

FORECAST THE MARKET IN THE CURRENT ECONOMIC CLIMATE:

- Plan your budget in this uncertain economic climate and understand how to develop a suitable marketing strategy to cope with the rapid changes
- How is drug consumption changing? Which products had demand shifted?
- Determine which segments are resistant to price changes and which segments are vulnerable

11:00-11:30 Andrey Belashev, Director Business Development, Valenta

PRODUCT LIFE CYCLE MANAGEMENT:

- Allocate your resources throughout the life of your product to drive maximum value from your sales and marketing strategy
- Early stage of brand development: Which tools should you use in order to foresee how the market will change?
- Managing mature brands: Discover effective methods of how to maintain and develop them

11:30-12:00 Oxana Pozdnyakova, Head of Global Brand, Novartis

INTERACTIVE DISCUSSION: PRODUCT LAUNCH- TYPICAL MISTAKES

- Determine typical mistakes that are made during market forecasting, creating of advertising strategy, positioning the product, defining of the target audience
- Discover effective ways of avoiding these mistake

12:00-12:20 Moderator: Alexander Kuzin, General Manager, DSM Group

Lunch

Exhibition

12:20-13:10

Work-shops will start at 13:10. Please book at conference reception desk!

Work-shops

Cegedim Dendrite, Whitebox, Unipharm

13:10-14:40

ROOM 1 13:10-14:40

CEGEDIM DENDRITE

INTERACTIVE WORKSHOP 1

New tools for building relationships with key clients

- Business Intelligence solutions for the pharma market
- Analysis of the data, obtained from different sources
- System of Mobile Intelligence: KAM
- New territorial segmentation

**Sergey Sokolovsky,
CRM Director,
Cegedim Dendrite**

ROOM 2 13:10-14:10

WHITEBOX / Dr. Raddy's

INTERACTIVE WORKSHOP 2

Project approach to build your Business Intelligence systems in frames of SFE conception

- ERP, CRM, Territory Alignment, Secondary Sales, Budgeting, Personal Secondary Sales Targeting projects
- Classification by level of detailed elaboration of the data
- The purpose of each project, entrance and target parameters
- How to integrate each of the projects and which principles and tools do you use?
- How to make the project done and support it?

**Nikolay Zinin,
SFE Manager
Dr.Reddy's Laboratories**

ROOM 2 14:10-14:40

UNIPHARM

INTERACTIVE WORKSHOP 3

Special tools in your work process (templates, profiles & checklists) to increase your efficiency

- What tools increase operational efficiency on a regional basis
- Hear the do's and don'ts in putting this in to practice
- Problem discussion and experience sharing

**Maxim Gumenuk,
Marketing Manager,
Unipharm Inc. в РФ**

Coffee-break

Exhibition

14:40-15:00

Session 3

NEW TOOLS AND TECHNOLOGY FOCUS

15:00-17:20

USE MULTI CHANNEL MARKETING TO MAXIMIZE YOUR REACH

- How communication channels are changing and determine which channels you should invest to better position your product in the market
- Understand which channels are considered to be the most effective and develop your own multichannel strategy to get the best from your campaign and target audience
- Learn how to integrate multiple marketing channels and tools to effectively reach your audience

15:00-15:30 **Alexandr Kondratiev, Head of Marketing and Field Force Department, Grindex**

MANAGING PRODUCT PORTFOLIO: BEST PRACTICE EXAMPLES FROM SOLVAY PHARMA

- Learn which tools you should use for effective product portfolio management
- Analyze practical examples from Solvay and understand which method of portfolio management is the best for your company
- Find out what is the best way to improve your product portfolio management and what you can start with

15:30-16:00 **Dmitry Sovetkin, Director Sales and Marketing, Solvay Pharma**

eEDUCATION FOR HEALTH CARE PROFESSIONALS - TRUST & VALUE

- Importance of eEducation for Health Care Professionals
- Current Landscape in Europe, Middle East, Africa & Canada
- Marketing Objectives vs. Educational Impact
- The challenge: Quality Standards & Outcomes Measurement
- eEducation - a new way of Trust and Value for Russian Health Care Professionals

16:00-16:30 **Gerhard Arnhofer, HCP Education Solutions Leader, Merck**

HOW SHOULD YOU SELECT THE RIGHT TOOLS FOR YOUR TARGET AUDIENCE?

- Is the Russian market ready for electronic detailing? Explore the promotional opportunities of emerging technology channels and choose the right one for your strategies
- Identify the most innovative marketing opportunities for your organisation
- Develop innovative product promotion and PR strategies for recession period to reach and influence specific audiences and achieve sustained success

16:30-17:00 **Olga Mirolubova, Marketing Director, Europlant**

PANEL

The first day summary

17:00-17:20

INTERACTIVE PANEL: MARKETING SUPPORT OF SALES FORCE EFFECTIVENESS

- Summarize day one: What is needed for effective data exchange between company departments
- How to focus marketing on SFE problems and what is the main task of marketing in this regard
- Define main lessons of day one: What is the basis for more effective collaboration and understanding between Marketing and Sales Force

17:20-17:40 **Moderator: Oleg Feldman, General Manager, COMCON Pharma**

Networking drinks

17:20-18:00

2nd Annual Pharma Summit
«Sales and Marketing»
28-29 September 2009

Agenda

Day 2

Day 2 **DETAILED GLANCE AT SFE STRATEGIES** **8:00-16:35**

8:00- 8:30 Registration
8:00- 9:00 Morning Coffee

9:00 **The second day opening**

Chairman's introduction.

Alexander Kuzin, General Director, DSM Group

Session 1 **STRATEGIC FOCUS** **9:10-10:30**

MARKETING FOR SALES AND SALES FOR MARKETING - COOPERATION OR CONTRADICTION?

- Discover strategies to align your Marketing and Sales Force in order to ensure you are streamlining organizational processes
- Manage your Sales and Marketing strategy in order to allocate your resources in a right way
- Find out what KPIs you should develop to measure the success of your brand strategies. How does this increase the visibility of your brands?

9:10 - 9:40 **Olga Mikhaylova, Rx Brands Business Unit Manager Teva, Russia**

SALES FORCE EFFECTIVENESS: WHAT DOES IT MEAN TO RUSSIAN PHARMA TODAY?

- Determine the role, functionalities and place of SFE in pharma companies and review the way your sales management is organized to be prepared for change
- Define Sales Force Effectiveness in Russia and find out which components will change and which will not
- Learn from European leaders: How the organizational structure of SFE should work today to avoid pitfalls in your internal processes

9:40-10:10 **Daniel Ghozzi, Area Director CIS, Director Business Development Russia and CIS, UCB Pharma**

BrightConsult

Business at the speed of thought: Increase a pharmaceutical company's profitability.

- How do you make Marketing and Sales departments work at 100%? Get cooperation at the next level?
- Make a sales rep dream team: Comprehensive FieldForce efficiency management
- Find the crucial information in time: Explore contemporary tools for decision-making
- How to be independent from IT solutions: Analyse the pros and cons of using business-process templates

10:10-10:30 **Innokenti Belotski, General Director, BrightConsult**

Coffee-break **Exhibition** **10:30-10:50**

THE GREATEST CHALLENGE FOR FIRST LINE MANAGERS: NEW SFE TOOLS AND TECHNOLOGIES

- Main ways of development – the experience of different companies
- Possibilities for development or the desire to develop, who is the initiator?
- Expectations and accessibility of the company clients

10:50-11:20 Maxim Lisitsyn, *Field Activity Coordination Director, Les Laboratoires Servier*

MEDICAL REPRESENTATIVE AS A CLASS ON THE PHARMACEUTICAL MARKET

- Analyze the role of the Medical Reps from three perspectives:
 - 1) Relations with Marketers
 - 2) Relations with the medical association
 - 3) Interrelations in the association of the medical representatives

11:20-11:50 Alexander Melnikov, *Marketing and Sales Director, Jelfa*

TOOLS TO CHECK MEDICAL REPRESENTATIVES EFFICIENCY

- Explore the main principles of auditing medical representatives' work
- Understand auditing levels: RepCheck; Message Recall; Prescriber preferred drugs; Patient profile;
- Specific approaches to analyzing and interpreting audit data

11:50-12:15 Tatiana Starodubtseva, *PhD (Sociol.), Head of Sociological Research Department, Pharmexpert Analytics and Consulting*

NEW FORMS OF INTERACTIONS BETWEEN MEDICAL REPRESENTATIVES AND DOCTORS

- Do traditional types of visits work today?
- Innovative techniques that work in pharmacies
- Is higher education is essential for medical representatives?

12:15-12:40 Yriy Chertkov, *Associate General Manager, OK Darnica*

Lunch

Exhibition

12:40-13:30

Session 3

TRAINING AND DEVELOPMENT FOCUS

13:30-14:20

THE VALUE OF MOTIVATION: NOVARTIS'S RESPONSE TO IMPROVE THE PHARMA INDUSTRY'S BEST TALENT RETENTION RATES

- Find out how Novartis is implementing best practice development and retention methods to improve their management's performance and make the best people stay
- Discover the strategy, messaging and tactics Novartis used in its campaigns to ensure its success
- Take away industry benchmarks to adapt your company and ensure you are not the next victim unqualified medical representatives

13:30-13:55 Marina Baranoff, *Head of Training and Development, Novartis*

SALES REPRESENTATIVES AT THE CENTRE OF THE RUSSIAN SALES FORCE

- Explore the behavioral aspects of highly effective representatives vs. average representatives
- Identify, train, and coach "star reps" and move "average reps" to increase performance
- Ensure revenue winning skills are replicated across your whole sales force

13:55-14:20 Elena Klimantova, *Managing Partner, BK Training*

Coffee-break

Exhibition

14:20-14:40

OPTIMIZING ROI WITH PHYSICIAN CONNECT COMMUNITIES OF PRACTICE

- Segmenting influencers based on their role in information diffusion
- Combining physician profiles with social professional networks
- Defining a network role using calculated values
- Visualising networks

14:40-15:05 Mark Kroes, *Vice President CCI, Cegedim Dentrite*

MEASURE THE PRODUCTIVITY OF EACH TYPE OF PROMOTIONAL ACTIVITY: IS IT POSSIBLE?

- How can the indicators of the sales department change when the ROI is accounted for?
- Measure ROI from your sales force and understand which KPI's you should use today
- Discover CRM as the tool of systematic approach to measuring your ROI

15:05 -15:30 Denis Vyaznikov, *Head of Sales Force, Valenta Pharmaceuticals*

INTERACTIVE DISCUSSION: LEAD YOUR TEAM THROUGH THE RECESSION BY MONITORING HOW WELL YOUR TARGETS ARE COMMUNICATED

- Set appropriate strategic targets and understand what you can do in order to ensure your team is working effectively to reach them
- Discover how you can communicate the targets throughout your organisation so that different functions of your sales force are working in alignment with strategic goals
- Find out how you can motivate your team by setting up realistic and understandable targets during this difficult economic climate

15:30-15:45 Moderator: Sergey Shulyak, *Research Director, DSM Group*

SEGMENTATION AND TARGETING FOR THE FASTENING OF TERRITORIES FOR THE POLYCLINIC SECTOR

- Best practice determination of potential without the rigid tying to the product
- Understand regional, financial and other special features of the determination of the market potential
- Discover ways of dynamic segmentation from one cycle to the next and get more insights into effective ways of target list selection

15:45-16:10 Nikolay Zinin, *Sales Force Excellence Manager Dr.Reddy's Laboratories*

Summary

Closing the Summit

16:10-16:35

INTERACTIVE DISCUSSION : SFE STRATEGIES FOR SUPPORTING YOUR MARKETING

- Do Sales Force and Marketing are now understand each others needs better?
- Analyse what you need to do next in order to make your collaboration even better?
- Highlight the most important lessons of the day: what you need to do to follow the main SF task towards Marketing - exchange data and communicate effectively?

16:10-16:35 Moderator: Sergey Sokolovsky, *CRM Director, Cegedim Dendrite*

End of the Summit