

November 7th

7PM – 9PM Pre Registration

November 8th

08:00-08:50 Registration

08:50-09:00 Open address

09:00-09:30 **Exclusive insights from 5 years of pharmaceutical digital marketing**
Mark Beaudet, VP, Sales and Marketing, Paladin Labs

09:30-10:00 **Leverage social media to market your brand**
Gary Fearnall, Marketing Director, LinkedIn

10:00-10:30 **The future for pharma and Facebook**
Steve Irvine, Senior Business Leader, Facebook

10:30-11:00 *Networking Coffee*

11:00-11:45 **PANEL: ASC, PAAB & Pharma – Pitch your ideas to a panel of regulatory experts to enhance approval and drive innovation**

Moderator Ray Chepesiuk, Commissioner, PAAB

Linda Nagel, CEO, ASC

Deidre Cozier, Manager Regulatory Operations, Sanofi Aventis

Eric Shenfield, eMarketing Manager, Novartis

11:45-12:15 **mHealth – prepare for the biggest opportunity in pharma marketing**

Neil Follett, President, Brightworks

12:15-12:45 **Build an internal IT infrastructure that guarantees digital success for the pharma marketer**

Jerry Boyer, IT Director, GSK

Rishi Chandarana, Manager eSolutions, GSK

12:45-13:45 *Networking Lunch*

13:45-14:45 Break out workshops to be chosen on the day.

1 Innovation: Designing apps to maximize impact

Josée Gagnon, Executive Director, Lemieux Bédard

David Churchill, Product Senior Manager, Amgen Canada

2 Ensure your social media strategy is effective and compliant

Tim Mischuk, President, WhiteFire Marketing

3 Develop a successful Marketing Mix

Larry Lubin, CEO, BlueRush Digital Media

14:45-15:15 *Networking coffee*

15:15-15:45 Connected and Collaborative: The New Digital Primary Care Physician

Lily Holmyard, Partner, Essential Research

15:45-16:15 Learn from a series of case studies: best practice eCME

Theresa Reynolds, SVP mdBriefcase

Danny Weill, VP, mdBriefcase

16:15-16:45 Raise brand awareness through successfully integrating social media

Martin Husar, Customer Strategy and Innovation, Sanofi Aventis

16:45-17:15 Guarantee your product is suitable for online marketing.

Elena Chouw, Digital Marketing Expert

17:15-17:45 *Networking drinks*

17:45-18:15 Awards announcement

18:15 + *Networking Drinks*

November 9th

08:15-09:00 Registration

09:00-09:30 **Partner with leading 3rd parties to increase your reach and sales**

Jeremy Schneider, VP, WebMD Global

Tyler Darroch, Snr Marketing Manager, AstraZeneca

09:30-10:15 **Hear from leading physicians on their views towards mobile adoption and support.**

Moderator: Rick Campbell, *Editorial Director*, Rogers Healthcare Group

Dr Shafiq Qaadri

Dr Jonathan Marcus

10:15-10:45 *Networking coffee*

10:45- 11:15 **The Survivorship Platform - a digital patient support program**

Peg O'Grady, Snr Director, Fox Chase Cancer Centre Partners

Len Smofsky, EVP, BlueRush Digital Media

11:15-11:45 **Connect your offline promotions with the perfect digital compliments**

Dr John Reeves, MD, Kyp Canada

11:45-12:15 **Exploring the use of incentives to motivate positive health behaviour change**

Catherine Mulvale, Executive Director, Canadian Digestive Health Foundation

Dr Alan Greenspoon

Danielle Gillis – Product Manager Takeda

12:15-13:15 *Networking Lunch*

13:15-14:00 **Use e-tools to increase disease awareness and patient engagement**

Canadian Breast Cancer Network

Canadian Genetic Coalition/Huntington's Society

Canadian Organization for Rare Disorders

14:00-14:30 **Utilise Social Media to Drive New Product Commercialization**

Dave DeLong, Chief Customer Evangelist, Customer Management Group

14:30-15:30 **Awards Panel** – each award winner will have 10 minutes to speak briefly on their campaign. Challenges, success and recommendations to the audience.

15:30-15:35 Closing address.