

The Pharmaceutical Social Media Conference
12th May 2026 | Copthorne Tara Hotel, Kensington, London, W8 5SY



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Welcome To The 10th Annual Pharmaceutical Social Media Conference

Official Programme

Please note that these 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:



<https://pharmasocialconference.com> | +44 (0)20 3479 2299

08.15 Registration & Informal Networking

09.00 GIC Welcome & Morning Co-Chairs' Opening Remarks

Koeyli Jaluka, Communications & Public Affairs Lead, NW Europe, **Roche**



Jantje Inga Rees, Global Head Of Social Media, **Merck Healthcare**



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

09.10 Examine How Emerging Technologies Are Redefining Pharma Social & Digital Engagement

- Explore practical, real-world use cases for AI across content creation, targeting, personalisation, and performance analytics
- Learn how leading organisations are approaching ethical AI adoption while maximising efficiency and insight
- See how big data, automation, and digitalisation are supporting more informed, strategic decision-making
- Gain clarity on which technologies are delivering real value versus hype, and how to prioritise adoption

Gloria Marrón Villafán, Digital Manager For UK & Ireland, **Sanofi**



Anand Das, UK Digital Country & Client Partner Lead, **Pfizer UK**



Francisco Javier Domingo, Business Unit Director & Corporate Affairs Head,
Adamed Pharmaceutical Spain



Charm Legrand, Digital Strategy Lead, **Astellas Pharma**



Luke Mircea-Willats, Head Of Global Communications & Strategic Affairs, **Merz Therapeutics**



Raúl Jordano Ayala, Automation Technology Manager For Algete (Spain), Strangas (Sweden) & Zagreb (Croatia) Sites, EOSL EMEA Lead, SBO APAC AI Lead, **Pfizer**



Patrick Charlton, CEO & Co-Founder, **Buzz Radar**



Creative & Compliant Content – Perspective One

09.40 Balance Innovation With Regulation To Craft Content That Inspires Trust While Meeting Strict Compliance Standards

- Review examples of successful campaigns that have delivered creativity and engagement without compromising regulatory credibility
- Apply practical frameworks for risk assessment, approval workflows, and pharmacovigilance that enable faster, smoother content delivery
- Consider how AI can be used responsibly to support content creation, localisation, and personalisation within compliant boundaries
- Build confidence to push creative boundaries in a controlled, strategic way that protects both patients and brand reputation

Laurent Hirsch, Digital & Marketing Lead At Global Health Unit, **Sanofi**



Patient Engagement & Interaction

10.00 Discover How Pharma Brands Are Transforming Patient Relationships Through Authentic, Compliant & Impactful Social Engagement

- Gain practical insight from real-world case studies showing how tailored storytelling and social listening are being used to build trust and credibility with patient communities
- Explore how leading brands are meaningfully incorporating the patient voice across multi-channel campaigns to create more relevant and supportive engagement journeys
- Understand which engagement metrics truly matter, and how to measure behavioural impact, sentiment, and long-term value beyond surface-level interactions
- Take away actionable, compliant tactics you can apply immediately to strengthen patient loyalty, advocacy, and sustained engagement

Anastasia Roshchina, Brand Director CEE & Global Consumer Engagement Lead,
Opella



Opella.

10.20 Bonus Session – Reserved For Exclusive Conference Partner

10.35 Morning Refreshments Break With Informal Networking

Engaging HCPs

11.05 Unlock The Potential Of Social Channels To Reach, Educate & Collaborate With Healthcare Professionals In Real Time

- Identify which content formats, topics, and platform choices are driving the highest levels of HCP participation across channels such as LinkedIn, X, and emerging networks
- Examine how tone, credibility, and community-building differ across platforms, and how to tailor communications to meet HCP expectations
- Benchmark effective HCP engagement strategies from global and highly regulated markets to identify what success looks like in practice
- Equip medical and communications teams with approaches that enable credible, evidence-based dialogue while remaining compliant and scalable

Amanda King, Head Of Data Privacy Digital & AI UK, Ireland & Nordics, **Novartis**



Measuring Impact, Proving ROI & Investment

11.25 Master The Metrics That Matter & Confidently Demonstrate Social Business Value

- Access proven measurement frameworks that connect social activity to ROI, brand lift, reputation, and meaningful behavioural outcomes
- Discover how AI-powered analytics and advanced data tools are being used to uncover deeper insights and predict future performance
- Link social metrics to broader commercial and corporate objectives, including brand, sales support, and trust
- Strengthen your ability to build clear, compelling internal business cases that justify continued investment in social innovation

Speaker Confirming Final Details

11.45 Bonus Session – Reserved For Exclusive Conference Partner

12.00 Topic Generation Form

12.05 Lunch & Informal Networking For Speakers, Delegates & Partners

Peer-To-Peer Discussion Groups

12.35 Select A Focus Area & Exchange Experiences With Peers In Small, Moderated Discussion Groups Covering: PAG Engagement, Stakeholder Support, Gamification, & Awareness In Brand Voice

- Join discussions on leadership, capability-building, and future-proofing social and digital teams
- Share practical tips, challenges, and success stories around AI adoption and platform-specific strategies
- Receive fresh, peer-driven insights that can be directly applied to your own engagement and communication plans

Pia Beltrão Hansen, Senior Director, Head Of Commercial Communications, Ascendis Pharma



Mark Grossien, Head Of Business Communications, **Sandoz**



13.05 Afternoon Chairs' Opening Remarks

Francisco Javier Domingo, Business Unit Director & Corporate Affairs Head,
Adamed Pharmaceutical Spain



Best-Performing Platforms

13.15 Understand Where Pharma's Audiences Really Are & How To Maximise Engagement Across Evolving Social Ecosystems

- Compare how different platforms perform across patient, HCP, and consumer audiences, and what this means for targeting and content strategy
- Track platform-specific trends, product roadmaps, and new functionality that are shaping how pharma can engage audiences in the future
- Assess platform effectiveness against specific objectives such as education, awareness, or community-building
- Optimise your channel mix to focus time, budget, and resources on platforms delivering the greatest measurable impact

Tafi Maruta, Media & Communications Manager, **The Association Of The British Pharmaceutical Industry (ABPI)**



Navigating Social Regulations & Digital Compliance – Panel Q&A

13.35 A Candid Discussion On Working Smarter Within Global & Local Regulatory Frameworks Without Losing Creativity

- Draw from real-world examples of compliant innovation that have successfully balanced creativity with regulatory requirements
- Understand how evolving digital and social guidelines are impacting content, moderation, and engagement strategies
- Share practical insights on social listening, adverse event monitoring, and community management in live environments
- Uncover ways to reduce approval bottlenecks and internal friction while maintaining robust compliance standards

Paul Bridgeman, International Omnichannel Head, **Novartis**



Amanda King, Head Of Data Privacy Digital & AI UK, Ireland & Nordics, **Novartis**



TikTok & Its Potential In Pharma – Interactive Delegate Discussion

14.05 A Candid Discussion On Working Smarter Within Global & Local Regulatory Frameworks Without Losing Creativity

- Evaluate real-world examples of creative yet compliant health storytelling and what has resonated with audiences
- Exchange experiences, challenges, and internal barriers with peers navigating similar questions
- Discuss where TikTok may or may not be appropriate across brands, therapy areas, and audience types
- Feed back to one of our expert speakers and leave with a clearer understanding of TikTok's strategic opportunities, risks, and realistic use cases

Iris Buttinoni, Head Of Corporate Branding, **Merck KGAA**



Creative & Compliant Content – Perspective Two

14.25 Balance Innovation With Regulation To Craft Content That Inspires Trust While Meeting Strict Compliance Standards

- Review examples of successful campaigns that have delivered creativity and engagement without compromising regulatory credibility
- Apply practical frameworks for risk assessment, approval workflows, and pharmacovigilance that enable faster, smoother content delivery
- Consider how AI can be used responsibly to support content creation, localisation, and personalisation within compliant boundaries
- Build confidence to push creative boundaries in a controlled, strategic way that protects both patients and brand reputation

Chiara Travagin, Head Of Global Communications, RARE, **Chiesi Group**



14.45 Bonus Session - Reserved For Exclusive Conference Partner

15.00 Feedback & Evaluation Form

15.05 Afternoon Refreshment Break With Informal Networking

What's Next In Social Media Trends & Strategies – Panel Q&A

15.35 A Forward-Looking Debate Exploring The Next Wave Of Platforms, Formats & Engagement Models Shaping Pharma Communication

- Hear perspectives from digital, creative, analytics, and regulatory leaders on how social strategies are evolving across the industry
- Debate emerging platforms, formats, and omnichannel approaches that are expected to influence pharma engagement over the next few years
- Observe how data, AI, and measurement are shaping more agile and responsive social strategies
- Benchmark your current approach against industry frontrunners and identify areas to futureproof for 2026 and beyond

Jasmin Drescher, Senior Manager Communications & PR, **Daiichi Sankyo Europe**



Markéta Urbanová, Customer Excellence Director, **Novo Nordisk**



Platform Specific Snapshots

16.05 Fast-Paced Mini Case Studies Highlighting Platform-Specific Social Successes

- Hear bite-sized success stories showcasing how brands are using platforms such as LinkedIn, X, Instagram, Meta, TikTok, and more
- Compare approaches across patient, HCP, and corporate audiences to understand what works where and why
- Observe how different teams are measuring success and optimising performance across platforms
- Leave inspired with practical ideas to enhance creative, compliant, and measurable social campaigns

Eduardo de Melo Corvacho, Global Marketing Manager, **GSK**



Merck's Latest Milestone – Exclusive Case Study

16.25 An In-Depth Exploration Of Merck's 10-Year Rebranding

Iris Buttinoni, Head Of Corporate Branding, **Merck KGAA**



16.45 Afternoon Co-Chairs' Closing Remarks

Francisco Javier Domingo, Business Unit Director & Corporate Affairs Head,



Adamed Pharmaceutical Spain

16.55 Official Close of Conference