers perspective how digital can be used to boost the sales and marketing strategy of your brand"*

**Gozde Unverdi**, Head of Xarelto, Bayer



### 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

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



### 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



### 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



Media Partners



**OPEN NOW** to get a breakdown of all our speakers, in-depth agenda and insight on who you'll meet!