

December 4-5, 2018

Sonesta Philadelphia Rittenhouse Square
Philadelphia, PA

3rd

DIGITAL PHARMA

MULTICHANNEL MARKETING BOOT CAMP | EAST



Learn to Create Digital and Multichannel
Strategies That Engage Your Customers,
Lift Rx, and Optimize Spend



LED BY:

SCOTT FRIEDBERG

Founder and Principal

**DARTVIEW ASSOCIATES — DIGITAL AND
MULTICHANNEL STRATEGY CONSULTING
FOR THE LIFE SCIENCES**

Organized by the leading event provider in digital marketing, we present a new must-attend, hands-on seminar for any pharmaceutical digital or marketing teams. Sessions include:

- ✓ Marketing in a Multichannel World
- ✓ What Role Should Digital Play in Your Brand's Overall Strategy?
- ✓ Insight Gathering: Uncover Your Customers' Digital Habits, Channel Preferences and More
- ✓ The Difference Between Content Strategy and Content Marketing, and When You Want Both
- ✓ Mobilizing for Mobile Engagement
- ✓ Social Media, the FDA and You
- ✓ Investment Allocation: Planning for ROI Upfront
- ✓ Architecting Your Ecosystem and Flows
- ✓ Measuring Up: Going From Metrics to a True Learning Plan

Tweetamonials from the Digital Pharma Series, presented by ExL Events



@MWStrategy "Great content presented by insightful folks in an intimate, collaborative venue."



@carrueimpactor "It was really great to learn from industry colleagues at #DigPharm."



@atenuta "Thanks @DigitalPharma for the annual brain stretch + reminder."



@Crossix "Thanks again, @DigitalPharma for putting on another fantastic conference."

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Digital Pharma



3rd DIGITAL PHARMA MULTICHANNEL MARKETING BOOT CAMP | EAST

DEAR COLLEAGUE,

The **3rd Digital Pharma Multichannel Marketing Boot Camp East** uses a combination of lectures, class discussions and hands-on exercises with people who want to understand how to create effective and sophisticated digital and multichannel marketing (MCM) strategies. This intensive, two-day program teaches you strategic processes and gives you the tools and skills you need to gather insights and develop your own digital and multichannel programs.

By attending, you will discover the roles each digital channel does best in advancing your objectives, as well as how to bring them together into an integrated plan. Learn how to accomplish the following by joining us at our upcoming boot camp sessions:

- Find your targeted digital physicians and patients online
- Discover your customers' digital habits
- Create a customer journey map
- Determine the most effective social media strategy for your brand
- Initiate a content marketing campaign
- Articulate which channels — from web and mobile to e-details, e-blasts and more — to include in your plans and why
- Design a measurement plan that enables rapid optimization
- Use keyword research to uncover the natural lexicon of your patients
- And more!

We look forward to welcoming you this December to the 3rd Digital Pharma Multichannel Marketing Boot Camp East!

Sincerely,

Scott Friedberg

Scott Friedberg
Founder and Principal
Dartview Associates — Digital and Multichannel Strategy Consulting for the Life Sciences

VENUE

Sonesta Philadelphia Rittenhouse Square
1800 Market Street
Philadelphia, PA 19103

To make reservations, please call 1-800-SONESTA (766-3782) and request the negotiated rate for **ExL's December Meetings**. You may also make reservations online at: <http://bit.ly/2OEMe4p>. The group rate is available until **November 15, 2018**. Please book your room early, as rooms available at this rate are limited.



**ExL Events is not affiliated with Exhibition Housing Management (EHM)/*

Exhibitors Housing Services (EHS) or any third-party booking agencies, housing bureaus or travel companies. ExL Events is affiliated with event company Questex, LLC. In the event that an outside party contacts you for any type of hotel or travel arrangements, please disregard these solicitations and kindly email us at info@exlevents.com. ExL has not authorized these companies to contact you and we do not verify the legitimacy of the services or rates offered. Please book your guest rooms through ExL's reserved guest room block using the details provided.

WHO SHOULD ATTEND?

This boot camp is designed for pharma, biotech, or medical device professionals with the following responsibilities:

- Marketing
- Brand Management
- Product Management (HCP or Patient)
- eMarketing/Digital Marketing
- Digital Strategy
- Engagement Strategy
- Experience Strategy
- Multichannel/Channel Marketing
- Multichannel Analytics
- Integrated Marketing
- Social Media
- Digital Media
- Advertising
- Marketing Innovation
- Interactive Services
- Customer Experience
- Customer Engagement
- Global Marketing
- Mobile Marketing

SPONSORSHIP AND EXHIBITION OPPORTUNITIES

Do you want to spread the word about your organization's solutions and services to potential clients attending this event? Take advantage of the opportunity to exhibit, underwrite an educational session, host a networking event or distribute promotional items to attendees. ExL Events will work closely with you to customize a package that will suit all of your needs.

QUESTIONS? COMMENTS?

Do you have a question or comment you would like addressed at this event? Would you like to get involved as a speaker or discussion leader? Please email us



BOOT CAMP DAY ONE TUESDAY, DECEMBER 4, 2018

8:00 Registration and Continental Breakfast

9:00 MARKETING IN A MULTICHANNEL WORLD

- » Explore the trends and stats needed to educate your organization about the importance of digital and MCM
- » Review the process for developing an MCM strategy

WHAT ROLE SHOULD DIGITAL PLAY IN YOUR BRAND'S OVERALL STRATEGY?

- » Address just how incredibly diverse the roles of digital could be for your brand and organization
- » Discuss how to translate your brand's strategic imperatives into actionable digital objectives
- » Learn how to avoid the most common pitfalls

10:00 Networking Break

10:30 UNCOVERING YOUR CUSTOMERS' DIGITAL HABITS, CHANNEL PREFERENCES AND MORE

- » Discover how to find where your customers are online and what they are doing
- » Walk through how to develop personas and infuse them with the right technographics
- » Build a customer journey that supports both creativity and effectiveness at each touchpoint
- » See how keyword research can inform content strategy, lexicon, SEO and advertising, as well as highlight the unmet needs of your customers

- » Explore how to uncover competitors' digital strategies with the help of specialized tools
- » Get hands-on with the different sources and methods of getting the insights you need

12:00 Working Lunch

1:00 CHOOSING YOUR WEAPONRY: WHEN TO USE WHAT Part One – Non-Personal Engagement Channels

- » Know which channels are favored by pharma versus which are most used by physicians and patients
- » Understand the best uses and stats behind the most common pharma marketing tactics, and hear tips for success -Includes branded and unbranded sites, patient adherence programs, Virtual eDetailing, and more

3:30 Networking Break

4:00 THE DIFFERENCE BETWEEN CONTENT STRATEGY AND CONTENT MARKETING, AND WHEN YOU WANT BOTH

- » Walk through how to develop a content strategy that ensures relevance and supports reuse across channels
- » Discuss how the rise of content marketing requires a shift from pushing

5:30 End of Day One

BOOT CAMP DAY TWO WEDNESDAY, DECEMBER 5, 2018

8:00 Continental Breakfast

8:30 CHOOSING YOUR WEAPONRY: WHEN TO USE WHAT (CONT'D) Part Two – Traffic-Driving and Live Engagement Channels

- » Understand the best uses and stats behind the most common pharma marketing channels, and hear tips for success
- » Includes banners, search, email, direct mail, tablet sales aids, remote detailing and more

9:30 INVESTMENT ALLOCATION: PLANNING FOR ROI UPFRONT

- » Learn how to plan instead of pray for ROI through a marketing allowable analysis
- » Shift from thinking about investment per tactic to investment per segment and subsegment

ARCHITECTING YOUR ECOSYSTEM AND FLOWS

- » Determine how to bring your program together into an integrated view for planning
- » Develop service tiers to incorporate investment model insights into program design

10:15 Networking Break

10:45 SOCIAL MEDIA, THE FDA AND YOU

- » Delve into social's five major roles in advancing your business objectives
- » Recognize the secrets for success in social listening
- » Examine the latest FDA guidance and what it means for your approach to social
- » Leverage tips for getting from "No" to "Go" with your review committee

ARCHITECTING YOUR ECOSYSTEM AND FLOWS

- » Determine how to bring your program together into an integrated view for planning
- » Develop service tiers to incorporate investment model insights into program design

12:00 Working Lunch

1:00 MOBILIZING FOR MOBILE ENGAGEMENT

- » Discuss when it makes sense to create an app versus a mobile site for patients or physicians
- » Learn how to get started in pharma mobile marketing
- » See how you can enhance a live event with mobile
- » Explore responsive design, texting, mobile ads and mobile search

2:30 Networking Break

3:00 MEASURING UP: GOING FROM METRICS TO A TRUE LEARNING PLAN

- » Review the metrics that matter for understanding MCM and digital performance
- » Discuss how measurement plans play a role in the success of MCM, and the differences for a launch drug
- » Consider the value of experimental design in how programs are architected and measured
- » See how scorecards become more meaningful when paired with a hypothesis-driven learning plan

PREPARING YOUR ORGANIZATION FOR DIGITAL AND MULTICHANNEL EXCELLENCE

- » Analyze the internal drivers of digital success for pharmaceutical companies
- » Review the people, processes and technology needed to form your company's foundation for innovation

4:00 Closing Remarks



WAYS TO REGISTER

 **Online: Click Here**

 **Email: register@pmaconference.com**

 **Phone: 201 871 0474**

 **Mail: PMA Conference Management
POB 2303
Falls Church VA 22042**

Registration Fees for Attending Digital Pharma Multichannel Boot Camp East:

Early Bird Pricing (Before October 19, 2018): \$1,995

Standard Pricing (After October 19, 2018): \$2,095

Onsite Pricing: \$2,195

GROUP DISCOUNT PROGRAMS

Offers cannot be combined. Early Bird rates do not apply. To find out more on how you can take advantage of these group discounts, call 866-207-6528.

Save 25% per person when registering four

For every three simultaneous registrations from your company, you will receive a fourth complimentary registration to the program (must register four at one time.) This is a savings of 25% per person.

Save 15% per person when registering three

Can only send three? You can still save 15% off of each registration.

TERMS AND CONDITIONS: By registering for an ExL Events ("ExL") event, you agree to the following set of terms and conditions listed below:

REGISTRATION FEE: The fee includes the conference, all program materials, and designated continental breakfasts, lunches and refreshments.

PAYMENT: Make checks payable to ExL Events and write 799818 on your check. You may also use Visa, MasterCard, Discover or American Express. Payments must be received in full by the conference date. Any discount applied cannot be combined with any other offer and must be paid in full at the time of order. Parties must be employed by the same organisation and register simultaneously to realize group discount pricing options.

****Please Note:** There will be an administrative charge of \$300 to substitute, exchange and/or replace attendance badges with a colleague within five business days of any ExL conference.**

CANCELLATION AND REFUND POLICY: If you cancel your registration for an upcoming ExL event, the following policies apply, derived from the Start Date of the event:

- Four weeks or more: A full refund (minus a \$295 processing fee) or a voucher to another ExL event valid for 12 months from the voucher issue date.
- Less than four weeks: A voucher to another ExL event valid for 12 months from the voucher issue date.
- Five days or less: A voucher (minus a \$395 processing and documentation fee) to another ExL event valid for 12 months from the voucher issue date.

CREDIT VOUCHERS: Credit vouchers are valid for 12 months from date of issue. Credit vouchers are valid toward one (1) ExL event of equal or lesser value. If the full amount of said voucher is not used at time of registration, any remaining balance is not applicable now or in the future. Once a credit voucher has been applied toward a future event, changes cannot be made. In the event of cancellation on the attendees' behalf, the credit voucher will no longer be valid.

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ExL Events reserves the right to cancel any conference it deems necessary and will not be responsible for airfare, hotel or any other expenses incurred by registrants.

ExL Events' liability is limited to the conference registration fee in the event of a cancellation and does not include changes in program date, content, speakers and/or venue.

*The opinions of ExL's conference speakers do not necessarily reflect those of the companies they represent, nor ExL Events.

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