

Mobile Pharma

World EUROPE 2012

Innovation for Pharma
to engage with the
mobile user

24 - 27 April 2012

Sheraton Hotel, Amsterdam, The Netherlands

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10 reasons



Smart phones and tablets are revolutionizing the way we live, work, learn and play. They have opened new ways to stay connected but how do you engage with the mobile user?

The first annual *Mobile Pharma World Europe* will build on the success of *DigiPharm Europe*, Europe's largest digital marketing conference. It is the place for marketing professionals seeking to implement a mobile strategy that engages with customers and consumers.

s to attend

- 1** Learn how to build and develop a mobile engagement strategy
- 2** Understand how your stakeholders, customers and consumers are using mobile
- 3** Maximize the opportunities mobile-social presents for your customer
- 4** Engage with stakeholders, customers and consumers using mobile
- 5** Understand the impact of mobile on healthcare communications
- 6** Develop digital content across multiple devices
- 7** Leverage mobile applications
- 8** Overcome regulatory issues surrounding mobile engagement
- 9** Add value to your sales force through mobile platforms
- 10** Unleash the power of mobile engagement



View the congress website on your phone

Scan this QR pattern with the camera on your smartphone to view the Mobile Pharma World Europe website. Don't have a QR reader app? You can download one for free from the App Store.

Don't have a smartphone? You can also visit the website on www.healthnetworkcommunications.com/mobile

08:00 Registration

08:50 Opening remarks from the chair

WHERE ARE WE HEADING

09:00 **The rise of the mobile channel and the implications for the pharmaceutical industry**



Paul Berney
CMO & Managing Director EMEA
Mobile Marketing Association

09:30 **How mobile is impacting healthcare communications**

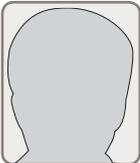


Jody Nair
Manager, New Technologies
Bristol-Myers Squibb

10:00 Speed networking and morning refreshments

INTEGRATING MOBILE INTO THE MARKETING MIX

10:45 **Integrating mobile into your organisation**



John Vieira
Senior Director, Strategic Marketing
Daichi Sankyo

11:15 **Panel: Development and implementation of a mobile strategy**

Matthias Witt, Global Platform Director, **AstraZeneca** (tentative)
Timm Wallrodt, Global Project Manager eMarketing/
Mobile Marketing, **Novo Nordisk**
Additional panelists to be confirmed

12:00 **Integrating business functions for successful mobile strategy**



Daniel Ghinn
Chief Executive Officer
Creation Healthcare

12:30 Lunch

13:30 **Leveraging the power of HTML 5 for global digital communications**



Jamie Manning
Manager, Digital Communications Team
Biogen Idec

14:00 **In the pursuit of 'Appiness'**



James Harper
Managing Director
28b Ltd

MOBILE REGULATIONS

14:30 **Regulation of health care apps**



James Sherwin Smith
Chief Executive Officer
d4

15:00 **Challenges with app updates**



Matthias Witt
Global Platform Director
AstraZeneca (tentative)

15:30 Afternoon refreshments

16:00 **Panel: How are physicians using mobile devices?**

Chair:
Erik van der Zijden, New Media Architect & Producer,
DigiRedo
Dr Taubert, Consultant Urological Surgeon
Additional panellists to be confirmed

16:30 **Designing for mobile people not devices**



Sam Walmsley
Digital & Mobile Consultant
BlueLight Partners



Paul Dixey
Managing Partner
BlueLight Partners

17:30 Closing remarks from the chair

17:35 Networking drinks reception

register now The earlier you book the more you save.
www.healthnetworkcommunications.com/mobile

08:00 Registration**08:50** Opening remarks from the chair**IMPLEMENTATION CASE STUDIES****09:00** The Bugs Bunny principle - "What's app Doc?"**Kai Gait**
Global Digital Marketer
A Pharma Employee**09:30** Creating an app that adds value to the medical sectionRepresentative from DOCTOT team
Pharma representative**10:15** Pfizer's medical information partnership with ePOCRATES - providing mobile HCPs access to medical information at the point of care**Michelle Clausen**
Director/Team Leader, Medical Information
Pfizer**11:00** Morning refreshments**11:30** How can mobile technology add value to the dialogue between pharma and healthcare professionals?**Timm Wallrodt**
Global Project Manager eMarketing/Mobile Marketing
Novo Nordisk**12:00** Global app implementation**Hedwig Scheck**
Senior Manager eMarketing
GlaxoSmithKline**12:30** Developing and producing a point of care digital tool for psoriasis that adds value and clinical benefit to your customers**Sameer Mistry**
Medical Lead, Immunology, Neuroscience and Pain
Janssen**13:00** Lunch**14:00** Mobilisation of corporate website and country websites**Manuela Pastore**
Online Communications
Boehringer Ingelheim**14:30** Case studies of mobile engagement from Pfizer**René Neubach**
Manager, Vienna eMarketing Center
Pfizer, Specialty Care Europe**15:00** Afternoon refreshments**15:30** iPads as practical tools to support the field force**Seda Atici**
Product Manager
Boehringer Ingelheim**16:00** Understanding metrics and analytics of mobile campaigns**Iberê Gravassecas Rodrigues**
Multichannel Marketing Manager
Merck (tentative)**16:30** Closing remarks from the Chair**PRE** conference
workshopMobile technologies.
Go to www.healthnetworkcommunications.com/mobile for more details**POST** conference
workshopIntegrating mobile.
Go to www.healthnetworkcommunications.com/mobile for more details



Speakers include

Timm Wallrodt Novo Nordisk

Jody Nair Bristol-Myers Squibb

Jamie Manning Biogen Idec

Hedwig Scheck GlaxoSmithKline

Manuela Pastore
Boehringer Ingelheim

Seda Atici Boehringer
Ingelheim

René Neubach Pfizer,
Specialty Care Europe

Sameer Mistry Janssen

Michelle Clausen Pfizer

Who should attend



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“Great insights into social media and how I can translate this to my company”

Product Manager
Kyowa Hakko Kirin

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AND
make



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"Great to see specific activities that other companies are doing and some of the strategy that sits behind digital marketing"

Marketing specialist | Gilead

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Who should sponsor



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		£1800	£2000	£2100	£2200
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