

The Conference Programme

Registration Opens

08.30 Coffee, Breakfast & Informal Networking

GIC Welcome & Morning Chair's Opening Remarks

09.00

Ansa Kpodo
Global Expert Marketing Director, Respiratory
GSK Consumer Healthcare



Winning Social Media Strategies Advisory Board – Practical Q&A

09.25 Drive Business Growth With A Pragmatic & Seamlessly Integrated Social Media Strategies Which Boost Engagement Across All Digital Touchpoints

Muchena Zigomo
Associate Director, Regional Communications
MSD



Charlotte Frappell
Associate Director, Digital Communications
AstraZeneca



Yvonne Möller
Head of Communications
Shire Germany



Patient Engagement

09.55 Next-Level, Targeted & Compliant Social Media Strategies Which Inform, Engage & Support Patients To Maximise Engagement & Drive Interaction

James Read
Director, Public Policy & Communications
& External Affairs
MSD UK



Facebook Snapshot – Case Study

10.15 Exploit The True Potential & Value Of Facebook For Pharma Through New, Innovative Ways To Engage, Influence & Connect

Cyril Mandry
Social Media & Digital Marketing Director
MSD



Break

10.35 Morning Refreshment Break With Informal Networking

Engaging HCPS – Double Perspective

11.05 Boost HCP Engagement & Capture Attention With Impactful, Long-Term Strategies Which Drive Results

Perspective One:
Laurence Proust
MCC & Insight Director
Pfizer



11.30

Perspective Two:
Rui Lopes
Head of Commercial
Biogen Portugal



Twitter Snapshot – Case Study

11.55

Stand Out In The Crowd! Best-Practice Advice To Uncover The Power Of Twitter & How It Can Make A Real Difference In Pharma

Karen Pinachyan
Head of Medical Affairs
Boehringer Ingelheim Belgium & Luxembourg



Regulatory Content – Q&A Panel

12.15

Ensure Compliance & Deliver Winning Results Every Time With Successful & Innovative Campaigns

Richard Hope
Vice President of Healthcare
Crisp



Jill Percy
Director Code Engagement
ABPI



Evgeny Tilezhinsky
Global Expansion Business Partner
Office of Business Integrity & Ethics
Vertex Pharmaceuticals



Aleksej Daineko
Head of Global Compliance & Risk
Business Partnering
LEO Pharma



Karen Pinachyan
Head of Medical Affairs
Boehringer Ingelheim Belgium & Luxembourg



Lunch

12.45

Lunch & Informal Networking for Speakers, Partners & Delegates

Informal Peer-To-Peer Discussion

13.25

Monitoring & KPIs
Alexandra-Mareike Mehner
Head of Global Marketing
Communications BioMonitoring
Merck



Paid Social Media
Unfacilitated

Reputation Building
Unfacilitated

Live Demonstration: Social Intelligence for Healthcare

13.00
&
13.30



It's more important than ever for healthcare organisations to base strategic decisions on the massive amounts of consumer data generated every day on both social and mainstream media.

Join the **Synthesio** and **Ipsos** team for a 10-minute demonstration of their leading social intelligence solution to learn how social listening technology and custom analysis is empowering teams across healthcare corporations with the insights they need to make smarter, data-backed decisions.

Afternoon Co-Chairs' Opening Remarks

13.45

Dr Rene Rust
Head of Global External Communications
GSK Vaccines



Ansa Kpodo
Global Expert Marketing Director, Respiratory
GSK Consumer Healthcare



Emerging Digital Trends & Tech – Q&A Panel

14.00

Future-Focused, Innovative Social Media Strategies Which Harness Emerging Digital Trends & Technologies To Add Real Value

Alexandra-Mareike Mehner
Head of Global Marketing
Communications BioMonitoring
Merck



Dr. Rene Rust
Head of Global External Communications
GSK Vaccines



Anand Das
Regional Client Partner
Pfizer UK



LinkedIn Snapshot – Case Study

14.35

How Are Roche Using LinkedIn Today & For What Purpose? Best-Practice Advice Which Delivers Real Results

Celia Noordegraaf
Head of Corporate Communications
Roche Netherlands



Customer Insights

15.05 Customer Centricity Is Key! Discover Actionable Social Media & Customer Data Insights To Build Strategies Which Engage Customers Across All Touchpoints

Angela Wale
Marketing & Corporate Brand Lead
McKesson UK

MCKESSON

Break

15.35 Afternoon Refreshment Break with Informal Networking

Measuring Impact

16.05 Next-Level Strategies Which Demonstrate ROI & Prove Social Media Adds Real, Strategic & Monetary Value

Sarah Holiday
**Social Media Strategy Lead (Europe, Japan,
South Korea, Australia, New Zealand)**
Pfizer



Internal Buy-In - Case Study

16.30 Overcome Risk Aversity & Scepticism To Secure Internal Buy-In & Drive Business-Wide Support For Digital Activities

Mariana Fróis
EMEA Associate Brand Director
Eisai



16.55 Co-Chairs' Closing Remarks

17.10 Official Close of Conference