

# SUCCESSFUL MARKETING OF CLINICAL TRIAL RESULTS

18 September 2006, A9-4406

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## APPLICATION TO REGISTER

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## YOU MAY REGISTER BY:-

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Management Forum Ltd

www.management-forum.co.uk

E-mail: registrations@management-forum.co.uk

If you have NOT received confirmation seven days after registering, please contact registration department.

If you do not want to receive future mailings from Management Forum please contact info@management-forum.co.uk  
If you do not wish to receive selected third party mailings please contact info@management-forum.co.uk

## REGISTRATION INFORMATION

Date 18 September 2006

Times Start: 09.30 Finish: 17.00

Registration & Coffee 09.00

### Venue

Harrington Hall Hotel,  
5-25 Harrington Gardens,  
London SW7.

### Directions

Nearest Underground station: Gloucester Road.  
Map available on Website under Hotels and Venues.

### Accommodation

A limited number of bedrooms have been reserved at the Harrington Hall Hotel, 5-25 Harrington Gardens, London SW7, at a special rate of £123.41 (single) inc. continental breakfast, £131.92 (double) inc. continental breakfast. All +17.5% VAT, only valid up to 14 days before the conference - subject to availability.  
Hotel Tel: +44(0)20 7396 9696.  
Hotel Fax: +44(0)20 7396 9090.  
Email: nhharringtonhall@nh-hotels.com

**All bookings should be made directly with the hotel quoting Management Forum and your credit card number.**

### Fee

**£520 +17.5% VAT.** The fee includes course documentation as well as mid-session refreshments and lunch. Invoice and confirmation will be forwarded to you.

Conference No. A9-4406

### Discounted Rates

Available on application for personnel from non-profit making organisations and registered charities.

**Group discount available on request.**

### Cancellation Policy:

Over 14 days prior to the Seminar: Cancellation fee of £75. 7/14 days prior to the Seminar: 50% of the fee.

Fewer than 7 days or if no notification received:

Registrant liable to pay FULL seminar fee.

**NB: Cancellations must be received in writing by lesley@management-forum.co.uk.**

In the event of circumstances beyond its control, Management Forum reserves the right to alter the programme, the speakers, the date or the venue.

# SUCCESSFUL MARKETING OF CLINICAL TRIAL RESULTS

## Using Clinical Trial Results as Part of your Marketing Strategy

### Benefits of this one day interactive seminar:

- Turning Science into Sales
- Capitalise on the Value of Existing Scientific Data
- Take Full Advantage of Study Results
- Exploit the Commercial Potential of Medical Research
- Maximise the Impact of Clinical Trials on Revenue

With:

### Dr Günter Umbach

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

Author of the book:

**'Successfully Marketing Clinical Trial Results: Winning in the Healthcare Business'**

*Comments from previous delegates include:*  
**'Excellent ideas and good materials for real life practice'**  
**'Fantastic breadth of knowledge – great real world examples'**

18 September 2006  
Harrington Hall Hotel, London



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## INTRODUCTION

Pharmaceutical companies spend vast sums of money conducting high-quality clinical trials for their prescription drugs. However many companies often fail to realise the full impact these trial results could have on prescription behaviour **if included within their marketing strategy**. By harnessing the specific skills required for successfully marketing these trial results, companies can fully exploit the commercial potential of medical research.

This programme explores the arsenal of tools, techniques and skills necessary for marketing clinical trial results to assist in fully exploiting this business opportunity. It transfers the knowledge and passion for success in clinical trials to marketing and sales.

## WHO SHOULD ATTEND

This course has been developed specifically for research-based pharmaceutical companies operating in the European prescription drug market. It is aimed primarily at those working in Marketing and Product Management, but may be of benefit to those who work closely with or who interact with marketing departments. This meeting has not been designed for those working in clinical research.

## ATTENDANCE LIMITED – EARLY REGISTRATION RECOMMENDED

This limitation, a unique feature of Management Forum seminars will give participants the opportunity for an in-depth discussion of the examples, case studies and group exercises.

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

## COURSE LEADER

**Dr Günter Umbach** is a physician with a 12 year career in the pharmaceutical industry, where he worked within Product Development, Medical and as a Marketing Director. As a global brand Team Leader, he steered the worldwide marketing campaign for a clinical trial that led a billion Euro product to the highest sales in its life cycle. He is Managing Director of Healthcare Marketing Dr Umbach + Partner, a consultancy involved in training marketing professionals throughout Europe. He writes on continuing marketing education and is a faculty member at two business-oriented universities and at an international management school. He is author of *'Win in Pharma Marketing through Successfully Marketing Clinical Trial Results'* which will be published in autumn 2006.

## DOCUMENTATION

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

## FORTHCOMING EVENTS

For a full list of forthcoming conferences and seminars please visit our website at: [www.management-forum.co.uk](http://www.management-forum.co.uk). You may make a registration and request a brochure on-line.

## PROMOTIONAL OPPORTUNITIES

Through promotional opportunities and exhibitions, your company can access the audience at this event in order to increase awareness of your organisation, its services and products.

Please contact Barbara McManus at: [barbara@management-forum.co.uk](mailto:barbara@management-forum.co.uk)

## PROGRAMME

- ▶ **Maximise the Impact of Research Data on Business**
  - Understanding scientific data as business opportunities
  - Leverage the power of marketing clinical studies
  - Why some pharmaceutical companies are more successful than others
  - Selling the brand, not the study
- ▶ **Distill a Clear Content from the Wealth of Scientific Data**
  - How to benefit from the study before the results are available
  - Draw out advantages by asking smart questions
  - Outwit the competition: How to address the 'class effect'
  - KISS: How to Keep It Short and Simple
- ▶ **Create a Convincing Communication Concept**
  - Infuse creativity by talking to the people your competitors would not think to contact
  - Adjust prototypes quickly to account for customer feedback
  - How to get the attention the study deserves
  - Keep asking: Do the activities strengthen the brand?
- ▶ **Unleash the Power of Words**
  - Ensure consistency in your vocabulary right from the start
  - How to write persuasive texts
  - What I should and should not say
  - Tap the innate power of headlines and subtitles
  - Articulate product benefits convincingly for sales reps and physicians
- ▶ **The Art of Visualising**
  - Pictures and design as elements which influence the subconscious
  - Harness the power of images for conveying the competitive advantage
  - Persuade by addressing emotions
  - Create captivating human interest stories
  - Unlock synergies by combining words and images
  - How to be memorable
- ▶ **Ensure Internal Support**
  - Portray the study as a golden opportunity
  - How to tap the reservoir of resources
  - How to rally support through effective internal communication
  - Get top management to help you
  - Emails that make a difference
- ▶ **Design a Winning Communication Strategy**
  - Pre-Marketing
  - Publications
  - Presentations and conferences
  - Opinion Leaders
  - Micro-VIP meetings: Training and silencing experts
  - Electronic media and the Web
  - Public Relations and the media
  - Sales force
  - Advertising
  - Pulling it all together
  - How to maximise the benefit from agencies and consultants
- ▶ **Get Things Done**
  - Master the craft of successful implementation
  - Transform the internal project image from submarine to flagship
  - Secret for success: Network effectively by connecting to people
  - How to master timelines by igniting a culture of urgency
  - Fight the clock: Who is the scheduling guru?
- ▶ **Accomplish your Business Objectives**
  - 'Sell baby, sell'
  - Initiate and share rewards
  - Pitfalls and risks on your way towards achieving goals
  - Partnering with the front line people: The sales force
  - Five golden rules for turning marketing plans into reality