

SUCCESSFUL PHARMACEUTICAL MARKETING THROUGH BRANDING

12 December 2005, A12-4305



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PHARMACEUTICAL

SUCCESSFUL PHARMACEUTICAL MARKETING THROUGH BRANDING

Realise the Full Potential of Prescription Products and Maximise Asset Value

Topics to be covered on this course:

- Branding as an Essential Part of Marketing
- Develop a Brand Personality in the Healthcare Sector
- The Marketing Process: Building a Winning Brand
- The 4 'C's: Hallmarks of Successful Brands
- Establish and Maintain a Memorable Brand
- Lessons from the 'Losec' Case Study

With:

Dr Günter Umbach

Managing Director of Healthcare Marketing
Dr Umbach & Partner Physician and former Marketing Director
and

Ian Talmage

Senior Vice President, Business Strategy & Intelligence, Bayer Healthcare



12 December 2005
Harrington Hall Hotel, London

INTRODUCTION

Many marketers do not realise the full impact that branding offers to them.

This course will help you to explore the strategy, tools and techniques behind successful branding as well as the statutory limits imposed by health authorities.

BENEFITS OF ATTENDING

You will use branding more effectively to drive sales of your product and to grow professionally. The principles shared in this course can be applied across therapeutic areas, business franchises and company portfolios.

WHO SHOULD ATTEND

This course has been designed for marketers in the pharmaceutical industry including:

- Product Managers
- Brand Managers and Marketing Managers
- Directors

DOCUMENTATION

Delegates will receive a course material folder containing comprehensive documentation provided by the speakers, which will be a valuable source of reference for the future.

A Certificate of Attendance for Professional Development will be given to each participant who completes the course.

COURSE LEADERS

Dr Günter Umbach worked as Product Manager and Marketing Director in the pharmaceutical industry. As international team leader of a billion-Euro brand he led his team to the highest sales in the history of the product. He now manages Healthcare Marketing Dr Umbach & Partner, training and advising European marketing professionals. He is a faculty member at a business-oriented university and a European management school. His book entitled '*Successfully Marketing Clinical Trial Results: Winning in the Healthcare Business*' will be published in 2006.

Ian Talmage has held senior positions in Strategic Planning, Global Marketing and Business Development & Licensing in a number of global pharmaceutical companies. His launch management experience includes 'Losec'/'Prilosec' and 'Diovan' two highly successful global brands, and he has gathered significant cross-TA knowledge in Gastroenterology, Cardiology, Oncology, Respiratory, Transplantation, CNS, Dermatology and Ophthalmology. In addition, Ian has worked in many different geographies, having been based in the UK, US, Sweden, Switzerland, The Netherlands and now Germany.

FORTHCOMING EVENTS

For a full list of forthcoming conferences and seminars please visit our website at: www.management-forum.co.uk.

You may make a registration and request a brochure on-line.

PROGRAMME

► Basics

- Branding as an essential part of Marketing
- Be first or be better: Why quality is not enough
- Reinforcing differentiation through the power of branding
- Maximising the value of products by building brand equity

► Develop a Brand Personality in the Healthcare Sector

- How can branding drive prescription and consumer behaviour?
- Maximise the impact of your medical research data on your brand
- Branding prescription drugs within the legal and regulatory framework
- Execution and timing: Learning from other company's mistakes

► The Marketing Process: Building a Winning Brand

- Distil a clear brand from the wealth of attributes
- Create a vital brand by giving it a relevant meaning
- Product positioning and unique selling proposition as centrepieces
- The benefits of innovation: Dare to be different and unique

► Tap the Power of Words

- What your brand name should convey
- Which words do you want to own in the prospect's mind?
- Brand language: Pay attention to 'own' vocabulary and connotations
- Core message: Ensure the right vocabulary right from the start

► Visualise

- Influence the subconscious by choosing appropriate design, layout and style
- Harness the power of symbols and illustrations
- Use visuals with impact: Test them
- Increase credibility by choosing convincing images

► Address People's Emotions

- Distinguish between scientific quality and impact of evidence
- Build an emotional bond by combining facts and feelings
- Convince by telling captivating human interest stories
- The role of 'humanising' your pieces

► The 4 'C's: Hallmarks of Successful Brands

- Competence
 - Show relevance to customer needs
 - Solve a problem
- Credibility
 - Build identity
 - Evoke trust by honesty
- Concentration
 - Narrow the focus
 - Weed out the non-essential stuff
- Continuity
 - Ensure consistency over time
 - Ensure consistency between Medical, Marketing and Opinion

► Establish and Maintain a Memorable Brand

- Burn your way into your customer's brain with a clear focus
- Recall: Project the brand identity intensely and consistently
- Brand work can be boring work: The importance of consistency
- The mantra for an unforgettable brand: Repeat and repeat again

► Lessons from the 'Losec' Case Study