

# Strategic Marketing

**British Institute of Radiology  
36 Portland Place, London UK**

**26 & 27 November 2007**

## Course content:

This two day course will give you an nine step process for effective strategic marketing in the pharma, biotech and healthcare worlds:

- Using competitive intelligence
- The structure of the market and patient flow
- Building the positioning
- Pre launch marketing
- Pricing and market access
- Product launch
- Brand building
- Life cycle management
- Managing the sales effort

The course covers the critical activities of strategic marketing. You will gain an in depth understanding of the management processes involved – but also of some ways in which conventional approaches can be challenged to gain competitive advantage. The course will also give you state of the art management techniques to achieve a successful product launch.

The style will be participative with discussion of your issues, case studies and examples.

## Who will benefit from the course?

People who will benefit are those who:

- are interested in understanding what best practice looks like
- are responsible for the introduction of a new product
- have been recently introduced to the world of marketing and need a set of tools to ensure success
- are from another discipline, and now need to understand how to achieve success in marketing
- manage a company that has products in development but not yet on the market and now need to know what has to be done to market them successfully

## Course Leader

**Brian Roche** is managing director of Conceptua Training and Consulting Ltd. He has over 25 years experience in the pharma and healthcare sectors both in industry (Dentsply, Wyeth and Wellcome) and in consulting (Gemini Consulting, Wood Mackenzie, and Cambridge Pharma Consulting). He has extensive experience in strategic marketing in all its facets gained across big, medium, and small pharma and in speciality companies and biotech. He began his career in big pharma marketing and latterly has run many and various marketing projects in the consulting world

**Presented by**

**PharmaTraining**  
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**26 & 27 November 2007**

## Course Outline

The course will start at 9.00am on Monday 26 November with registration and coffee and finish at 5.00pm on Tuesday 27 November.

This 2 day course will consist of:

### Day 1

#### Using Competitive Intelligence

- Beyond SWOT analysis
- The structure of the market and the patient flow
- How to gain competitive advantage by identifying the therapeutic decision points

#### Build The Positioning

- Three different levels of positioning
- The Value Proposition

#### Pre Launch Marketing

- What has to be done before the product is launched
- Scientific communication
- Managing the opinion leaders

### Day 2

#### Pricing And Market Access

- How to decide what the price should be
- How to gain reimbursement

#### Product Launch

- A checklist of what has to be in place for launch and what success looks like
- The marketing plan

#### Brand Building

- The making of the brand personality

#### Life Cycle Management

- What can be done

#### Managing The Sales Force

- Standard sales force techniques and the role of strategic marketing

There will be a number of case studies, examples and break out groups throughout the course.

Numbers in our courses are limited to ensure that participants have the opportunity for thorough discussion of the issues to be covered and individual attention from our top-ranked Speakers

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## Venue

**British Institute of Radiology**, 36 Portland Place, London W1B 1AT.  
Portland Place is a Grade 11 listed building designed by the Adam Brothers and is centrally located within easy reach of Oxford Street, Regents Park and the West End.

A list of nearby hotels is available upon request.

## Terms and conditions

### Delegate fees

Fees for this programme are shown overleaf. Delegate fees are inclusive of course documentation, refreshments and lunch as well as course dinner on the evening of 26 November.

Payment of the registration fee must be paid within 14 days of commencement of the course. Upon receipt of payment, a proof of payment will be sent to you.

### Cancellation Policy

Full refunds less a handling fee of £100 will be made for cancellations received in writing within 28 days of the commencement of the course.

Refunds of 50% will be made for cancellations received in writing between 28 and 7 days prior to the commencement of the course.

Regrettably no refunds will be made after 7 days prior to commencement of the course.

Substitutions can be made at any time.

### Liability

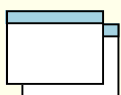
PharmaTrainingServices reserves the right to change the Programme, speakers, date or venue without notice or cancel the event. If cancellation occurs delegates will be notified as soon as possible and will receive full refund of fees paid.

PharmaTrainingServices will not be responsible for any airfare, accommodation or other travel costs incurred.

## Course Calendar Autumn 2007

- Molecules to Markets—London
- Integrated Tablet Formulation Development—Copenhagen
- Pharmateutical Preformulation—making the most of your Compound—Copenhagen
- GMP Auditor Training—Ireland
- How to Audit API Manufacturers—Ireland
- The Challenges and Formulation Strategies for Poorly Soluble Drug Substances—London
- Strategic Marketing—London
- Customer Focused Project Management—London

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We deliver a range of expert programmes in pharmaceutical development, quality assurance and regulatory topics, plus a new range of industry awareness courses. We employ speakers/trainers with a high degree of expertise, completely up to date with industry trends.

We run our programmes in a variety of locations, throughout the year. All of our programmes can be run in-house.

Contact **Judy Callanan** by email or telephone at any time to discuss.

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## REGISTRATION FORM

<b>I wish to register for the following course</b>	<b>Please tick</b>
<b>Strategic Marketing 26 &amp; 27 November 2007:</b> 2 day course    £1160 + Vat £203    Total £1363.00	<input type="checkbox"/>

Total payable    £

Title (Mr/Mrs/Ms/Dr/Prof): _____ First name _____	
Surname: _____	
Position: _____	
Company: _____	
Address: _____ _____	
Post Code: _____ Country: _____	
Email address: _____	
Tel: _____ Fax: _____	
Signature: _____	
<p>Method of Payment</p> <p><input type="checkbox"/> Cheque <b>(Please make cheque payable to "JA Conference Management")</b></p> <p><input type="checkbox"/> Bank transfer      <b>Quoting Reference No. 716</b>  <b>JA Conference Management</b>  Barclays Bank, Muswell Hill &amp; Crouch End Branch  <b>Sort Code: 205851 Account No: 10245038</b></p> <p><input type="checkbox"/> Credit/Debit Card</p> <p>Card Number:    _ _ _ _ _ _ _ _ _ _</p> <p>Expiry Date:    _ _ _ / _ _ _ / _ _ _</p> <p>Cardholder: _____</p> <p>Address: _____ _____</p> <p>Signature: _____</p>	

**Please send completed  
registration forms and  
payment to:  
Judy Callanan at:**

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