



8th PRACTICAL CONFERENCE

PROMOTION STRATEGIES OF PHARMACEUTICAL PRODUCTS AND BRANDS 2017

10 April 2017 • Soglasie Hall



09.00 – 10.00 Registration, morning coffee, networking

10.00 Opening of the conference

10.00 – 12.20 PRACTICAL PANEL. RECIPES FOR DEVELOPMENT AND PROMOTION OF THE PRODUCT

Moderator: **GERMAN INOZEMTSEV**, editor in chief, Pharmvestnik

10.00 – 10.30 Promoting of products in the new information environment: Today and tomorrow in the development of marketing tools

OLEG FELDMAN, Managing Director, Ipsos Healthcare

10.30 - 11.00 Competences of marketers, marketing in small pharmacy

OLGA GLAZKOVA, general director, Alfa Wassermann Russia and CIS

11.00 – 11.30 Medical communication brand: competencies and tools

ELENA BACHINSKAYA, Medical Director, UCB

11.30-12.00 Doctors are also people, or how brands work with doctors on the Internet

MAXIM GOROSHKOV, CEO, Sova Digital

Q&A

12.20 – 12.40 Coffee –break

12.40 – 18.00 WORKSHOP OF MARKETING IN PHARMA

We act outside of the box!

12.40 – 13.40 Workshop.

Secrets and opportunities of P&L

EVGENIYA LAMINA, vice –president on commerce and sales, NovaMedica

ARTEM ZHAVORONKOV, director for logistics and business efficiency, NovaMedica

12.40 – 13.40 Workshop.

PRACTICUM LAB: Content – marketing as a basis of the medical promotion. Role of CLM

IGOR KLIMANOV, corporate development director, Profitmed

Ekaterina Mitina, conference producer, tel.: +7 (495) 995-80-04 ext. 1147, e-mail: e.mitina@infor-media.ru

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*-Confirmation is expected

	EVGENIY GORDEEV , general director, BREFFI
13.40 – 14.30 Lunch	
14.30 – 15.30 Workshop. Psychology of the seller, when the plans seem to be impracticable SERGEY BELOBORODOV , executive director, Sentiss Rus	14.30 – 17.20 PRACTICAL PANEL. Secrets of development of brands in the conditions of a lack of the budget Cases of the pharmaceutical companies 14.30 – 15.30 Experience of marketing research in the field of testing of advertising concepts and study of the portrait of the target audience TATYANA STARODUBTSEVA , marketing research director, Battersea Power Marketing RUS
15.30 – 16.00 Coffee-break	
16.00 – 17.00 Workshop. PSYCHOLOGY: The cobwebs of professional communication on the pharmaceutical market: errors, methods of wording and the psychology of perception by the target audience VLADISLAV UTENIN , business – coacher, general director, EMTWAY	16.00-16.30 Difficulties in assessing of hospital market ALEXANDER RUDIN , marketing department director, hospital medicines department, Veropharm 16.30 -17.00 Algorithm for increasing the effectiveness of promotion of medicines DMITRIY OREKHOV , strategic marketing expert, guildsman of marketers 17.00 – 17.20 Symbolic differentiation in the promotion of pharm-brands EKATERINA SYCHEVA , branding department director, ROSST ANDREY CHERKASHOV , strategic director, branding department, ROSST
17.00 – 18.00 Workshop. INSTRUMENTARIUM. Digital marketing: Digital Rx promotion DMITRY SCHOUROV , Russia Global Commercial Operations Lead Pfizer	17.20 – 18.00 Evening debating club "\"What makes the Pharma industry to strengthen its reputation among the population?\" MARIA RUSINOVA , deputy director of marketing and procurement, Pharm-Lex Experts: NATALIA PAVLOVA , head of public and government relations, Johnson & Johnson, Consumer Products, Russia, Ukraine and CIS ELENA KOLTSOVA , head of corporate communications, NANOLEK

18.10 – 19:00 Evening of " the ad eaters"! Final voting and awarding the winners in the category "Best promotional video 2017".

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