

6th Annual Digital Innovation in Pharma Summit 2011

November 2-3, 2011, The Radisson Boston

Leverage new digital channels: enable real communication with HCPs and stakeholders

- **New advancements in digital marketing:** Learn how to leverage new opportunities like Electronic Health/Medical Records (EMR/EHR), 2D barcodes, ePrescribing, and the future Pharma 3.0 model
- **Improve patient communications:** Provide relevant content and give feedback to engage with your consumers where they are
- **Improve HCP engagement:** Discover the latest HCP digital engagement strategies that leverage their unique needs to target and communicate most effectively
- **Successful Integration:** Learn how top pharma execs have integrated new digital channels into their overall marketing strategy and what it has meant for their bottom line
- **Enhance your Analytics:** Evaluate recent breakthroughs in analytics that provide clarity on ROI, stakeholder engagement and product development

PLUS

- **Digital marketing in action:** Case Studies from leading pharmaceutical executives at **Sanofi, Takeda, BMS, Pfizer, AstraZeneca** and **GSK** detailing the innovative steps they have taken to stay ahead of the curve

Expert Speakers Include:



Mike Precopio
President
Summers Laboratories



Kelly Little
Global Multi-Channel
Marketing Director
Merck



Stuart Davis
Head of Aesthetics
Marketing
Sanofi



Gabrielle Pastore
Global Platform
Innovation Director
AstraZeneca



Brad Carlson
Associate
eMarketing Director
Bayer



Jana Memel
Oscar-Winning
Producer
The Hollywood Way



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

www.eyeforpharma.com/ecom/

Get your pharma digital marketing strategy where it needs to be in 2012



Dear Colleague,

In the current era of limited access to physicians, the pharma industry is searching for new and innovative ways to create meaningful engagement with their customers. While the effectiveness of some traditional marketing channels has been in steady decline, a winning digital marketing strategy has risen to the top of the 'must-do' list in pharma.

According to eMarketer, online ad spend in pharma is poised to grow from \$1.03 billion in 2010 to \$1.86 billion in 2015. This massive increase in spending proves how integral a winning digital strategy is to a brand's success. Emerging digital marketing opportunities, such as EMR/EHR, ePrescribing, and 2D barcodes, show that **new opportunities are out there and it is your job to take advantage of them before your competitors do.**

Channel Integration is Key

The main challenge is integrating these emerging digital channels into your overall marketing strategy. A successful multi-channel strategy depends on the ability to reach your targeted customers, while transmitting a powerful, consistent message. **Customers buy more than products – they buy brands, and keeping customers engaged with your brand through a variety of channels, which in today's world relies upon online communications, is the key to success.**

We want to keep you one step ahead of your peers on the latest and most innovative digital marketing strategies that have been proven to drive sales. You'll hear from industry experts on the best practices in:

- Digital engagement
- Stakeholder relationship building
- Product development

The New Mobile Track is Here

45-58% of Americans between the ages of 25 and 34 now own a smartphone as do 49% of those ages 18-24 and 44% of those ages 35-44. And those numbers are projected to increase exponentially over the next few years! This presents a game-changing opportunity for pharma to embrace. Due to this rapid expansion and the inherent necessary preparations, we are putting together our first ever track to address all things mobile in pharma! We have app creators, pharma experts, and IT professionals ready to share case studies on mobile projects and help you get up to speed.

And or course, a social media track that has pharma social media pioneers explaining how they have been able to get things done in lieu of guidance. Both the social media track and the mobile track involve panels with only director level digital pharma experts to share their insights and guidance.

So why choose this event over the rest?

The Digital Innovation in Pharma Summit is the longest running event in the industry. Why? Unmatched content and excellent networking. **The event is large enough to**

attract the industry's biggest players and intimate enough to allow you to meet them. We strive to make this event as interactive as possible, with a Q&A session following every presentation, as well as multiple panel sessions, a round table discussions. We also draw on outside of industry lessons that can be applied to pharma. **This year we have the Boston Celtics' Digital Director and an Oscar-Winning Hollywood Producer to speak about storytelling for your brand.**

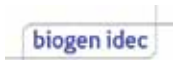
The 6th Annual Digital Innovation in Pharma Summit™ is an opportunity to prepare yourself and your team to become more active and effective with digital marketing and communications and realize the results in 2012. Attend this event and you will be part of the elite group of pharma marketers with a firm grasp on the new digital landscape!

Hope to see you in Boston this November,

Tom Hanley
VP USA
thanley@eyeforpharma.com
201-204-1688



Expert Speakers Include:



Jamie Manning
Digital Communications
Manager
Biogen Idec



Mike Precopio
President
Summers Laboratories



Jacquelyn Nowik
Sr. Product Director
Takeda



Stuart Davis
Head of Aesthetics
Marketing
Sanofi



Gabrielle Pastore
Global Platform
Innovation Director
AstraZeneca



Pat Connelly
Assoc. Digital Director
Millennium - The
Takeda Oncology Co.†



Lawrence Sherman
Executive Vice
President
Prova Education



Ray Chepesiuk
Commissioner
PAAB



Sarah Burke-Mullins
Multi-Channel Marketing
Manager
Sanofi



Gillian Tachibana
Director of eMedia
and Social Media
EMD Serono



Kelly Little
Global Multi-Channel
Marketing Director
Merck



Janet Carlson
CEO
One Eleven Software



Earl Whipple
Frmr Sr. Communications
Director
Astrazeneca



Kristi Durazo
Senior Strategic
Director
American Heart Assoc.



Amit Pherwani
Direct Marketing
Manager
Bristol-Myers Squibb



Brad Carlson
Head of eMarketing
Strategy
Bayer



Peter Stringer
Digital Media Director
Boston Celtics



Nathan McBride
Executive Director, IT
AMAG Pharmaceuticals



Devin Paullin
EVP Corporate Business
Development Physicians
Interactive



Jana Memel
Oscar-Winning Producer
The Hollywood Way



Jeremy Pincus
Global Digital Services
Director
GlaxoSmithKline



Harold Johns
Digital Marketing
Manager
Johnson & Johnson



Jay Goldman
VP Strategy
Klick Pharma



Meredith Ressi
President
Manhattan Research

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

www.eyeforpharma.com/ecommm/

AGENDA AT A GLANCE >

Mobile: Leveraging new capabilities (QR codes, MS Tags), HCP apps, Patient Apps, Text Response, as well as building on previous platforms to achieve the most current mobile strategy

Social Media: Utilize user generated feedback to make the most out of social media in pharma, as well as new analytics to evaluate ROI

Pharma 3.0: With spending on 'Pharma 3.0' up 78% in just one year, find out how to create a 360 degree view of your products to maintain a strong relationship with your customers.

EMR/EHR: With new U.S. laws to enforce electronic medical records, discover how pharma can leverage this massive opportunity to create meaningful engagement with HCPs through software

Non Personal Promotion: Hear the latest in e-Sampling and e-Detailing strategies that will allow you to engage more effectively with HCP's and improve your ROI.

Gamification and Pharma: This emerging channel creates a huge opportunity for pharma to improve the quality of care to patients, as well as market products to an effectively segmented audience.

Regulatory: Hear the latest in regulatory for U.S. marketers to create innovative marketing strategies that will adhere to and work within regulations, as opposed to against them.

Digital Integration: Case studies from leading pharma companies on the ways they have been able to integrate new digital channels into their existing marketing strategies.

Cross Industry: Hear the digital media director for the Boston Celtics talk about social media and the little things that pharma can be doing, as well as an Oscar-winning Hollywood Producer speak about storytelling for your brand and engaging your customers

Networking and Business Building

The expert content from our speakers will teach you the ins and outs of digital marketing in pharma, but the real objective of an event like this is to connect you to other marketers who are facing the same problems as you. You will have the opportunity to discuss key issues with industry leaders, and make the connections you need through:



1) Our Online Networking Center: Starting three weeks before the event, you can utilize this worthwhile resource to make connections and set up meetings with the people you want to meet.

2) The Exhibition: We have selected only the most relevant vendors that offer solutions to the very problems your team may be facing. Take the opportunity to get up to speed on the latest must-have digital services.

3) Networking Reception: After an exhilarating first day, kick back with your colleagues at our networking drinks reception. Enjoy a cocktail and discuss the day's topics and make some new acquaintances. Start networking now by registering on page 7.

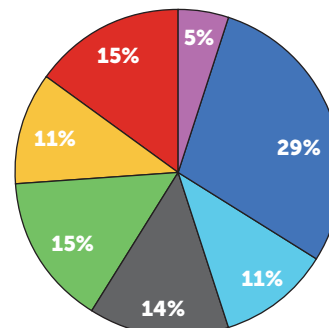
Catch every presentation...

With **two tracks**, it is impossible to catch every presentation! To make this easier, we will video record every presentation so you don't miss a thing. Opt for a gold pass and you'll be given access to the digital recordings within two weeks of the event.

Turn to page 7 to book now!

Who should attend?

For the last 5 years, this event has attracted over 200 senior level delegates. See below for the breakdown from 2010.



- Brand/Product managers
- Head of eMarketing/eBusiness
- Innovation Directors
- Press
- CEO/Managing Director/General Manager
- Consultant/Solution Provider
- eCommunications/eMedia Directors

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

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Day One - November 2nd, 2011

Solidify your Digital Capabilities and Prepare for the Future

Hear How Takeda's is Leveraging Digital to Engage Stakeholders

- What has pharma marketing learned in the past year and where are we heading in 2012?
- Guidance on the newest and future developments to utilize digital tools in your brand
- Learn why a strong digital pharma campaign will leverage consumer trust for your brand

Jacquelyn Nowik, Sr. Product Manager, Takeda

Pharma heading to the Cloud

- Commercial Benefits to an open approach to idea sharing and management collaboration
- Reasons, benefits and future expectations behind AMAG's transition to the cloud
- Making global communications cost effective, secure and instantaneous

Nathan McBride, IT Executive Director, AMAG

The Latest in Product Launch Innovation

- Shape the market: Pre-launch strategies to position your brand
- Maximize awareness with physicians and patients at launch
- Incorporate new digital tactics into your launch strategy

Stuart Davis, Head of Aesthetics Marketing, Sanofi



Target Physicians with Ethically Promoted Drugs and Devices: Realize the Results

- If Rx products are the stocks, OTC's are the bonds – learn to leverage both
- OTC's of interest that translate to new tactics for your Rx products
- How on earth do you track sales performance without IMS data?

Mike Precopio, President, Summers Laboratories

Workshop: Personalizing Your Non-Personal Promotion

Learn how to increase HCP relevancy and response of your digital efforts by:

- Define key prescriber segments' needs and desired behavior change
- Align website content and feature-sets with individual prescriber needs
- Serve the most relevant content based on observed behavior or known attributes
- Deploy a lead-back strategy through retargeting and personalized ad messaging

Julie Batten, VP of Media, Klick Pharma
Greg Rice, VP of Strategy, Klick Pharma

Latest Developments in Multi-Channel Marketing Strategies

New approach to become a Digital Decision Maker

- Pathways to developing scalable and functional digital marketing infrastructure using disruptive innovation
- Models for realigning marketing channels with a focus on customers
- Establishing a multi-disciplinary team structure to take on organized chaos in the changing digital ecosystem

Alexander Gochtovt, Principal Enterprise Analytics Practice, Cognizant

Puneet Arora, Engagement Manager Enterprise Analytics Practice, Cognizant

Getting to know your digital customer

- How to opt you digital visitors into your campaigns and keep them engaged.
- Strategies for identifying HCP's which interact with you digitally.
- Alternatives to a registration form to build a profile of your digital visitor.

Harold Johns, Global Web Manager, Johnson & Johnson

Top Ten Trends for Twenty Twelve

- Recap last year's Top Trends for Twenty Eleven. Learn what came true and what didn't – and what you can learn from that
- Discover the Top Trends for Twenty Twelve and how you can apply them to your own marketing plan
- Stay ahead of the competition with this insider info for first movers

Jay Goldman, VP Strategy, Klick Pharma

Pharma Cares: A Multi-Channel Solution That Gives Back

- Get the first look at the groundbreaking nonprofit universal eSampling donation site for physician-led charities
- The latest technology, software and smarts to solve a problem and gives to those in need
- Bring Rx and OTC pharma, medical devices and vaccine companies together in one online place

Janet Carlson, CEO, One Eleven Software
Kelly Little, Global Multi Channel Marketing Director, Merck

CRM 3.0 – Utilize Multi-Channel Marketing for Emerging Channels and Improve your Market Share

- Strategy for holistic view of customers (both consumers and HCPs) to engage at each phase of their lifecycle
- Consistency of communications across all channels and measure performance effectively
- Platform and technology considerations for campaign execution and optimization strategies

Amit Pherwani, Direct Marketing Manager, Bristol-Myers Squibb

Networking Drinks Reception



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

www.eyeforpharma.com/ecommm/

Day Two - Morning Tracks - November 3rd, 2011

This social media track will involve some of pharma's social media leaders who are here to explain how they have been able to make progress without guidance. They are here to share inside tips to revolutionize your social media strategy

Social Media Track:

Using social media to market, promote and communicate product information

- Determine where social media can impact your company by aligning internal efforts and evaluating long term impact
- The truth about adverse events and social media – surprising results from corporate and brand listening survey
- How to manage the regulatory process and educate your company about social media to understand the business need for it

Pat Connelly, Associate Director, Digital Strategy, Millennium - The Takeda Oncology Co.

Impact of virtual world and gaming for pharma

- Learn how the AHA has leveraged gamification and their aspirations for the future
- Create an interactive communications system way that will improve outcomes through education
- With over 1/2 of U.S. adults gaming, engage with consumers where they are spending time

Kristi Durazo, Senior Strategic Director, American Heart Association

Examine the current regulatory state of social media in pharma

- Lessons in digital media that U.S. marketers can learn from Canada
- What does the current outline of social media guidance (or lack thereof) mean for pharma?
- Hear effective social media strategies that can be implemented in light of regulatory guidance

Ray Chepesiuk, Commissioner, PAAB

Roundtable: Moving forward with Social Media in Pharma

- Based on past successes and failures over the past two years, learn which strategies have yielded the most success in engaging with customers and why
- Learn how to effectively increase brand recognition in the heavily regulated pharma industry
- Determine if social media make sense for your brand. Are your customers even using social media?
- Examine the latest analytical innovations in evaluating social media ROI

Panelists:

Jeremy Pincus, Global Digital Services Director, GSK

Gillian Tachibana, Director of eMedia and Social Media, EMD Serono

Gabrielle Pastore, Global Platform Innovation Director, AstraZeneca

Quang Pharma, President, Lathian

We've brought together some of the top mobile minds in the industry to share their inside info regarding app development, gamification and exclusive case studies.

Mobile Track:

Mobile in Pharma 2011 and Beyond

- Implement an efficient mobile strategy that is both a useful tool to communicate with customers and to outfit the sales force to help them sell.
- With the growing mobile landscape (Android, Windows, Tablets, etc.), how do you optimize your strategy and stay current?
- New ways to use mobile to increase brand communication and customer engagement
- Discover the effectiveness of text response and how to measure ROI

Brad Carlson, Head of eMarketing Strategy, Bayer

Jay Goldman, VP Strategy, Klick Pharma

Earl Whipple, Former Sr. Communications Director, AstraZeneca

Lawrence Sherman, SVP, Prova Education

Driving Clinician Engagement through Mobile and Other Digital Channels

- Current trends in HCP mobile use
- New marketing tactics available through the mobile
- How to integrate mobile into a strategic digital marketing campaign

Devin Paullin, Executive Vice President of Corporate Business Development, Physicians Interactive

Build a Mobile CME platform that empowers physicians

- Learn when, where and why physicians engage in CME and understand why your traditional eCME is platform may not be good enough.
- Build a multi-platform mobile friendly eCME platform that will be embraced by a higher proportion of physicians.
- Learn where the value lies with eCME apps and avoid the costly problems.

Lawrence Sherman, FACME, CCMEP, SVP, Prova Education

Insights into Biogen's successful mobile initiatives

- Hear which mobile projects Biogen has undertaken and their results
- Insight into the best web initiatives that have gotten the best results
- Mobile tactics that allow you to gain insights into your customers

Jamie Manning, Digital Communications Manager, Biogen Idec



See the Next Page for More Sessions

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

www.eyeforpharma.com/ecommm/

Day Two - Afternoon - November 3rd, 2011

Digital Brand Strategy

Myth or Reality – What Healthcare Marketers Need to Know for 2012

- Mobile is exploding – is it replacing PCs when it comes to clinical and health info seeking?
- Digital has created countless new channels for consumers and HCPs – how does this influence the channels available to marketers today?
- How are today's empowered patients driving increased use of digital tools and collaboration in the patient-physician relationship?

Meredith Ressi, *President, Manhattan Reserach*

Making Digital the 'Sweet Spot' in your Multi Channel Marketing(MCM) Effort

- Navigating Current FDA Waters: Case Histories to Date
- Trends in Maximizing Integration of Digital Marketing into Your MCM Campaigns
- Why Social Media Monitoring is Critical to Your Success

Carol Welch, *Digital Marketing Strategist, Consultant for Novartis, Pfizer, Bayer*

The Art of Storytelling for a Brand KEYNOTE

- Learn why an effective brand story is what creates recognition and longevity
- Case study of which brands have had the most success and why
- Implications for the pharma world: Create new mold of public perception with your brand

Jana Memel, *Oscar Winning Producer, The Hollywood Way*

Boston Celtics' digital marketing strategy and how it can be applied to Pharma

- Engaging with fans and pharma customers is more similar than you may think
- Hear how the Boston Celtics are using social media and digital promotions to increase revenue
- Learn how to drive site traffic by providing relevant content across an array of channels

Peter Stringer, *Head of Interactive Media, Boston Celtics*

Evaluating data to make informed segmentation decisions

- Learn new trends in behavioral analysis that will ensure you are utilizing data properly
- Identify the most appropriate messaging strategy
- Find where your customers are and then create the right strategy to target them
- Micro-target to ensure you are marketing and providing the right content to the right people

Speaker from GSK to be revealed

WE GUARANTEE THAT YOU'LL MEET SENIOR EXECUTIVES WITH REAL DECISION MAKING POWER AND SIGNIFICANT INDUSTRY INFLUENCE



Business Opportunities For Solution Providers

We are dedicated to providing a platform where our attendees can learn about the most advanced and relevant solutions available in pharma

- There are a limited number of spaces available for companies with innovative solutions in the world of digital marketing and communications
- We guarantee that this event will create new business prospects and fortify existing business relationship

Opportunities available include

- 1 to 1 meetings with key decision makers who control budgets
- Speaking slots to address the audience of 200 senior executives and share your digital experience
- 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 pharma and biotech decision makers who control budgets in the U.S., then contact: Ed Harris, VP of Business Development, eyeforpharma at **1-800-814-3459 ext. 7173**

Over 1,000 people have attended this event, including:

- eCommunications Director, Abbott
- Sr. eMarketing Director, Abbott
- Senior Product Manager, Astellas Pharma
- Account Manager, AstraZeneca
- Product Director, Aton Pharma
- Marketing Communications Manager, Bausch & Lomb
- eMarketing Manager, Bayer HealthCare
- eBusiness Director, Bayer HealthCare
- Vice President - Commercial Operations, Boehringer Ingelheim
- Marketing Manager, Boehringer Ingelheim
- eStrategy Manager, CSL Behring
- Manager, Decision Support, Cubist Pharmaceuticals
- Director, Compliance Reporting and Training, Daiichi Sankyo
- Associate Product Manager, DUSA Pharmaceuticals
- Senior Manager, EMD Serono Director, EMD Serono
- Senior Product Manager, EMD Serono Marketing Manager, EMD Serono
- Product Manager, EMD Serono
- Associate Product Manager, EMD Serono
- Executive Vice President, EMD Serono
- Product Director, Endo Pharmaceuticals
- Marketing Director, GlaxoSmithKline Group Product Director, Janssen
- Director Marketing, Johnson & Johnson
- Global Marketing Director, Lilly
- Project Manager, Merck & Co
- Director, eMedia: Internet & Intranet, Merck & Co
- Analyst, Novartis
- Consultant, NRG Group
- Manager - eMarketing, Pfizer
- Channel Strategy Manager, Pfizer
- Director - eMarketing Services, Pfizer
- Senior Manager, Pfizer
- Product Director, Pfizer
- Marketing Director, Pfizer
- Interactive Marketing Manager, Roche
- eMarketing Manager, Roche
- Senior Director IT Strategy, sanofi-aventis
- Product Manager, sanofi-aventis
- Senior Director, US Regulatory Affairs, sanofi-aventis
- Marketing Director, CNS, sanofi-aventis
- Senior Manager, Media, sanofi-aventis
- Business Analyst, Takeda
- Senior Product Manager, UCB

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Register NOW in 3 easy steps

Digital Innovation in Pharma 2011, November 2-3, 2011, The Radisson Boston

1. YOUR CHOICE OF REGISTRATION PACKAGE

PHARMA ONLY:	Early Bird Price Before October 2nd	Standard Price
Diamond Pass • Two day full access pass • Access to main conference workshops • Full event recording • Exclusive Pharma eMarketing Report 2011	\$3,095 <input type="checkbox"/>	\$3,295 <input type="checkbox"/>
Gold Pass • Two day full access pass • Access to main conference workshops • Full event recording	\$2,095 <input type="checkbox"/>	\$2,295 <input type="checkbox"/>
Silver Pass • Two day full access pass • Access to main conference workshops	\$1,895 <input type="checkbox"/>	\$2,095 <input type="checkbox"/>
VENDORS AND SOLUTION PROVIDERS ONLY:	Early Bird Price Before October 2nd	Standard Price
Diamond Pass • Two day full access pass • Access to main conference workshops • Full event recording • Exclusive Pharma eMarketing Report 2011	\$3,395 <input type="checkbox"/>	\$3,595 <input type="checkbox"/>
Gold Pass • Two day full access pass • Access to main conference workshops • Full event recording	\$2,395 <input type="checkbox"/>	\$2,595 <input type="checkbox"/>
Silver Pass • Two day full access pass • Access to main conference workshops	\$2,195 <input type="checkbox"/>	\$2,395 <input type="checkbox"/>
EXCLUSIVE EYEFORPHARMA EMARKETING REPORT	\$1,950 <input type="checkbox"/>	

*All prices are in US dollars *NB: FULL PAYMENT MUST BE RECEIVED BEFORE THE EVENT

2. DELEGATE DETAILS

Mr / Mrs / Ms / Dr: _____ First name: _____ Last name: _____ Company: _____
 Position / Title: _____ Telephone: _____ Fax: _____
 E-mail: _____ Country: _____ Address: _____ Zip: _____

3. PAYMENT

I enclose a cheque/draft for: \$ _____ (payable to FC Business Intelligence) Credit card number: _____
 Please invoice my company: \$ _____ Purchase Order No.: _____ Expiry date: _____ Security Number (last three digits on back) _____
 Please charge my credit card: \$ _____ Name on card: _____ Signature: _____
 Amex Visa Mastercard Country: _____

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Take advantage of eyeforpharma's unique team discounts.
 Every fourth person in your group comes for free
 Contact the eyeforpharma team on **201-204-1688** or
thanley@eyeforpharma.com

4 EASY WAYS TO REGISTER TODAY!

ONLINE: Go to www.eyeforpharma.com/ecommm and submit your details for instant confirmation of your place.
E-MAIL: The eyeforpharma Registration Team at register@eyeforpharma.com
FAX: 201-204-1673
CALL: 201-204-1688

Terms & Conditions
 Places are transferable without any charge. Cancellations before October 2nd, 2011 incur an administrative charge of 25%. If you cancel your registration after October 2nd, 2011 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.

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Leverage new digital channels: enable real communication with HCPs and stakeholders

Ensure you are prepared for the new opportunities in 2012: 5 reasons why you need to attend this event

- 1 Top Notch Speakers:** Hear case studies from **Takeda, Sanofi, Pfizer, AstraZeneca, BMS** and **J&J** that will give you the tools to revamp your team's digital strategy
- 2 New connections:** Each year this event assembles a senior crowd of pharma marketers that are all looking to advance in the digital space. What better way to stay current, have some fun, and prepare for a successful 2012!
- 3 Valuable Solutions:** All of our sponsors are industry leaders who provide solutions to the very digital problems that you may be facing. And we've made sure that our sponsors are not up there to sell their products, just to provide great insight
- 4 An Interactive Forum:** We encourage audience interaction with our selection of panels and Q&A sessions, so you can be sure that all of your digital marketing questions are fielded by the experts. Also take advantage of our exclusive Online Networking Center!
- 5 Cutting Edge Content:** Months of research calls with the top pharma innovators have ensured that we got the agenda right and are tackling only the most pertinent issues facing the digital pharma marketing community today

What the 2010 delegates said...

“Excellent Speakers with Cutting Edge Content

Ruth Clements, Director, Bayer

“I hung on virtually every word from the great lineup of speakers. You hope to bring back one or two key thoughts from an event, at this conference I had at least a dozen. This was truly a 'meeting of the great minds'. Can't wait til next year!

Rick Campbell, Editorial Director, Rogers Healthcare

“A really informative session with high quality discussions

Leslie Heyison, Director, Pfizer

“Inspiring, Passionate, and Innovative Pharma Marketers. I was inspired by their vision for the future. It was an excellent summit.

Catherine Searles-Burke, Manager - Marketing Communications, Mylan

Media Partners:



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