



7th Practical Conference

PROMOTION STRATEGIES OF PHARMACEUTICAL PRODUCTS AND BRANDS 2016

April 11–12, 2016, Hilton Moscow Leningradskaya
+7 495 995-80-04

Important! On the agenda:

Annual nomination “**The best advert**”

Evening of “advertising eaters” and awarding of the winners!

We are waiting your demands **till 1st of April** to address: rolik@infor-media.ru

Day 1, 11 April

LIFE –LENGTH BRAND

09.00 a.m. – 10.00 a.m. Registration, morning coffee, meeting colleagues

10.00 a.m. – Opening of the conference. Producer’s welcome speech

10.00 a.m.-11.00 a.m. Practical session 1: Magic of creation: Brand Elaboration

Moderator: **ALEXANDR OSIPOV**, deputy executive director, **Pharmatsevticheskiy Vestnik**

10.00 a.m. - 10.20 a.m. New tendencies in creation of pharm brand

TAMARA MIRZOYAN, sales and marketing director, **Invar**

10.20 a.m. – 10.40 a.m. Avoiding the typical mistakes on productive strategy planning. Evident and not evident algorithms.

Take to pieces via examples of different medicines:

- Identify potential core audiences (CA) and choose the priority (for decision of short- and long-term objectives);
- Establish a unique selling proposition for each CA according to its needs;
- Identify the problem and promote the necessary types of activities.
- How to overcome the main difficulties associated with the selection (definition) priorities in the product portfolio.

MARIA RUSINOVA, independent expert

11.40- 11.00 Effective multi-channel planning for pharmbands

ANTON SIPOVICH, strategic development director, **Advertising Agency ROSST**

11.00 a.m.-12.00 a.m. Workshop : Coming out of Evgeniya Lamina or why everyone hates launch

Description of the workshop:

- How does a marketer need to plan enter to pharmacy retail?
- How to beat the marketing of distribution network out?
- How “to sell” the idea to pharmacy chains?

Moderator: EVGENIYA LAMINA, VP sales and trading, **NovaMedica**

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12.00 p.m. -12.20 p.m. Coffee- break

12.20 p.m. -1.40 p.m. Practical session 2: Finished state and holding of leadership

Moderator: **GERMAN INOZEMTSEV**, executive editor, **Pharmatsevticheskiy Vestnik**

12.20- 12.40 Re-lunch of product: pros and cons

- Necessity of re-launch
- Important steps of correct re-launch
- Examples of successful and not successful cases of re-launch

OKSANA KRASNYH, Head of Customer Marketing Department, **Materia Medica Holding**

12.40-1.00 The maturity of the company - an integral part of leadership

- How can we evaluate the company's maturity
- maturity and leadership
- examples from different industries

KONSTANTIN POPOV, development director, **Glenmark**

1. 00 – 1.20 Promotion of pharmaceutical products in the organized retail (in pharmacy chains)

EVGENIY SMIRNOV, deputy general director on advancing of business-decisions, **Navicon**

1.20 – 1.40 Effective e-detailing 2.0

- One only presentations on the pad is no longer sufficient for building a high-quality communication with doctors. How to convey the right information?
- The task of the medical representative's visit is not only to sell, but to identify the needs of the doctor. How to build a system?
- E-detailing + ... How CLM tools change the usual format of interaction?

DAMIR SAMIGULLIN, managing partner, **NestLine**

1.30 p.m.-2.30 p.m. Lunch

2.30 p.m.-3.30 p.m. WORKSHOP: Portfolio Management Strategy in pharmaceutical company.

Description of the workshop:

- Strategic planning process in pharmaceutical company: overview of strategic possibilities
- The use of scenario analysis for strategic uncertainties management
- Special aspects of the use of classical strategic marketing tools for different business- models in Russia
- Modern approaches at the marking of promo-channels' effectiveness and optimization

Moderator: DMITRYI SHYUROV, director of commercial effectiveness and operational development department, **PFIZER in Russia**

3.30 p.m. – 5.30 p.m. Practical session 2: How to get maximum on the time of falling

Moderator: **GERMAN INOZEMTSEV**, executive editor, **Pharmatsevticheskiy Vestnik**

3.30 p.m. – 3.50 p.m. How to be on time saying “No” to brands investment

SERGEY MASTYAGIN, development manager at innovative marketing channels, **AstraZeneca Russia**

3.50-4.10 The analyzing of big data files: which is half of advertising budget thrown away?

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- It is very important to effectively invest under the condition of falling
- efficiency is achieved by taking decisions based not on the internal feelings and data
- pharmaceutical companies have a huge number of different data that are not always possible to use to make business decisions
- need to correctly and efficiently handle the data at the points of sale
- need to build reports that meet business objectives
- innovative approaches in analytics to rapidly make decisions, to analyze the effectiveness of investments and not to repeat the mistakes

PHILIP MILEVCHICH, executive director, **Pharmakey**

4.10 p.m. – 4.30p.m. Coffee- break

4.30 p.m. – 4.50 p.m. Digital marketing and big data Analytics in the pharmaceutical business

- What is going to be next year? Actual world trends in digital marketing
- Which tools do we need to use for brand promotion during a downturn?
- Big data for big pharma! How will Big Data Analyze help in the current situation?

ANTON FOTENKO, head of business development, national pharmacy reference **Apteki.ru** – «Pharmacies in Russia»

4.50 p.m. – 5.10 p.m. Trade marketing, integrated into company's digital marketing system. How to achieve efficiency through the integrated approach, multi-formatting and new technologies:

- Trade marketing - effective set of measures providing managed sales with strong growth and leadership in product categories in a stagnant condition and competitive market
- What is digital marketing system company? Key elements and technologies, their integration and use with maximum result.
- Fundamentally different level of development of trade-marketing practices - the integration of trade-marketing complex into digital marketing system. Digital-technology in the promotion of brands in the supply chain.
- The key characteristics of successful trade marketing model of pharmaceutical companies.
- Trade marketing and corporate social and information portals. Common platform for digital marketing system.
- Trade marketing inseparably connected with the CRM system and geolocation.
- Trade marketing system in Closed loop Marketing: e-Detailing and TradeSocialMarketing
- BI-systems in the service of trade-marketing programs. Why nobody wants activity without "transparent" analysts.
- Trade marketing and educational technology: how to use the potential of the training center for the promotion of brands

IGOR KLIMANOV, corporate development director, **ProfitMed**

5.10 p.m. -5.30 p.m. Partnership models

OLGA KIRTAEVA, director, **Biotehnos**

5.40 p.m. – 6.10 p.m. Evening discussion club. What for do you need to go to digital?

SERGEY MASTYAGIN, manager of innovation advancement channels development, **AstraZeneca Russia**

ILYA KUPRIYANOV, MBA, development director, **Doktor na rabote**

EVGENIY GORDEEV, managing partner, **Breffi**

MIKHAIL KOZLOVSKIY, business solution director, **IMS Health**

OLEG FELDMAN, managing director, **Ipsos Healthcare**

RUDOLF DANELIAN*, sales and marketing manager, **Bristol-Myers Squibb**

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6.10 p.m. Ending of the 1st day. Prime – time program.

6.10 p.m. – 7:00 p.m. Evening of “Advertising eaters”! The final voting and winners awarding in the nomination “The best advert of 2016”.

2 Day, 12 April

09.00 a.m. – 10.00 a.m. Registration, morning coffee, meeting colleagues

10.00 The beginning of workshop

EXCLUSIVE WORKSHOP!

One - day workshop about the practical aspects which are able to “switch” promotion companies of OTC - brand



Moderator: STANISLAV RESHETNIKOV, Marketing Director, Otcpharm (earlier - OTC Department, Pharmstandart)

He graduated from the MMA Sechenov, Faculty of Pharmacy, Ph.D. main professional experience with marketing and promotion of OTC drugs and Semi - ethical Rx- products.

Work experience: Organon, Schering-Plough, Sanofi-Synthelabo, Ivax, Roche, Pharmstandard

Description of the workshop:

We are living and working not in easy time, but in very interesting.

Golden days of organic growth in the consumption of goods and services have ended. If earlier marketer of pharmaceutical companies were allowed to remain refined theoretician and "celestial" - now the brutal realities force to transform even the most rigid brand managers.

We face the returning competition and the need to increase through aggressive weaning share, new restrictions from regulatory legislation, changes in consumer behavior and communication channels and so on ... the list could be continued.

There is only one way out - to increase efficiency!

The success of the marketing of OTC drugs is often represented as a difficult challenge where commercial component, communication with the end-user and the professional community, medical and sales representatives, pharmacy chains, etc. convolve in one clew.

In fact, this list often contains a lot of "husk", which has a small or uncertain impact on the final result, but this "husk" distracts marketers and takes his time and creative resources. And there are some really important components that determine the end result of a campaign by 90% - this is the "secret tumblers" of efficiency.

Therefore, we invite you to take part in one-day workshop, where we will look for the buttons and to learn the right push. We will work in a duplex mode, and in the following **key questions**:

- Is it possible to turn a bad pharmaceutical product in good?
- What sources of information useful and which are formal?
- What practical benefit can be derived from routine syndicated research?
- I versus they - how to assess their position to the competition?
- «Pathways of client": how to detect a pattern of consumer behavior?
- Restructured market: why is it important?
- Where to look for potential business growth?

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- «So, your product is very old, and he is dying" What's next?
 - How to seduce a pharmacy chain: Are there any secrets retail pick-up!
 - Communication strategy: positioning differs from the essence of the brand, and why the 10 key messages are a sign of marketing dementia.
 - Why is easy to make bad advertizing and so hard good?
 - Why OTC brand manager may skip the national cyclic meetings?
- ...And so on...

5.00 p.m. Ending of workshop.

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