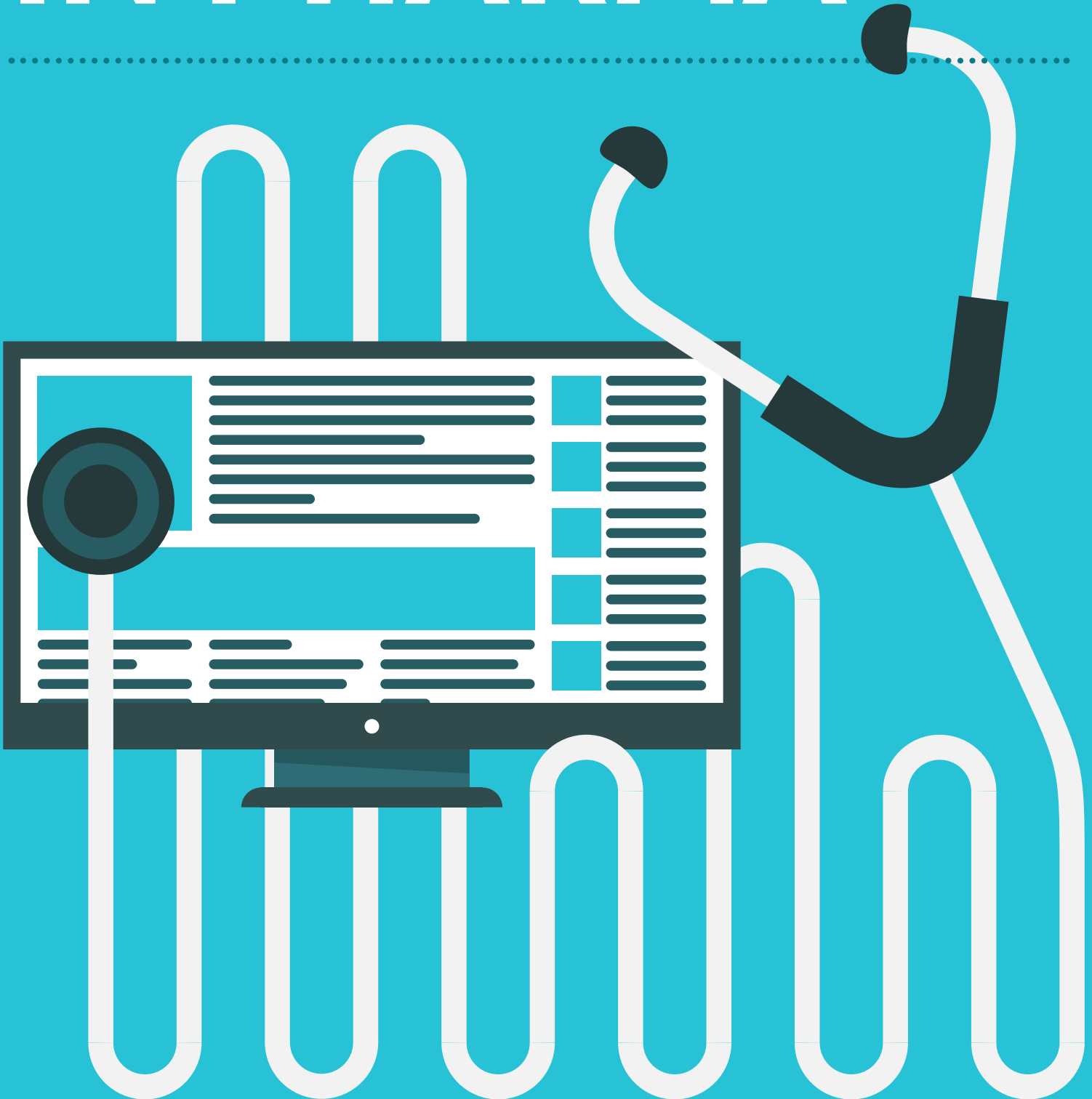


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# SOCIAL MEDIA IN PHARMA

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# WHY attend?



Learn from the UK's Brightest Minds – experts dedicated to Social Media marketing in the pharma space.



Network with senior decision makers from some of the world's largest pharmaceutical institutions.



Understand how to deploy Social Selling strategies that will enable you to engage with senior decisions makers on LinkedIn and Twitter.



Benefit from our Breakout Social Selling seminar where you can master the basics of Social Selling so that you can bring them back to your team.



Get a professional skills qualification in Social Media from the Continuing Professional Development (CPD) platform.



The ROI from mastering Social Media has never been higher. Social Media adoption is slow within the pharma space, which means that you and your brand can seize the opportunity to dominate on Social Media.

**Register now to save 15% on any  
delegate pass before August 7<sup>th</sup> 2018**

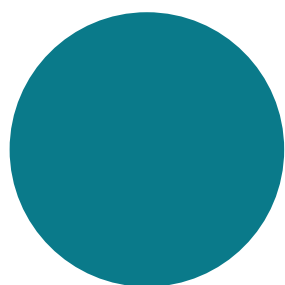
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# INTRODUCTION

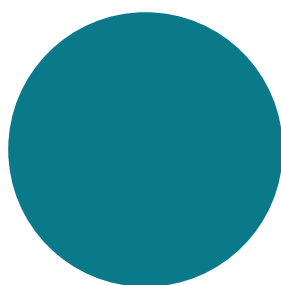


On behalf of the team here at the Social Selling Company, we are incredibly excited to be putting on our first edition of this conference, which is dedicated to helping the pharmaceuticals services and sectors harness the incredible power of Social Media for their own benefit.

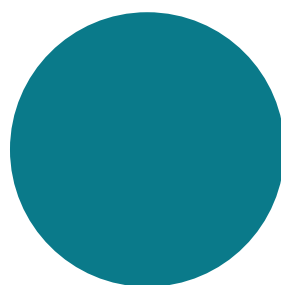
At SMIP 18, we aim to transform our delegates understanding of Social Media by using presentations, panel discussions and breakout workshops from some of the world's leading authorities on Social Media and compliance within the pharma space. For this year's event, we will be focusing on three central themes:



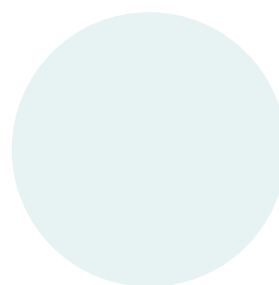
**Patient  
Engagement**



**Patient Feedback  
& Social Listening**



**Social Selling &  
Personal Branding**



The power of Social Media to engage is becoming increasingly apparent. In fact, a recent study by **Social Networks to Improve Patient Health** stated that 99% of respondents acknowledged that social networks are potentially useful in health care delivery, especially for chronic disease management (which was named by 85% of respondents) and the promotion of healthy behaviours, such as weight loss, physical activity and healthy eating (78%).

In our social listening segment, we will help you to base your solutions on the massive amount of consumer data that is being generated every day on both social and mainstream media. We will cover how social listening can empower teams across healthcare corporations by providing them with the data they need to make data-backed decisions.

The event will also cover standards to ensure that you are creating compliant Social Media policies for your staff to follow. These sessions will include presentations and Q&As that will give you the opportunity to voice your concerns about Social Media within a compliant sector, such as the pharmaceuticals space.

Our final theme will cover Social Selling and personal branding to show how you can engage with your buyers online. We will also teach you how to boost your personal brand on LinkedIn and Twitter. The founders of the Social Selling Company will lead this workshop and there will also be contributions from the major Social Media platforms.

To add to all of this, we will be hosting exclusive networking drinks after the event to ensure that you get the full networking experience.

# COMPANIES ATTENDING SO FAR



+ MANY MORE

# SPEAKERS



## CHAD PAIZMAN

*Head of Social Media and Digital Communications @ Pfizer*

As the Head of Social Media and Digital Communications Chad provides leadership on digital trends and strategies for the Communications and Corporate Affairs team at Pfizer, as well as social media guidance to the company's top senior executives. Prior to his current role, he served as Director, Convergent Media at Scripps Networks Interactive where he focused on the intersection of television and social media working with the digital, ad sales, marketing and on-air teams.

Utilizing innovations Chad has made throughout my career in information technology and online analytics, he trained Scripps employees on disruptive innovation principles, and researched new interactive opportunities for the company in both the Food and Lifestyle categories. He began at Scripps in 2005 as Director of Online Analytics after leaving Healthology, Inc. as the IT Director.



## EMMA D'ARCY SUTCLIFFE

*Head Patient Engagement and Innovation @ NexGen, Chairwoman @ Social Media In Pharma 2018*

Emma D'Arcy Sutcliffe has been a leader, lobbyist and innovator in healthcare for 20 years. During this time, she has been a proponent of the value insights that are gained from socialised health and patient-centricity.

A medical biochemist who is completing her PhD research about the impact of Social Media on medicine, Emma helps the pharma industry to upskill and adapt to the era of participatory medicine where everyone is a consumer and a contributor.

When she isn't writing articles, chairing events or educating industry, Emma is writing poetry – or failing to parent two children, a large dog and an irascible cat.

# SPEAKERS



## PAUL TUNNAH

*CEO and Founder @ Pharmaphorum Media*

Paul Tunnah is CEO and Founder of pharmaphorum media, which facilitates productive engagement for pharma and brings healthcare together to drive medical innovation.

It combines industry-leading content and Social Media engagement services with [pharmaphorum.com](http://pharmaphorum.com), the globally recognised news, information and insight portal.

It works with pharmaceutical companies, service providers and broader healthcare organisations to help them communicate their thought leadership and connect them with relevant stakeholders.



## JAMES SAWARD-ANDERSON

*Co-Founder @ The Social Selling Company*

James Seward-Anderson is a co-founder of The Social Selling company, one of the UK's first dedicated B2B Social Media agencies, whose customers include Easy Group and Equifax.

He is also the founder of Social Media In Finance and its associated round table discussions.

James brings a wealth of knowledge to Social Media In Pharma and will give a fascinating "lessons learnt" case study from the finance to pharma sectors.

# SPEAKERS



## JAVIER TELEZ IGLESIAS

*Social Media Manager @ Teva Pharmaceuticals*

Javier Telez is the European Social Media Manager for Teva. After spending all of his career in the pharmaceutical industry, sales, marketing and communications, Javier has a global vision of what happens in pharma and its relationship with stakeholders and patients.

Last year, he developed Teva's digital communication strategies and worked very closely with marketing to improve not only Social Media, but also digital marketing on their ecommerce platform.

Javier aligns Social Media activities across Europe, giving Teva one voice.



## YANNICK FOH

*Clinical Research Associate @ Novo Nordisk*

Bio coming soon



# SPEAKERS



## TATIANE DELAMUTA

*Franchise Market Leader @ GSK*

Tatiane is a Brazilian marketing professional with fifteen years of experience and an MBA from IESE Business School in Spain. She is currently European Commercial Director at GlaxoSmithKline, where she supports teams across the continent to drive performance of their pharmaceutical portfolios.

Prior to that, she has held a number of local and global commercial roles in GlaxoSmithKline, and has managed brands and products in the consumer goods and retail sectors in her earlier career years. She is also a mentor to entrepreneurs in London through London & Partners' Business Growth Programme, the official initiative of the Mayor of London to support SMEs in the city.

In her free time, she enjoys travelling with her husband, reading and cycling around the city - whenever the British weather allows her to.



## VIOLETA TSVETKOVA

*Digital Consultant @ Sanofi*

Violeta is a Digital Consultant at Sanofi with 8 years of experience an accomplished background in sales and marketing in FMCG, retail, pharmaceuticals (RX, OTC, dermo-cosmetics, food supplements) and medical devices.

At Sanofi, she is responsible for the development of its multi-channel marketing strategy for the company's clients, the development and implementation of new digital strategies to help clients achieve marketing-driven profit growth, as well as operational marketing, preparing and ensuring their presence at pharmaceutical and healthcare event, and competitive benchmarking.

# + Many more to be added soon!



# SPONSORSHIP

## WHY SPONSOR SMIP?



At The Social Selling company, we pride ourselves in putting on the highest quality intelligence events for our delegates. Our events are small and open to paid or invite-only delegates. This means you can be sure that you will be interacting with only the most senior stakeholders in the pharmaceutical space.

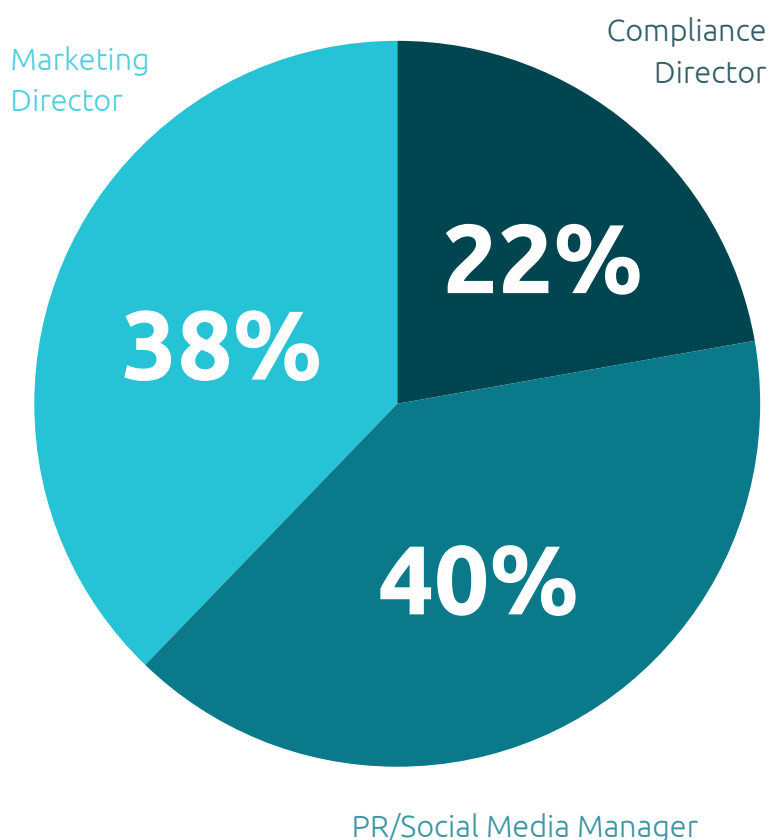
Our events provide:

- ◆ Face-to-face access to 100 senior marketing and PR professionals from the pharmaceutical space
- ◆ Intimate networking and powerful opportunities for thought leadership
- ◆ Access to our network of over 1,000 senior marketers in the United Kingdom and EU

Here are the job titles of those who attended our finance event dedicated to Social Media. We are expecting more of the same at SMIP 18:

Opportunities for sponsorship include:

- ◆ Speaking Slots
- ◆ Exhibition space
- ◆ Lanyard sponsorship
- ◆ Marketing materials seat drop



# VENUE



## Crowne Plaza London - The City

Set in the historic Square Mile in Blackfriars, central London, just a stone's throw from the River Thames, this impressive Grade II listed property offers superlative ambiance, a truly exemplary events space, high-tech facilities and destination restaurants serving award-winning cuisine.

Steeped in regal history, the four star deluxe hotel resides on the former grounds of King Henry VIII's Bridewell Palace and has 204 elegantly appointed bedrooms.

## DINING

- ◆ Diciannove Italian Restaurant serves daily house-made pastas and a series of authentic gourmet menus inspired by the different regions of Italian cuisine
- ◆ Chinese Cricket Club Restaurant offers southern and eastern Chinese cuisine and hand-crafted dim sum
- ◆ Voltaire Bar & Vaults features a chic lounge complete with historic vaults on a cigar terrace
- ◆ The City Lounge is a buzzing spot that offers everything from morning coffee to a relaxing dinner and cocktails
- ◆ The Club Lounge is accessible for Club and Suite guests, which includes breakfast and refreshments.
- ◆ Room Service is ideal to dine at your leisure with an extensive 24-hour in-room dining menu
- ◆ Private Dining can be enjoyed in several restaurants or bars for up to 100 seated guests
- ◆ Interactive Master Classes are ideal for team building – classes range from cocktails, to dim sum or pasta making

# CONFERENCE SCHEDULE

09:00 – 09:20

## Chairman's Address: "The Case For Social: The Battle for Patient & Stakeholder Engagement of the Future"

- ◆ Chairwoman of Social Media in Pharma 2018, Emma D'Arcy Sutcliffe gives her keynote address and discusses how the pharma sector can harness the power of Social Media for their organisations.

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- ◆ **Emma D'Arcy Sutcliffe**  
*Director Patient and Engagement @ Nextgen Healthcare Promotions*

09:20 – 09:50

## The Watershed Moment: Why 2018 Represents a Key Change in Pharma's Approach to Social Media

- ◆ Why Social Media enables rather than restricts engagement between you and your patients
- ◆ Ending Social Paralysis
- ◆ Why there's no need for compliance to be an excuse for not deploying Social Media as a communications tool

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- ◆ **Chad Paizman**  
*Head of Social Media and Digital Communications @ Pfizer*

09:50 – 10:20

## The Language Of Social Media Conversation In Pharma

- ◆ As Social Media adoption increases, creating compelling narratives around core talking points will become crucial in creating and maintaining brand sentiment.
- ◆ Understand the key elements behind successful patient, stakeholder engagement on Twitter and Facebook.
- ◆ Content fundamentals – how to create engaging conversations about sensitive and controversial topics.

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- ◆ **Paul Tunnah**  
*CEO @ Pharmaphorum media*

10:20 – 10:50

## How to Bridge the Gap Between Marketing and the Comms Team

- ◆ How to create effective Social Media policies that are compliant and agile for Social Media
- ◆ Application case study: How to onboard stakeholders from compliance marketing and c-suite about the benefits of Social

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- ◆ **Javier Telez Iglesias**  
*Social Media Manager Europe @ Teva Pharmaceuticals*

10:50 – 11:10

## Networking Drinks Break

# CONFERENCE SCHEDULE

11:10 – 12:15

## Personal Branding For Pharmaceuticals Professionals

- ◆ Understand how you can use LinkedIn to engage with key stakeholders in the pharmaceutical space
- ◆ Master the building blocks of Social Selling with the Social Selling framework
- ◆ Get the key technology stacks that will help your sales team to become more efficient

◆ **Maxwell Hannah & James Saward-Anderson**  
*Founders @ The Social Selling Company*

12:15 – 13:15

## Lunch

13:15 – 13:45

## Patient Feedback & Social Listening

- ◆ How to troubleshoot patient feedback by using social listening
- ◆ What technologies can you deploy to get clear insights into your brand mentions
- ◆ Limit risk on Twitter and Facebook

◆ **Dr. Timos Papagatsias**  
*CEO @ Social Pharma*

13:45 – 14:25

## How pharma can imply the needs of customers and patients through social networks

- ◆ How does Social Media help patients to create communities that share ideas?
- ◆ How can pharmaceutical companies use technology to gather data on the evolving interests of patients?
- ◆ What are the best platforms to understand evolving patient needs?

◆ **Violeta Tsvetkova**  
*Digital Consultant @ Sanofi*

14:25 – 14:55

## Panel Discussion: The evolving role of Social Media in the pharma sector

- ◆ What role will Social play in the future for the pharma sector?
- ◆ What are the key red flags that you need to watch out for when you are creating a social media policy
- ◆ What can pharma learn from other industries about approaching Social?

◆ **Tatiane Delamute**  
*Franchise Market Leader Europe @ GSK*

◆ **Emma D'Arcy Sutcliffe**  
*Head of Patient Engagement @ GSK*

14:55 – 15:20

## Networking Drinks Break

# CONFERENCE SCHEDULE

15:20 – 15:50

## Social Media in Market Access and Public Affairs

◆ Speaker To Be Announced Soon!

15:50 – 16:20

## Social Media ABPI and Business Ethics compliance

- ◆ What is the best practice framework for Social Media and how does the industry form it?
- ◆ What are the best methods to form a regulatory body that is adapted to the modern, fast moving age of Social?
- ◆ What are the common red flags that marketing professionals need to watch out for in the Social space?

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◆ **Sarah Guildford**  
*ABPI Consultant*

16:20 – 17:20

## Post-event networking drinks

# ATTENDANCE



## SILVER PASS

£500

- ◆ Conference Attendance
- ◆ Food & Drinks
- ◆ Networking drinks attendance
- ◆ CPD Points

## GOLD PASS

£550

- ◆ Conference Attendance
- ◆ Food & Drink
- ◆ Networking drinks attendance
- ◆ CPD Points
- ◆ Post-conference materials

## PLATINUM PASS

£650

- ◆ Conference Attendance
- ◆ Food & Drink
- ◆ Networking drinks attendance
- ◆ CPD Points
- ◆ Post-conference materials
- ◆ Intermediate Social Selling course access