

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



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Welcome To The 10th Annual Pharma 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:



08.15 Registration & Informal Networking

09.00 GIC Welcome & Morning Co-Chairs' Opening Remarks

Koeyli Jaluka, Former- 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

- Learn how leading organisations are approaching ethical AI adoption while maximising efficiency and insight
- Gain clarity on which technologies are delivering real value versus hype, and how to prioritise adoption
- See how big data, automation, and digitalisation are supporting more informed, strategic decision making

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,



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



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



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



Creative & Compliant Content – Perspective One

09.55 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**



10.15 The Pharma Trust Paradox From Silence to Participation

This presentation explores the “Pharma Trust Paradox” - the disconnect between accelerating medical innovation and declining public trust and argues that the challenge is not a performance issue, but a participation gap. Drawing on social data and patient behaviour insights, learn how silence on social media allows misinformation and negative narratives to dominate, while patients actively seek depth, understanding, and human connection. The session introduces a scalable, compliance-ready “social ecosystem” approach, powered by listening, insight, and engagement, and presents the BEAT framework - Build Trust, Engage Communities, Address Concerns, and Transform Narratives - as a practical model for moving pharma from passive presence to active participation and rebuilding trust through meaningful, real-time connection with patients.

Gabriel Rodriguez, Growth Strategist, Pharma, **ICUC**



10.30 Morning Refreshments Break With Informal Networking

Patient Engagement & Interaction

11:00 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



11.20 Peer-To-Peer Discussion Groups

a) Patient Engagement

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



b) Global Policy Engagement

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



11.50 The Next Stage of Pharma Social Intelligence

As social media evolves, so do the conversations that matter. In this session, Emma Durant explores how AI is reshaping patient engagement, why critical health discussions are moving beyond visible channels, and what this means for compliant monitoring. Bridging recent industry developments with practical takeaways, this talk sets the stage for what pharma teams need to prioritise next.

Emma Durant, Strategic Client Partner, **Resolver, a Kroll Business**



MOMENTUM GUARANTEED



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Best-Performing Platforms

12.05 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)**



12.25 Topic Generation Form

12.30 Lunch & Informal Networking For Speakers, Delegates & Partners

13.30 Afternoon Chairs' Opening Remarks

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



Navigating Social Regulations & Digital Compliance – Spotlight Session

13.40 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**



Creative & Compliant Content – Perspective Two

14.00 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
- Understand how patient-led storytelling can increase both impact and trust without compromising compliance
- 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**








The conversation has moved. Is your monitoring keeping up?

Social channels are just one layer. Private LLMs, AI-mediated health searches, and dark social are where patients are going next — and pharma monitoring strategies can't see any of it.

Pharma compliance without compromise.

Resolver's fully managed Social Listening & Online Risk Intelligence solution gives pharma marketing and compliance teams the confidence to engage online, while we handle everything behind the scenes. We deliver expert social media moderation, digital opinion leader monitoring, and adverse event detection across owned and paid social channels.

-  **100% SLA for adverse event detection**
-  **Pharmacovigilance-trained analysts, not just automated tools**
-  **15+ years supporting the world's largest pharmaceutical brands**
-  **24/7 global monitoring across owned, paid, and influencer channels**
-  **Scalable managed service — grows with your campaigns without growing your team**



Monitoring and moderating two-way conversations was a barrier. Resolver encourages our company to use and benefit from social media.

Global Social Media Director, Pharmaceuticals

Measuring Impact, Proving ROI & Investment

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

- How are you connecting social activity to meaningful business outcomes such as brand perception, patient engagement, or commercial performance?
- What frameworks or models are you exploring to demonstrate ROI from social media activity in a regulated environment? What's working and what isn't?
- How far are you currently using AI tools, and where do you see the biggest opportunity or risk?
- How are you aligning social media metrics with broader organisational objectives (e.g. brand, medical, corporate affairs, or sales support)?
- What evidence, narratives, or data points resonate most with senior stakeholders when securing budget or buy-in?

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!

15.00 Feedback & Evaluation Form

15.05 Afternoon Refreshment Break With Informal Networking

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

15.40 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

16.10 Case Study Highlighting Platform-Specific Social Successes

- Hear success stories showcasing how platforms such as LinkedIn, X, Instagram, Meta and TikTok are being used.
- Compare approaches across patient, HCP, and corporate audiences to understand what works where and why
- Observe how 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**



16.30 Afternoon Co-Chairs' Closing Remarks

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



16.40 Official Close of Conference