



2ND PHARMA DIGITAL & MULTICHANNEL MARKETING BOOT CAMP

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
- ✓ Beyond the Decile: Advancing to New Levels of Targeting
- ✓ 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."

CONTINUE THE CONVERSATION.

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2ND PHARMA DIGITAL & MULTICHANNEL MARKETING BOOT CAMP

WHO SHOULD ATTEND?

DEAR COLLEAGUE,

The **2nd Pharma Digital & Multichannel Marketing Boot Camp** 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 successfully 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
- Explain the latest FDA social media guidelines and create initiatives that pass review
- 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 seeing you this February in Burlingame!

Sincerely,

Scott Friedberg

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

This boot camp is designed for pharmaceutical or biotechnology 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

VENUE

Hilton San Francisco Airport Bayfront
600 Airport Boulevard
Burlingame, CA 94010

To make reservations please call 1-866-324-6914 and request the negotiated rate for **ExL's February Meetings**. You may also make reservations online at: <http://bit.ly/2cH5NGp>. The group rate is available until **January 16, 2017**. Please book your room early as rooms available at this rate are limited.



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SPONSORSHIP AND EXHIBITION OPPORTUNITIES

Do you want to spread the word about your organization's solutions and services to potential clients who will be 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.

Jayson Mercado, Head of Digital Events

BOOT CAMP DAY ONE TUESDAY, FEBRUARY 7, 2017

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

12:30 Working Lunch

1:30 BEYOND THE DECILE: ADVANCING TO NEW LEVELS OF TARGETING

- » Identify ways to prioritize targets not just by scripts, but also by opportunity, risk of defection and more
- » Evaluate the customer value matrix and divide customers into actionable subgroups
- » Visualize MCM subgroupings in a waterfall to show your targeting choices to others in a simple way

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 messages to creating the content your customers are already searching for

3:00 Networking Break

3:30 CHOOSING YOUR WEAPONRY: WHEN TO USE WHAT Part 1 — 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, eSampling, and more

5:30 NETWORKING DINNER

Share experiences and get to know your peers over dinner and drinks.

7:30 End of Day One

BOOT CAMP DAY TWO WEDNESDAY, FEBRUARY 8, 2017

8:00 Continental Breakfast

8:30 FINDING A ROLE FOR SOCIAL MEDIA

- » Delve into social's five major roles in advancing your business objectives
- » Recognize the secrets for success in social listening
- » Review examples of social campaigns in pharma

SOCIAL MEDIA, THE FDA AND YOU

- » 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

10:00 Networking Break

10:30 CHOOSING YOUR WEAPONRY: WHEN TO USE WHAT (CONT'D) Part 2 — 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

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

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

2:00 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 what things are different 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

3:00 Closing Remarks

REGISTRATION
to register [CLICK HERE](#) or

Call: 201 871 0474
fax: 253 663 7224
email: register@pmaconference.com
web: <http://pmaconference.com/>
Mail: POB 2303 Falls Church Va 22042



Registration Fees for Attending ExL's 2nd Pharma Digital & Multichannel Marketing Boot Camp (Inclusive of Dinner on Day One):

Early Bird Pricing (Before December 16, 2016): \$1,999

Standard Pricing (After December 16, 2016): \$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 201 871 0474.

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 C866 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 organization 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

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 does not and is not obligated to provide a credit voucher to registered attendee(s) who do not attend the event they registered for unless written notice of intent to cancel is received and confirmed prior to the commencement of the event.

SUBSTITUTION CHARGES: There will be an administrative charge of \$300 to substitute, exchange and/or replace attendee badges with a colleague occurring within five business days of the conference.

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.

Please Note: Speakers and agenda are subject to change without notice. In the event of a speaker cancellation, significant effort to find a suitable replacement will be made. The content in ExL slide presentations, including news, data, advertisements and other information, is provided by ExL's designated speakers and is designed for informational purposes for its attendees. It is NOT INTENDED for purposes of copywriting or redistribution to other outlets without the express written permission of ExL's designated speaking parties. Neither ExL nor its content providers and/or speakers and attendees shall be liable for any errors, inaccuracies or delays in content, or for any actions taken in reliance thereon. EXL EVENTS EXPRESSLY DISCLAIMS ALL WARRANTIES, EXPRESSED OR IMPLIED, AS TO THE ACCURACY OF ANY CONTENT PROVIDED, OR AS TO THE FITNESS OF THE INFORMATION FOR ANY PURPOSE. Although ExL makes reasonable efforts to obtain reliable content from third parties, ExL does not guarantee the accuracy of, or endorse the views or opinions given by any third-party content provider. ExL presentations may point to other websites that may be of interest to you, however ExL does not endorse or take responsibility for the content on such other sites.