

Pharma Marketing Workshop

Making Marketing Work For You

You will receive ideas and tips on how to

- Gain more impact
- Achieve results
- Become more successful

Your Benefits

By attending this course you will

Win Customers

Convince stakeholders by meeting the needs of physicians, experts, patients, pharmacists, payers, and managers

Grow Revenue

Increase sales and profits by developing a smart strategy and implementing the appropriate tactics

Strengthen Your Market Position

Increase market share by highlighting the value of your product and by building a strong brand

Realize your full potential and succeed in your professional life

Pragmatic Methodology

This event is a dynamic and energizing learning experience.

The workshop will focus on

- Solutions Original insights solving real-life case studies
- Outcome Practical tips for effective implementation
- Results Recommendations for maximizing your impact

You will update your know-how using an approach that is

- Imaginative Vivid examples and stimulating suggestions
- Grounded Based on extensive industry-specific experience
- Personal Discover and exploit hidden opportunities

You will receive fresh thoughts and creative ideas for achieving your personal goals.
Contact us for a mind-expanding look behind the scenes of the industry.

Who should attend?

This workshop is designed for product managers and marketers early in their careers. It is also beneficial for more experienced managers who want to refresh their current know-how and for solution providers wishing to understand pharma marketing.

Program

Strategies, Tips, Tools and Techniques That Help You Achieve Results

DAY I: Basics

Identify your Success Criteria

Overview of key performance indicators

Intermediate criteria: Response rates, unique visitors, conversion rate, etc

Financial objectives: Revenue, cash flow, return on investment (ROI)

Your personal goals: Gain experience, enlarge network, realize aspirations

Develop a Clear Marketing Strategy

Analysis: Investigate target group and marketing dynamics

The SWOT analysis

The unmet need as an opportunity: Understand the prospect's problem

Positioning: Develop a powerful message

Attention: Arouse interest in content

Benefit: Offer a fact-based solution

Superiority: Show unique value and outwit the competition

Validation: Support with reference, quote, story

Behavior: Ask for action

Getting professional support from outside

Build a Winning Brand

Hallmarks of successful brands: The 4 'C's

Enforce adherence to branding guidelines

Resist your agency's temptations

Address all senses creatively

Trademark: Make brand name known

Brand vocabulary: Identify distinctive words

Core message: Concentrate key content into one sentence

Bullet points: Formulate additional short statements

Important number: Identify the most relevant number

Memorable marks: Select a letter, syllable, symbol
Easy legibility: Select appropriate font, size and contrast
Proven layout: Choose an effective page format
Right color: Use brand color
Comprehensible tables: Optimize rows and columns
Convincing graphs: Make diagrams crystal-clear
Compelling visuals: Use suitable and consistent images
Give-aways: Find appropriate objects
Check: Test draft and adapt to feedback

DAY II Capitalize on Opportunities

Start a Dialogue with Your Customers

Overview of channels
Select effective communication routes
Experts: Advisory boards, professional societies
Events: Conferences, workshops, presentations
Scientific publications: Abstracts, articles
Personal contacts: Connect and network with people
Market research: Interviews, focus groups
Online: Websites, videos, social media, communities
Public relations: Engage the media, work with journalists
Advertising: Print and electronic adverts, brochures
Sales force: Train and motivate representatives
Direct marketing: Mailings
Telephone service hotlines and call centers
Continuing medical education
Clinical studies
Sponsoring societies and patient advocacy groups
Imaginative actions

Customer Relationship Management (CRM)

CRM as a company-wide business strategy

Manage your interactions with prospects and clients

Ensure top-level support before starting

Philosophy: One face to the customer

Tackle business issues before choosing a technology

Organize CRM around the customer and not products

Estimate customer life time value (CLV)

Navigate toward valuable clients

Nurture customers and entice former customers to come back

The challenge of implementing CRM

Implement Effectively

Moving from theory to practice: Execute your plans

Your recipe for accomplishment: Keep the project moving

Write a comprehensive high-impact action plan

Post deadlines and milestones: Make timelines visible

Ensure follow-up and monitor performance

DAY III Succeed with Know-How

Harness the power of words (with exercises)

Develop the complete package to express your message

Words can be jewels that convey your competitive advantage

Employ words that are easy to imagine and have invisible pull

Know the 'magic' words

Employ words that inspire, excite and reassure

Be careful with 'power talk'

Follow the 'Question and Answer' scheme

Remember Zarathustra: Speak the truth, but speak it pleasantly

Edit your texts: 'Translate' into the positive version

Examples for turning negative words into positive words

Convert 'blind' headlines into interesting titles

Insert purposeful subheadings

Trial vocabulary revisited: Post it!

Choosing Layout, Style, Design (with exercises)

Sophisticated art work versus design that works

Augment the impact of your text by placing bullet points

Choose logotype, letter size, width of lines, spacing, background color

Layout: Make best use of the most precious space

The fine art of combining picture and text

Always use a caption for your pictures

Don'ts and Dos for captions

Example: Rearrange layout

Sophisticated art work versus design that works

Financials for Non-Financial People (includes exercises)

Break-even point

Profit vs cash-flow

Profit margin

Return on Investment (ROI)

Product contribution

Net Present Value (NPV)

Health Economics and Outcomes Research (includes exercises)

Marketing aspects of HEOR

Cost-Minimization Analysis (CMA)

Cost-Benefit Analysis (CBA)

Cost-Effectiveness Analysis (CEA)

Cost-Utility Analysis (CUA)

Becoming a Leader

Keep in mind the key success factors: The 3 'P's

Attract good people: Get talent on board

Themes that excite people

Provide an experience

Educate your people: Train them and teach them

Demand performance: Make people deliver results

Reward your people: Offer gifts and prizes

Shape Your Future

Envision your future: A fulfilling career

Invest in your personal growth

Expand your know-how

Live up to your potential

Reserve Your Place

Go to the website and register now >>

Please note

The official program will start daily at 09:00 am and finish at 17:00 pm.

The speaker will be available for informal discussions from 17:00 to 18:00.

Downloads of the essential charts shown will be provided free of charge.

Changes in the actual program may occur.

The live program will be adjusted to reflect the participants' wishes.