Profiles their experiences with industrialising multi-channel launches in a global pharmaceutical company

Astrazeneca on being customer centric in pharma, making sure you and your customers are ready and the opportunities are available

UCB Pharma explains how they took a global, collaborative approach to delivering patient centric solutions from a commercial perspective and put the customer in the centre

Sanofi examines how digital can be fully leveraged as part of the value proposal of a pharma company beyond the pill

Shire analyses the internet as megadata and how pharma is going to be working with this for the foreseeable future

Bayer Pharma AG provides detailed case studies into innovative mHealth services, mobile optimisation, multi-channel marketing and CLM solutions

WHAT'S NEW FOR 2014

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Welcome to the 2014, 6th Edition of Digital Pharma Europe!

It has been a landmark year for the Digital Pharma Series™. From the beginning of the year the fantastic response seen from the 5th Digital Pharma Europe conference, held at the Bristol-Myers Squibb HQ in Paris, France in February; the resounding success of the recent 4th Digital Pharma West in San Francisco in June, the inaugural launches of Digital Pharma Canada and Digital Pharma China as well as the eagerly anticipated flagship conference; 7th Digital Pharma East was held in October.

For 2014, we are delighted to announce that we will work in partnership with Bayer Pharma AG to hold to conference at their prestigious headquarters in Berlin, Germany.

ExL Pharma has developed a wealth of international contacts and we have leveraged our global conference and networking platform to decipher the challenges and opportunities available to the industry through assiduous market research. Given the growing trend of European pharmaceutical and medical device companies to develop global digital marketing platforms and programs, we are able to provide alignment on strategy and delivery of evolved business models.

We study each geographic region very carefully in isolation and also take care to match worldwide trends and innovations. Mobile, digital and social media marketing innovation continues to expand at pace and the European community is one of the more mature markets. Not quite at the level of the USA and having separate challenges due to the fragmented (multi-jurisdictional) regulatory environment, pharma companies are seeking new ways in which to develop their digital marketing teams and fully leverage social media.

We look forward to engaging you in high-level discussion, providing educational insight and unparalleled networking opportunities across 3 days at the prestigious Bayer Pharma AG HQ in Berlin. Please visit the website regularly for updates on the venue and growing speaker faculty!

All the best,

Warren Drysdale  
Senior Conference Director  
ExL Pharma

Jayson Mercado  
Head of Digital Events  
ExL Pharma
**CHALLENGE:** Moving to an evolved digital organisation: More and more pharma are taking a global approach to their digital platforms. Thus there is a need to identify core competencies, core skills and map out a strategy in line with differing geographic regulations

**SOLUTION:** We will outline how to make things happen despite local restrictions, what to outsource and which partner to choose in this.

**CHALLENGE:** Global compliance and MLR, how to provide practical compliance guidance for marketing teams so that innovative and robust digital strategies can be developed is increasingly a hurdle to innovation

**SOLUTION:** Discover how to develop apps, social media and other digital channel tools that fulfill legal obligations and mitigate risks—examine exactly what marketing and compliance have to think about in these processes at all time stages.

**CHALLENGE:** The commoditisation of digital: how can pharma reduce cost base? Austerity is putting pressure on pharma to do business in a different way, and we are now seeing a complete shift in different business models. How much should pharma do with traditional sales force for example? Certain therapeutic areas are not even sending reps anymore because the doctors no longer have the prescribing power

**SOLUTION:** Analyse how to develop robust business models that fosters quicker collaboration between divisions, allows for decision making processes to be made and lower levels of seniority and increases accountability in a cost effective manner.

**CHALLENGE:** How can you introduce digital in the value proposal of pharma companies, generating added value? Is digital only a channel for the pharma industry, and how can I build value into the digital proposal to provide value beyond the pill?

**SOLUTION:** Develop strategies and initiatives that allow you to convince payors of the benefits of your products through digital means.

**CHALLENGE:** How can you practically develop the notion of customer centricity into strategy and articulate this change in mentality throughout the enterprise to improve customer experience?

**SOLUTION:** Decipher how to put the customer in the center of strategy; analyse how to understand their information needs, their channel preferences and how to develop the right combination of online and offline. Social media is the great equaliser; review how Europe can bridge the gap with the US in social media engagement. Provide an agnostic customer experience across platforms and channels.

**CHALLENGE:** MCM is complimentary to traditional marketing but how can you optimally integrate? How can you develop a plan of action in the channel mix to better measure ROI? How is this done through departments, groups, people; CRM, CLM. What even is CLM today? Not just through traditional remote detailing and contact centres

**SOLUTION:** (a) Analyse case studies of true multi-channel marketing and a wider view of the marketing mixes. Learn how to better integrate the marketing mix and commercial channels: (b) Discover how reps are becoming digitised, how remote detailing evolving and discuss if this something that could replace reps (c) Practically understand planning and project management/campaign management and analytics for measuring campaign effectiveness

**CHALLENGE:** Mobile: looking at a more realistic perspective—app statistics are extremely unsuccessful for the most part. How can you practically evaluate what doesn’t work, what makes a good app and a bad app?

**SOLUTION:** Validate business reasons for an app, not just a ‘great idea’ from a product manager level; will the patient still be using it in a year and will it modify their behaviour
Andreas Fibig
President and Chairman of the Board of Management,
BAYER HEALTHCARE PHARMACEUTICALS

Brad Chapman
VIMPAT® Patient Solution Team, Mission Lead, Senior Director,
Head of Global Marketing CNS, UCB PHARMA

Ritesh Patel
Global Head of Digital & Innovation, INVENTIV HEALTH

Tom Masheder
Global Multi-Channel Marketing Director, GLAXOSMITHKLINE

Stefan Flueckiger
Head, Global Digital Marketing, BAYER PHARMA AG

Philip Haldar
Deployment Leader, Mobile Representative Enablement Project, European Commercial Strategy & Operations, GLAXOSMITHKLINE

Stefano Zagnoni
Head of Strategic Multi-Channel & Innovation, JANSSEN PHARMACEUTICALS

Philippe Kirby
Director, MERCK SHARP DOHME

Ingo Floren
Director, Customer Engagement & Digital Marketing, SANOFI

Morten Hjelmsoe
CEO, AGNITIO

Gökhan Salmanoğlu
Director, EURIT eMCM Lead, Emerging Europe, Russia, India, Turkey, PFIZER

Len Starnes
Founder & Consultant, LEN STARNES DIGITAL RESEARCH & CONSULTING

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Global Brand Manager, Betaferon, BAYER PHARMA AG

Yannick Di Mondo
Director Digital, Europe, MYLAN

J. Christopher Leidl
Head, Global Brand Stivarga BAYER PHARMA AG

Maria Mas
Head of Sales and Customer Promotions Network, ALMIRALL

Jay McMeekan
Director, Global Business Technology Strategy, BAYER PHARMA AG

Sam Walmsley
Head of Digital Europe, NOVARTIS CONSUMER HEALTH

Xavier Olba
Digital Business Strategy Manager, SANOFI

Nick Bartlett
European Head of Digital, INVENTIV HEALTH

Paul Field
Global Lead, Professional and Patient Communications, BAYER PHARMA AG

Jesus Cardenes
Commercial Operations Manager, SHIRE

Shona Davies
Associate Director, Marketing Communications/Channels, Univadis, MERCK SHARP DOHME

Nadja Christe
Lead HCP Digital Marketing, BAYER PHARMA AG

Dr. Manuela Schneider-Höfferer
Vice President, Global Program Head, VIFOR PHARMA LTD.

Moktar Diallo
Head of Commercial Effectiveness, ALMIRALL

Alexander Bittner
European Business Partner, Multi-Channel Marketing, PFIZER

Dr. Janos Penzes
International eMarketing Manager, RICHTER GEDEON PLC

Jeff Gaus
President & CEO, PROLIFIQ

Jon Brooks
Vice President - Strategic Accounts, PROLIFIQ

Bob Cannan
Founder & CEO, EAGLE PRODUCTIVITY SOLUTIONS

Ozgun Demir
Multi-Channel Excellence Manager, BAYER PHARMA AG
8:30 Registration and Morning Coffee

8:55 Opening Remarks from the Chair

9:00 Workshop Leader’s Opening Remarks
Engaging Customers through Field Driven Communications

- Review the elements of this emerging multi-channel marketing program
- Plot a strategy to maximise your content investments
- Identify and solve for potential, implementation roadblocks
- Drive ownership within sales
- Create metrics for success

Workshop Leader:
Jon Brooks, Vice President - Strategic Accounts, PROLIFIQ

12:00 End of Workshop and Networking Lunch for Mobile Day Participants

13:10 CASE STUDY
The Impact of CRM: Assessing the Wider Strategy

- The importance of strategy
- Converting data to insights
- Consistently taking action on insights

Jay McMeekan, Director, Global Business Technology Strategy, BAYER PHARMA AG

13:50 Austerity and the Pressure on Pharma to do Business in a Different Way: How Much do we Want to do with a Traditional Sales Force?

- Navigating areas where pharma are not sending sales force anymore: overcoming physician’s lack of prescribing power
- How to better migrate the marketing mix and commercial channels
- Integrating traditional marketing with multi-channel marketing
- Measuring campaign effectiveness and ROI: project management
- Optimising CLM not just through traditional remote detailing and contact centres

Philippe Kirby, Director, MERCK SHARP DOHME

14:30 CASE STUDY
Innovative mHealth Brand Services for Betaferon

- The role of mHealth in the LCM of a mature Brand
- Driving innovative mHealth services to increase brand loyalty
- Measuring and learning from the impact of patient empowerment for Pharma

Francois Pilon, Innovative eHealth Brand Services for Betaferon, BAYER PHARMA AG

15:10 Afternoon Networking Break

15:40 CLM: A Global Roadmap for an Average Size Company

- Optimising CLM as a function of commercial effectiveness
- Managing effective CRM and CLM implementation
- Commercial analytical reporting, data management and CLM
- Building customer knowledge into the CLM roadmap: profiling, segmentation and targeting

Moktar Diallo, Head of Commercial Effectiveness, ALMIRALL
Maria Mas, Head of Sales and Customer Promotions Network, ALMIRALL

16:20 CASE STUDY
Mobile Enabling your Sales Teams – a Pragmatic Guide to Successful Multi-Country Deployment

- iPad Deployment Key Insights
- CLM Content Development Key Insights
- Sales Representative Productivity Applications – User Needs
- Brand Manager Training Insights
- Sales Representative Training Insights

Philip Haldar, Deployment Leader, Mobile Representative Enablement Project, European Commercial Strategy & Operations, GLAXOSMITHKLINE, Digital Marketing Consultant, OTD LIMITED

17:00 Conclusion of Mobile Day
7:45  Registration & Morning Coffee

8:30  Opening Remarks From the Chair
Ritesh Patel, Global Head of Digital & Innovation, INVENTIV HEALTH

8:35  KEYNOTE
Welcome Address to Bayer Pharma AG and Industry Overview
Andreas Fibig, President and Chairman of the Board of Management, BAYER HEALTHCARE PHARMACEUTICALS

8:50  Tales of History and Regulation or How the Digital Age Broke into Pharma Marketing: a Personal Review and Future Outlook
- How to maintain continuity across channels and tactics
- From push-to-pull in healthcare communications
- Customer profiling and service design as business driver

Ingo Floren, Director, Customer Engagement & Digital Marketing, SANOFI

9:20  Addressing the Current Digital Marketing and eBusiness Landscape and a Future Outlook
Jan Deman, Director of eBusiness Europe, BRISTOL-MYERS SQUIBB

DIGITAL TRANSFORMATION AND THE EVOLUTION OF DIGITAL ORGANISATIONS

9:50  PANEL DISCUSSION
Making the Jump to Becoming a Truly Evolved Global Digital Organisation and Business Model in Life Sciences
- Deciding to take the approach to digital platforms: Identifying core competencies, skills and mapping out a strategy in line with differing geographic regulations
- Global compliance and MLR: how to provide practical compliance guidance for marketing teams so that innovative and robust digital strategies can be developed
- Developing apps, social media and other digital channel tools that fulfill legal obligations and mitigate risks
- What can Europe learn from the US in social media
- How can pharma reduce cost base but also deliver innovation?
- Understanding how to develop robust business models that foster quicker collaboration BETWEEN divisions and allows for accountability and decision making at lower levels of seniority
- How can you put the customer at the centre of your global strategy?

Moderator:
Jeff Gaus, President & CEO, PROLIFIQ
Panelist:
Dr. Janos Penzes, International eMarketing Manager, RICHTER GEDEON PLC.
Alexander Bittner, European Business Partner, Multi-Channel Marketing, PFIZER

10:20  Morning Networking Break

10:50  CASE STUDY
Making a Global, Collaborative Approach to Delivering Truly Patient Centric Solutions From a Commercial Perspective: Putting the Customer in the Centre
- Mapping out an approach for a global cross-functional remit
- Fostering quicker collaboration between marketing, medical affairs, market access, regulatory affairs and MLR
- Practically deciphering how to introduce accountability and decision making process at lower levels of seniority to accelerate initiatives
- Articulating the notion of customer centricity across functions: executing a corporate change in mentality that will improve customer experience globally
- Identifying customer needs, channel preferences, combination of online and offline
- Social media as the great equaliser: How to deliver this in an innovative way globally: bridging the gap between Europe and the US

Brad Chapman, VIMPAT® Patient Solution Team, Mission Lead, Senior Director, Head of Global Marketing CNS, UCB PHARMA

10:50  Beyond the White Coat Cliché - How Competitive is your Source of Customer Insight?
- For all the talk of customer-centricity, too many industry marketers still see their customers as no more than a series of ‘HCP’ categories defined by the same old sources of data
- Discover approaches to insight that build value by shifting the question from “Are we behind our competition?” to “Are we behind our customers?”
- Hear how a major global pharma brand is embracing these approaches to deliver properly valuable programs that meet customer needs in the real world, not just the pharma-marketing world

Nick Bartlett, European Head of Digital, INVENTIV HEALTH
Paul Field, Global Lead, Professional and Patient Communications, BAYER PHARMA AG

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11:50 CASE STUDY
From Digital to Service: Looking for a New Business Model in the Pharmaceutical Sector
- Digital as an opportunity to connect with customer and offer value added services
- Which stakeholder to focus? From HCPs to payor and patients
- Who will be willing to pay?

Stefano Zagnoni, Head of Strategy Multi-Channel & Innovation, JANSSEN PHARMACEUTICALS

12:30 Networking Lunch

OPTIMISING COMMERCIAL CAPABILITY AND BUILDING VALUE INTO THE DIGITAL ENTERPRISE

13:30 Training as a Service: Keeping Your People and Software in Sync
- Training as we know it doesn’t cut it in today’s rapid cycle “…as a service” business environment
- The solution: training. But not the current model which is built on massive deployments that are a logistical nightmare, expensive and disruptive to business
- Enter Training as a Service; an agile, responsive, affordable model that delivers as-needed training customised to the nature and extent of new releases throughout the year
- Software and training are perpetually in sync, so your people can keep working at the top of their game with no interruptions

Bob Cannan, Founder & CEO, EAGLE PRODUCTIVITY SOLUTIONS

14:00 The Business Value of a Non-Commercial Engagement: The Unividis Story
- A global approach to efficient customer engagement: relationship building and permission marketing
- Defining ROI for a non-promotional service
- User-centric design protocols and how that impacts innovation
- The regulatory considerations for a service to medicine

Shona Davies, Associate Director, Marketing Communications/Channels, UNIVADIS, MERCK SHARP DOHME

14:30 Afternoon Networking Break

15:15 CASE STUDY
Digital as a Part of the Value Proposal of Pharma Companies Beyond the Pill
- With the current situation, pharma companies have the great opportunity to innovate and increase the added value offered to stakeholders
- Patients need to be treated with efficient drugs but they need to have an integral service to better manage their pathology
- Pharma companies through digital tools have an opportunity to improve their value proposal for patients (diagnosis, monitoring, training...)
- Pharma companies can offer digital services to improve the health system efficiency collaborating with healthcare professionals and payors

Xavier Olba, Digital Business Strategy Manager, SANOFI

15:45 CASE STUDY
Leveraging New Channels to Create Brand Awareness for Stivarga, a New Targeted Therapy in the Treatment of Colorectal Cancer
- How to develop a content strategy and distribute across platforms – print, digital, and live events
- To understand which channels global team’s should maximise to extend reach and impact

J. Christopher Leidli, Head, Global Brand Stivarga, BAYER PHARMA AG

16:15 Conclusion of Day One and Networking Cocktail Reception

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Ensuring commercial success and building value in digital initiatives beyond the pill
ADOPTING AN INTEGRATED MULTI-CHANNEL MARKETING APPROACH

8:40 Industrialising Multi-Channel Launches in a Global Pharmaceutical Company
- Customer preferences, market access, and the speed of information exchange have shifted the channel and marketing mix for brand teams to successfully launch an asset or new indication in 2014
- A highly fragmented global operating model that lacks standardisation meant ad hoc success, slow cycle times within and across markets (local operating companies or LOCs), and impact to our ability to be customer-focused
- Our goal was to develop a standard global to local operating model and processes to drive awareness, trial, and usage by the appropriate patient through a core stack of digital channels
- Appropriate franchise (Oncology) and global platform support (Global Digital Services: Jeremy Pincus) allowed us to achieve our objective(s)
- Next steps... embed and optimise and grow

Tom Masheder, Global Multi-Channel Marketing Director, GLAXOSMITHKLINE

9:10 Update your Strategy as you Update your Technology: The New Marketing Thinking that gets the Best Out of Digital Communication
- New technology offers the opportunity to think differently about communication
- Digital sales tools enable us to switch from low value message delivery to high value individualised communication
- Just introducing new systems however isn’t enough. Updating technology requires that we update our strategy too

Morten Hjelmsoe, CEO, AGNITIO

9:40 CASE STUDY
Multi-Channel Marketing @ Bayer Pharma
- Organisational readiness and culture
- Global planning and local demands
- Multi-channel application within a customer centric context
- Drivers and barriers
- Learnings

Stefan Flueckiger, Head, Global Digital Marketing, BAYER PHARMA AG
Ozgun Demir, Multi-Channel Excellence Manager, BAYER PHARMA AG

10:40 CASE STUDY
Leapfrogging Marketing in the Digital Era in Pharma
- The need for change in the marketing model in pharma
- What does multi-channel marketing bring to internal and external customers in pharma
- Essentials to build the right MCM strategy

Gökhan Salmanoğlu, Director, EURIT eMCM Lead, Emerging Europe, Russia, India, Turkey, PZIFER

11:00 CASE STUDY
Driving Topline with Multi Channel Selling
Bernd Haas, Senior Principal, Lead Technology & Applications Central Europe, IMS HEALTH
Ute Wolff, Senior Consultant, IN/TOUCH

11:50 PANEL DISCUSSION
Optimally Integrating MCM in a complimentary way to Traditional Marketing. Developing a Workable Plan of Action in the Channel Mix to Better Measure and Deliver ROI
- What are the first steps in developing a plan of action?
- Understanding planning and project management/ campaign management and analytics for measuring campaign effectiveness: What metrics should you pay attention to?
- Optimising across departments, groups and people
- What are CRM and CLM today, not just through traditional remote detailing and contact centres?
- The big question: How can you quantitatively and qualitatively deliver on what you promise?

MODERATOR
Len Starnes, Founder & Consultant, LEN STARNES DIGITAL RESEARCH & CONSULTING

PANELISTS
Stefan Flueckiger, Head, Global Digital Marketing, BAYER PHARMA AG

13:50 CASE STUDY
Multi-Channel Marketing: From Theory to Practice
- Is multi-channel marketing really needed?
- A 6 step process: Where to start from?
- Channel mix optimisation: how to chose confidently

Yannick Di Mondo, Director Digital, Europe, MYLAN

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Integrating traditional marketing with a multi-channel approach, better planning the channel mix and measuring ROI through effective analytics
14:20 Developing a Medical Education Platform to Increase Awareness

- Medical education’s role in pre-launch activities
- Increasing awareness through digital media
- Impact on development with medical education platform

Dr. Manuela Schneider-Höfferer, Vice President, Global Program Head, VIFOR PHARMA LTD.

14:50 Afternoon Networking Break

15:20 Developing a Medical Education Platform to Increase Awareness

- Medical education’s role in pre-launch activities
- Increasing awareness through digital media
- Impact on development with medical education platform

Dr. Manuela Schneider-Höfferer, Vice President, Global Program Head, VIFOR PHARMA LTD.

LEVERAGING BIG DATA INTO MARKETING AND SALES STRATEGY OF THE FUTURE

15:50 Internet is Mega Data

“We are in the world of mega data and we are going to be living with it for the rest of your life.” Nations, different organisations and also pharmaceutical companies are racing to acquire and manage the biggest data and make the best use for their objectives. This perspective of internet raises important points of debate for our industry

- What are the sources of data we have available?
- What processes and resources should we have available to capture and manage it?
- How can we maximise the use of mega data in pharmaceutical companies?
- Which are the boundaries for an ethical use of megadata?
- What are the legal limits?

Jesus Cardenes, Commercial Operations Manager, SHIRE

16:20 Closing Comments and Close of Conference
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WHO SHOULD ATTEND

Professionals from the pharmaceutical, biotechnology and medical device industries whose responsibilities include:

- Marketing
- Digital Marketing
- Digital Strategy
- Multi-Channel Marketing
- Social Media
- New Media
- Mobile Marketing
- eMarketing
- eBusiness
- Customer Strategy & Operations
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- Advertising & Promotions
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- Regulators
- Digital Agencies
- Technology Providers

TARGET AUDIENCE

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- 21% Agency
- 45% Pharma/Biotech/Biopharma/Medical Device
- 23% Digital/Technology Solutions
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Please note ExL is not holding a block of rooms but we recommend the following local hotels to book a guest room reservation at if you are in need of housing for the meeting:

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