

The Conference Programme

09.00 Registration, Morning Coffee & Objective Setting



09.30 Morning Chair's Opening Remarks

Dr. Tim E. Fischer
Director, Head of Channel Evolution & Operations
Merck



MULTI-CHANNEL IN A DIGITAL WORLD

10.00 **Multi-Channel, Omni-Channel, Digital - What's In A Name... Isn't It Just Marketing?**

- How can pharma marketing be truly customer centric?
- Have we focused too much on channels and neglected content?
- What is more important – data or creativity?
- Do we still need digital/multi/omni-channels teams?

Paul Dixey
Multi-Channel Lead
Novartis



END-TO-END CUSTOMER JOURNEYS

10.30 **From First Contact: Ensure The Customer Sits At The Centre Of Your Strategy With Personalised, Meaningful Interactions That Deliver Better Experiences & Build Lasting Relationships**

Anastasyia Kolyasnikova
Head of Multichannel Marketing for HCPs
Sanofi



11.05 Morning Refreshment Break With Informal Networking



GLOBAL/LOCAL

11.35 Translating Multi-Channel Strategies Between Global & Local Regions

- Scaling strategies up or down to best suit different regions with fresh insights into global and local digital models to gauge successes and failures
- How do you measure the effectiveness of international campaigns and ensure engagement with a broader audience base?

Patric Jarchow
Head of Global Multi-Channel Strategy & Execution
Merck



MULTI-CHANNEL IN A DIGITAL WORLD

12.05 What's In A Name? Debate The Value & Impact Of Multi-Channel To Pharma Marketing In A Digital World

- What do we actually mean by 'multi-channel' in a digital world?
- Has multi-channel focused undue attention on the channel and caused marketers to neglect content?
- How can multi-channel become truly customer centric?

Stefania Alvino
Multi-Channel Manager
Daiichi Sankyo Italy



12.35 Lunch & Informal Networking For Delegates, Speakers & Partners

13.35 Afternoon Chair's Opening Remarks

Dr. Tim E. Fischer
Director, Head of Channel Evolution & Operations
Merck



INTERNAL CULTURES, DIGITAL TRANSFORMATION

13.50 Creating Better Customer Insights Through Multi-Channel Management - A Pitfalls & Experience View

Dr. Tim E. Fischer
Director, Head of Channel Evolution & Operations
Merck



MULTI-CHANNEL CONTENT – DELEGATE DISCUSSION

14.20 **Interactive Delegate Breakout Discussions: Explore Winning Multi-Channel Content Which Delivers Results & Share Insights For Content Strategies Which Drive Engagement Across Channels**

A) HCPs B) Patients C) External Stakeholders

14.50 **Afternoon Refreshment Break & Informal Networking Break**



INNOVATIVE STAKEHOLDER ENGAGEMENT - CASE STUDY

15.20 **From Interactive Games & Fictional Films To Other Digital Media, How Can We Use Digital To Drive Dialogue On Challenging Issues? How Can We Encourage Discussion & New Perspectives Amongst Stakeholders On Healthcare Challenges, Including Patient Access & Medicine Costs, To Drive Better Collaboration & Solutions?**

Stacey Minton
Sr. Director, Corporate Communications, Worldwide Markets
Celgene



MULTI-CHANNEL PRACTICAL LEARNINGS & DAY RECAP

- 15.50** **Discussion points:**
1. Multiple channels, multiple teams, multiple customers... the hurdles of creating seamless journeys which require people to pull together and collaborate. Lessons learnt from this afternoon's sessions and your own experiences of overcoming internal barriers to successful multi-channel.
 2. When pagers and fax are still rife, not every home has internet and digital literacy isn't universal, how can you ensure you don't overlook the value of face-to-face interaction in your multi-channel mix?
 3. In a 'perfect world' – what do you find your biggest obstacles to multi-channel success are? Ask your peers if they have any advice!

16.20 **Afternoon Chair's Closing Remarks**

Dr. Tim E. Fischer
Director, Head of Channel Evolution & Operations
Merck



16.35 **Official Close Of Conference**