

#### 09.00 Morning Co-Chairs' Opening Remarks

Dario Floris, Director – Country Business Unit Head, **Merck Group**

#### FRESH MULTI-CHANNEL SOCIAL MEDIA STRATEGIES

##### 09.10 Targeted Multi-Channel Social Media Strategies To Drive Engagement Across Your Entire Audience

- With more platforms on the market than ever before, how do you perfect your channel mix for maximised engagement with all stakeholders?
- The bigger picture! Ensure social media fits into the overall multi-channel comms strategy to drive digital success
- New channels, influencer marketing and innovation: as the social media landscape evolves, how can pharma keep up?
- Overcome barriers such as internal engagement and compliance to ensure you achieve the highest standard of social media to maximise business goals

Alex Grecu, Digital Performance Marketing Manager, **GSK**

#### ENGAGING INFLUENCERS – NEW INSIGHTS

##### 9.35 Embrace Influencer Marketing Strategies In Pharma: Strike The Balance For Authentic, Engaging Comms Which Increase Engagement With Key Information & Enhance Both Reputation & Stakeholder Connection

- It can work! Overcome hesitancy and discover the possibilities of influencer partnerships to maximise outreach to HCPs, patients and more
- What are the key compliance requirements we need to action and ensure our influencer partner understands?
- Recruit, partner and manage influencers for authentic relationships with clear expectations and goals which ensure long-term success instead of short-term gain
- How can you demonstrate value of influencers to ensure you utilise your investment wisely?

Berfu Onal, Social Media Excellence Lead, **AstraZeneca**

#### ENGAGING HCPs – FIRESIDE Q&A

##### 10.00 Insight-Led, Targeted & Head-Turning Strategies To Influence & Engage HCPs Across Social Media Channels

- Tap into the new age of the web savvy HCP mindset to uncover their expectations from pharma and what drives them to look for drug, disease and medical information on social media
- Leverage social media to elevate pharma-HCP relationships beyond just sales to provide patient experience enhancing information and value-adding services
- Which channels? Build strong HCP communities on social media through private engagement with medical specialists as well as public channels to engage the whole audience
- How can you quantify the value of pharma-HCP social media initiatives in terms of conversions, behaviour change and value-add?

John Wahba, Global Medical Affairs Director, Digital & Comms, **ViiV Healthcare**

## **Pharma Social Media Conference**

Hilton Kensington, 179-199 Holland Park Ave, London W11 4UL

### **10.25 Morning Break with Informal Networking**

#### **CUSTOMER ENGAGEMENT - PANEL DISCUSSION & Q&A**

##### **10.55 Customer-Centric Social Media Strategies Which Accurately, Consistently & Compliantly Translate Customer Needs & Preferences Into Customer-Led, Impactful Social Media**

- Go beyond paying lip service! Steps to ensure that the patient and your customers truly sit at the heart of your strategies
- This is not a one-size-fits-all activity: compare different strategies for patients, HCPs, scientists, policy makers and internal stakeholders for targeted, audience-appropriate social media which gets the basics right and drives next-level results
- Key insights into customer experience and hear the voice of the customer to move forward with engagement; move beyond box ticking into first-class collaboration
- How can pharma keep pace with soaring customer expectations of social media driven by non-regulated industries?

Laura Cirillo, Head of Digital & Innovation, **AstraZeneca**

Evi Mathiou, Legal, Compliance & Quality Director, **Novo Nordisk**

Ahsan Shamim, Head of Digital & Business Operations, **MSD Norway**

Lucillia Abbud, Senior International Product Manager, **Boehringer Ingelheim**

Minna Keskitalo, Customer Experience Lead, **Teva Finland Oy**

#### **MIND+MATTER CASE STUDY**

##### **11.35 Mind+Matter Case Study**

#### **LINKEDIN - CASE STUDY**

##### **11.50 Achieve Tangible LinkedIn Success**

- Through an exclusive example of engaging HCPs, how can pharma organisations reap the rewards from an innovative LinkedIn strategy?

Robert Grimm, Digital Marketing & Transformation Manager, **Novo Nordisk**

#### **ENGAGING PATIENTS**

##### **12.15 Patient-Centric, Compliant & Insight-Led Social Media Strategies Which Inform & Support Patients To Boost Engagement & Generate Winning Interaction**

- The underlying issue: how can you best identify your patients' needs and expectations to maximise engagement and show that their needs are the priority?
- Demonstrate to patient advocacy groups and regulators the real patient value-adding proposition that you can bring to increase collaboration and maximise patient engagement
- Two-way engagement: explore next-level opportunities to engage patients and demystify science by separating the fact from the fiction
- When social media offers real-time public engagement, the opportunities to make or break reputation are massive! How can we ensure patients seeking truth and support receive unbiased information and their treatment is not impacted by the perception of the industry
- Empower patients to find forums, camaraderie and amplify their voice around their condition online and on social media

Rita Reis, Head of Communications Mid Europe & Portugal | Group Communications | Healthcare, **Merck**

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### **12.40 Leveraging the Power of Social Media & Market Insights**

With so many people active online, there is a wealth of data available to better inform marketing decisions and brand positioning. With social listening, trend analysis, and social forum tools readily available, there's no need to base marketing decisions on best guesses. In this talk, Sammy will be discussing the various tools available, as well as how to interpret that data to build a strong marketing foundation for your business. This talk will also focus on how to monitor and maintain social media marketing, as well as realign strategies in response to tangible results, trends and market insights.

Sammy-Jo Wilsher, Senior Digital Marketing Manager, **Blue Frontier**

### **12.55 Lunch & Informal Networking For Delegates, Speakers & Partners**

### **13.55 Afternoon Co-Chairs' Opening Remarks**

Andrada Tugui, Senior Omnichannel SPOC Benelux, **Johnson & Johnson**

### **ABPI INSIGHTS**

#### **14.05 Industry Social & Digital Campaign To Help Tackle The Antibiotic Resistance**

- As anti-microbial resistance becomes an ever-increasing global threat, the ABPI decided to shine a spotlight on it as part of a social media and digital campaign
- The campaign aims to increase awareness of AMR – and the solutions to solving it - among those it affects – patients and the public in order to drive political movement
- For the first time, the campaign sees the ABPI working alongside patient groups, charities, political stakeholders and healthcare professionals on a digital campaign

Elaine Towell, Director Media & Communications, **Association of the British Pharmaceutical Industry (ABPI)**

### **EMERGING DIGITAL TRENDS & TECHNOLOGIES - PANEL DISCUSSION & Q&A**

#### **14.30 Stay Ahead Of The Curve With Forward-Thinking Tech & Hot Digital Trends To Compliantly Maximise Social Media Engagement**

- Don't miss out! Demonstrate that pharma can successfully take inspiration from outside the industry for compliant, future winning strategies
- Couple new technologies with leading social media channels to drive better patient outcomes, stakeholder engagement and business results
- From Blockchain to AI and IoT: In a near all digital world, evaluate all tools and technologies to ascertain the best fit for your company and business goals
- Look to the future: maximise customer engagement, hear their voice with marketing automation tools, tech and apps which blend into social media strategies and exceed marketing and comms objectives

Gareth Dix, Global Director of Social Media Strategy & Content Pharma Communications & Engagement, **Novartis Pharmaceuticals**

Clemens Erath, Digital Innovation Manager, **GSK**

Stefania Alvino, Digital Orchestrator & Omnichannel, Marketing Manager, **Daiichi Sankyo Italy**

Alexandra-Mareike Mehner, Senior Marketing Transformation Manager; Associate Director Marketing Communications, **Life Science, Merck KGaA, Darmstadt, Germany**

Gloria Marrón Villafán, Digital Manager for UK & Ireland, **SANOFI**

## INTERNAL BUY-IN

### 15.10 Building Internal Buy-In & Creating Compliant Solutions To Embed Social Media At The Heart Of Your Engagement Strategy

- Win over reluctant internal stakeholders through solution-focused discussions and showcasing the value of social media
- From discussion to action: counter investment hesitancy or resistance by addressing concerns and demonstrating the impact of social media to boost budget and secure backing
- Build employee advocacy and influence company culture to drive social media value throughout all company channels
- Boost relationships with legal, medical, compliance and governance teams to ensure compliant yet in-the-moment social media engagement
- Examine ways to influence the organisational set up and break down silo working between marketing, communications and medical to better coordinate and employ social media as a tool

Tatiana Allan, Corporate Communications Lead, UK, **AstraZeneca**

### 15.35 Afternoon Break With Informal Networking

## FACEBOOK - CASE STUDY

### 16.05 Harness The Power Of Facebook For On-Trend & Future-Ready Strategies To Engage, Influence & Connect With Your Entire Audience

- Tips, lessons learnt and hard-won results! From content to campaigns, successfully leverage Facebook as part of your social media portfolio

Laura Cirillo, Head of Digital & Innovation, **AstraZeneca**

## 16.30 Official Close of Conference & Chair Remarks