

The Pharma Social Media Conference

15th May 2024

The Royal College of Nursing, 20 Cavendish Square, London, W1G 0RN



Welcome To The Pharma Social Media Conference

Official Event Programme

Please note that the following timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

Organised By:



08:15 Registration & Informal Networking

09:00 GIC Welcome & Morning Chair's Opening Remarks

Jennie Medin, Executive Director R&D Digital, Respiratory & Immunology, **AstraZeneca**



Patient Engagement & Empowerment

09:10 Prioritising Patients! Leverage Social Strategies & Advocacy Groups To Truly Understand Patient Needs, Effectively Inform & Support & Drive Meaningful Engagement & Collaboration

- Patient-centricity is a continued business priority, so how can you best identify patient needs and expectations to elevate campaign engagement and secure better outcomes?
- Leverage social listening strategies to connect with patients, demonstrate empathy, and amplify their voices to empower patients and drive enhanced engagement
- Utilise patient advocacy groups on socials to gain honest insights and uncover pain points to create truly value-adding propositions that drive patient-brand collaboration

Anastasia Roshchina, Head of Marketing, **Haleon**



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AI, New Tech & Digital Trends – Panel & Q&A

09:30 Keep Pace With The Digital Curve With Forward-Thinking, Fresh & Innovative Tech That Covers Unmet Needs, Engages Compliantly & Ultimately Has Real Impact Across Social Strategies

- What ethical, regulatory, and financial hurdles need to be examined for the successful integration of AI across social media?
- Evaluate and overcome the challenges of tech implementation for seamless digital integration which delivers results on socials
- Determine the true value of AI in streamlining social media operations, automating labour-intensive tasks, and producing mass content for decisive return on time and investment
- Blockchain, AI, cloud technology... with digital trends never ending in the pharma industry, assess and evaluate what tools and technologies are the best fit for your company and current business goals

Luke Mircea-Willats, Senior Director, Media Relations & Communications, **Moderna**



Angela Gonzalez, Director, Global Digital Channels, **AstraZeneca**



Pawel Marciniak, Senior Digital Data & IT Lead, **Novo Nordisk**



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Laura Cirillo, Innovation & Business Excellence Director, **AstraZeneca**



Jackie Cuyvers, Convosphere, **CEO & Co-Founder**



People, Not Patients

10:00 People, Not Patients: Humanising Healthcare Advertising

Traditional methods have become painfully ineffective in healthcare advertising. As a result, healthcare engagement is becoming more empathetic and more human-centric. This shift is not about selling products — it's about connection.

- Highlighting the transformative power of empathy and humanity in healthcare advertising and how deep insights foster more impactful communications
- Delving into the shift towards narrative-driven advertising and its ability to connect deeply with people, beyond the clinical perspective
- Exploring best-in-class case studies and how they're innovating within healthcare advertising

Andrew Dobbie, Founder / CEO, **MadeBrave**



10:15 Morning Refreshment Break & Informal Networking

Winning Social Media Strategies Advisory Board

10:45 Fuel Critical Business Growth Across Socials With Seamless, Engaging, Innovative & Trend-Led Social Media Strategies In Pharma

- Social media from a wider lens: identify and develop the best platform mix for your social strategies to drive engaging, captivating, and innovative content across seamless and integrated campaigns
- Video content, Facebook promotions, influencer marketing... as the social media landscape develops by the second, how can pharma keep pace?
- Tackle internal engagement and regulatory barriers to guarantee winning and compliant social media strategies in 2024 and beyond
- What's on the horizon for social media in Pharma? Stay ahead of the game and explore which social channels you should be activating today for success and impact tomorrow

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



Data Insights, Social Listening & Measuring Impact

11:15 Robust Data-First & Measurement Strategies That Unlock Captivating & Tailored Content & Highlight The Strategic Impact Of Social Media Campaigns

- Developing an ear for the industry! Refine your social listening strategies to better understand concerns and needs within the pharma industry, enabling the creation of content that is resonant, bespoke, and timely.
- Create a data-driven culture: how are you instilling a data-first mindset in all employees across departments to unlock the true power of data to produce next-level social content
- With GDPR and compliance regulations expanding by the day, how can we access enough data to accurately measure the ROI of social media strategies?
- Take critical strides to benchmark performance as measurement tactics and KPIs for differing channels, audiences, and campaign launches

Andrea Kilin, Global Social Media Leader, **Cytiva**



Engaging HCPs – Double Perspective

11:35 Skyrocket HCP Interaction & Engagement With Value-Led, Innovative & Informative Social Content That Captures Attention Across Channels

- The question everyone would love the answer to... what strategies can be implemented to engage HCPs across social media channels?
- Master the critical balancing act of satisfying strict regulatory rules whilst producing informative, engaging, and innovative social media content that captures the attention of HCPs
- Promote collaboration and communication between marketing and medical colleagues to balance promotional and informative social content and impact where there is the greatest community and comms exchange

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- Go beyond just selling! Deep dive into the minds of HCPs, what do they really want from socials today, and how can you meet and exceed these needs?

11:35 Perspective One

Koeyi Jaluka, Head of Communication – Northwestern Europe, **Roche**



11:55 Perspective Two

Pawel Marciniak, Senior Digital Data & IT Lead, **Novo Nordisk**



Content Creation – Double Perspective

12:15 Cultivate Creative, Compelling & Captivating Pharma Social Content That Engages Audiences, Maximises Impact & Enhances Organisational Reputation

- Avoid drowning in the big sea of users... create regulatory-friendly content that is unique, captures the attention of consumers, and filters through the content noise
- Explore the use of AI and machine learning to create mass innovative and captivating content across social channels in Pharma
- Digging deep into the metrics: HCP engagement, click-throughs, churn, impressions... how can we use these metrics to create social content that truly resonates?
- Fast-track fresh content ideas and streamline internal approval processes to enhance your pharma reputation and share company progress

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12:15 Perspective One

Mia Ekdahl, Head of Communications & Relations Health Works, **AstraZeneca**



12:35 Perspective Two

Kayhan Binazir, Director, Vaccines Scientific Communications, **GSK**



Empowering Equity Through Inclusive Healthcare Communications

12:55 Empowering Equity Through Inclusive Healthcare Communications

- Introduction to akt health and an overview of our ethos
- The increasing importance of representation in healthcare communications
- Connecting authentically with our audiences – the role for social media
- Carrying cultural sensitivities through campaign planning
- Inciting behaviour change within communities

Katy Foy, Founding Director, **akt health communications**



Anna Radnavale, Founding Director, **akt health communications**



13:10 Topic Generation Form Submission

We would love to hear your thoughts on potential topics or ideas of one-day brand-led conferences – please do submit any thoughts or ideas via the QR code on the screen. Many thanks!

13:15 Lunch & Informal Networking For Speakers, Delegates & Partners

13:45 Peer-To-Peer Discussions

A) Paid Social Media – Facilitated By

Andrea Kilin, Global Social Media Leader, **Cytiva**



B) External Comms – Facilitated By

Mia Ekdahl, Head of Communications & Relations Health Works, **AstraZeneca**



C) Customer Interactions – Facilitated By

Sophie Taylor, Social Media Manager, **Cytiva**



14:15 Afternoon Chair's Opening Remarks

François Franco, International Marketing Operations Lead



Navigating Regulations Discussion & Q&A

14:25 Overcome The Regulatory Obstacles To Innovation, Prevent Reputational Crises & Effectively Navigate Ever-Changing Regulatory Frameworks To Deliver Consistent & Compliant Social Media Campaigns That Drive Engagement & Results

- Discuss, debate and examine social media best practices and guidelines which satisfy industry and internal regulations and consistently propel social innovation
- Navigate the complex boundaries of regulation to produce creative, tailored, and insight-led social media campaigns that remain compliant and holds integrity to the code of conduct
- Ethical AI and ML: with regulatory frameworks and compliance principles growing day by day, how can you guarantee internal engagement for successful AI implementations with the do's and don'ts of regulation in pharma?
- Collaboration drives innovation! Take practical steps to support and liaise with internal departments to ensure agile communications and streamlined sign off processes

Lolita McGee, Director Head of Corporate Affairs UK & Ireland, **Bristol Myers Squibb**



Influencers – A Place In Pharma? *New & Requested For 2024*

14:55 Stand Out From The Crowd! Best Practice Tips & Tricks For Mastering Influencer Campaigns & Achieving Maximum Engagement & Interaction

- Healthcare influencers are on the rise, with patients and HCPs tapping into the power of social influence, how can influencer strategies be actively used to drive engagement and impact?
- Deep dive into the metrics behind social influencers to evaluate and measure influencer impact and assess what content and platforms yield the best results
- Research, partner, and manage influencers for authentic relationships and shared goals that guarantee long-term success across socials in Pharma

Anna Hermann, Engagement Manager, Global Social Media, **Roche**



Lukas Bartscherer, Engagement Manager – Corporate Reputation Strategy, **Roche**



15:20 Mastering Omni-Channel Success!

Showcase successful multi-channel social media strategies that push the boundaries of social media in pharma and deliver real results across audiences.

Devendra Kalkar, Digital Channel Specialist, **UCB**



15:40 Bonus Session; Reserved For Exclusive Conference Partner

15:55 Evaluation Form & Feedback

We would love to hear your thoughts from the conference today, please do submit your feedback via the QR code on the screen. Many thanks in advance!

16:00 Afternoon Refreshment Break & Informal Networking

Customer Engagement – Interactive Delegate Discussion

16:30 Power Insight-Driven, Tailored & Customer-Centric Social Media Strategies For Skyrocketed Customer Engagement & Real Social Impact

We would encourage you all to enter into the spirit of the day and to share ideas with fellow delegates. We understand there might be commercial sensitivities behind discussing strategies, however, there is a lot to be gained from sharing theories, mindsets and abstract situations – the person sat next to you might just have that fresh outlook which unlocks new potential!

TikTok & Its Place In Pharma

16:50 Discuss & Debate Innovative & Creative Uses Of TikTok To Engage Consumers, Demonstrate Campaign Success & Drive Real Impact In Pharma

- Embrace trend changes and hard-hitting video content to stand out from the crowd with creative, accessible, and informative content on TikTok that delivers real and proven results
- Medical education is the way forward! How can pharma brands utilise TikTok to educate consumers about essential healthcare topics?
- Compliance, compliance, compliance! With strict guidelines ever-changing in the pharmaceutical social media landscape, how can pharma companies ensure that all content on TikTok is compliant to maintain reputation and offer the best possible service?

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Tamara Chisholm, Senior Healthcare Legal & Compliance Director, **Gilead Sciences**



Customer Insights

17:10 Explore Critical Customer & User Behaviour & Boost Tailored & Engaging Content For Elevated Brand-Consumer Relationships & Proven Customer Insight Strategies

- Deep dive into customer and user behaviour across social channels to design fresh, tailored, and insight-led content that engages customers and maximises click-rate and conversions
- Move on from box-ticking to first-class brand-consumer collaboration with established customer voice mechanisms and top-notch CX strategies
- Examine tried-and-tested approaches that showcase how to translate customer segment insights into your strategies today

Rita Reis, Head of Communications Mid Europe, **Merck**



17:30 Afternoon Chair's Closing Remarks & Close Of Conference

François Franco, International Marketing Operations Lead

