

Pharma Marketing

4 Modules | 5-8 October 2020 | 1:30pm-5:00pm (SGT) | Live Online Learning

**2+1
Offer!**

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registration
page for
details!



Delivered in **Live Online Learning** Format

**Course
Director**



David K Bobs, Director, frame kirkland

David has been involved in the pharma industry for 20+ years, and held roles in sales, sales management, marketing strategy & multichannel marketing, medical education and commercial/contracting/lifecycle management. He has held national and international training roles for a number of companies including Janssen, Elan, Sanofi, and Iqvia, GSK, BMS, AstraZeneca, Medac, Abbvie pilot launch projects and has recently completed a programme for Merck on marketing capabilities and will be doing another project with Novartis.

Key Learning Outcomes & Case Studies Include

- ▶ Insight driven market understanding with analytics and big data
- ▶ Marketing strategy and tactics – multi channel approaches and metrics
- ▶ Payer marketing approaches
- ▶ Launch excellence and ROI
- ▶ E commerce strategy development
- ▶ Regulatory considerations for marketers
- ▶ Case study-based approach for practical takeaways

REGISTER NOW > www.informaconnect.com.sg/pharmamarketing

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WHY LIVE ONLINE LEARNING

The current Covid-19 pandemic has put strains on various areas of business, especially when it comes to deriving commercial value from new initiatives. During this phase of self-isolation and working from home, we can help you meet your professional development needs and you can still take your professional development plans to the next level.

To support your learning goals we have converted our face-to-face trainings to LIVE Online Sessions. This way you can continue to attend live and interactive training sessions within the virtual classroom space where you can see and speak, with your Subject Matter Expert and other participants.

- Progress through the course with fellow participants as you would in a classroom
- 20% price advantage, plus travel budget savings
- Controlled environment with speaker managing the Q&A and discussions
- Module based approach to help manage your time
- Earn your Digital Certification and broadcast your achievements to your peer

Trainer/Participant Interaction

- Conduct Q&A with course directors in real time
- Interactive format including breakouts, group discussions, real-time collaborative exercises and sharing of results
- Engage in live tests & polling, get immediate results and evaluations
- Chat with your fellow participants with text messages or by voice
- Follow online presentations or whiteboards in real-time
- Virtually "raise hand" to put forward Q&As with trainers
- Seamlessly receive case studies, video, documents

Learning Platform

GoToTraining

Hardware/Software Requirements

- Desktop or mobile device manufactured no earlier than 2016
- WiFi Connection, Cable or Fibre Broadband with minimum 1 Mbps of bandwidth available
- A USB headset with microphone, or a microphone and speakers built into your device

Participant Onboarding

1. Book a demo **here:** <https://www.goto.com/training>
2. Alternatively, request a personal onboarding session with Informa (only for confirmed participants) by contacting: register@informa.com

ABOUT THE COURSE

This 4-module seminar will use one end-to-end case study through the four days, plus additional cases to illustrate specific points. It will illustrate the "how to" in each of the steps, participants will brainstorm what they would do, and will then be shown what was done.

COURSE DIRECTOR



David K Bobs, Director, **frame kirkland**

David has over 20 years' experience within pharmaceutical industry and has held roles in sales management, marketing and commercial/contracting/lifecycle management. He offers national and international training roles for many global organisations including Janssen, Elan, Sanofi, IQVIA, Abbvie and many more.

David founded frame kirkland in 2007. The firm designs and delivers a range of L&D programmes for commercial and medical teams with a focus on integrating cross-functional approaches to marketing excellence, including brand planning & execution, launch excellence, forecasting, payer excellence, global-regional/local approaches, digital marketing etc. The frame kirkland team has capabilities in specialist therapies including diabetes, oncology, haematology, cardiovascular, respiratory medicine, infectious diseases among others. David has developed and delivered programmes across 50+ countries (including Singapore/Asia Pac).



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- Module Commencement: **1:30pm** (SGT)
- Module Conclusion: **5:00pm** (SGT)

Timing is based in Singapore Time (GMT+8) unless otherwise stated. These timing schedules act as a guide and may be modified slightly on the depth of class discussion and whether assessments are being conducted.

4-Module Course Syllabus

MODULE 1

A MARKETING EXCELLENCE METHODOLOGY, WITH TOOLS AND TIPS ON HOW TO APPLY THESE.

Marketing & Brand planning

Market Understanding & Insights

Market Understanding

- How to synthesise key information, issues and opportunities for strategy development
- Big data in MU and in Metrics

Case Study: *Demonstrating the impact of big data on marketing decisions*

Insights

- How to develop insights and using these insights to explore potential patient opportunities

Exercise – moving from information to insight

MODULE 2

Strategy to Execution

Strategy

- How to prioritise patient opportunities and decide what the winning strategy should be

Tactics

- How to develop strategically aligned communications objectives and deciding on channel mix, including digital/ multi/omni-channel methods

Metrics

- How to decide on appropriate KPIs & associated metrics

Exercise – defining communications objectives from strategy

Tactics & Execution

- Digital/omni channel
- Sales force structure/sizing
- Fully aligning a multichannel campaign

E commerce strategy development

- Regulatory considerations
- The ground up approach
- Operating models
- Recent collaboration examples

Special situations in marketing. An overview of two specific areas of interest.

MODULE 3

Payers

Payer Marketing and Engagement Campaigns

- Payers in Market Understanding (MU)
- Profiling the payers
- Defining what is important to payers
- Patient-as-payer: The special case of affordability
- Messaging and communications
- Aligning the payer marketing to the overall brand marketing

Exercise – building a payer value story (country-specific case studies)

MODULE 4

Launch Excellence

The launch management process including

- Launch project management
- Disease perception management
- Setting launch goals

Case studies - launch excellence in Rx and OTC

Regulatory in Strategy/Tactics

- FDA Compliant marketing
- Advertising and promotion
- Market Access
- Packaging and Labelling
- HCP Marketing
- Brexit and impact on marketing

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Informa Connect is A Trading Name of IBC Asia (S) Pte Ltd

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EASY WAYS TO REGISTER



Telephone
Contact **Devi Nyunt** +65 650 82476



Email
register@informa.com



Web
www.informaconnect.com.sg/pharmamarketing



LinkedIn **Facebook**

Live Online Learning!

- **20%** Price Advantage
- **Save** on Travel budgets
- **Replicate** on site classroom experience
- **Tools** for Enhanced Participant / Trainer interaction
- **Onboarding** for all attendees
- **Proven** and **secure** training platform

FEE PER DELEGATE	EARLY BIRD RATE Register and Pay on or before 14 August 2020	NORMAL RATE Register and Pay after 14 August 2020
<input type="checkbox"/> 4-Module Live Online Learning	SGD 3,395 SGD 2,716 (20% Learning Fee Discounted)	SGD 3,595 SGD 2,876 (20% Learning Fee Discounted)

Register 2 Delegates & the 3rd attends
FREE!

**Applicable to Normal Rates only*

For Bank Transfer; Payment Terms & Conditions; Cancellation & Substitution Policies, please visit <https://www.informaconnect.com.sg/terms/>

- Special **Group Discount** pricing is applicable to groups of 2 or more delegates from the same organisation registering for the same event, at the same time.
- Fee stated is the discounted price **PER DELEGATE**. Only one discount applies - either the early bird rate OR the Special Group Discount.
- A **7% Goods & Services Tax (GST)** is applicable to all Singapore based companies for Singapore venue.

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DATA PROTECTION

The personal information entered during your registration/order or provided by you will be held on database and may be shared with companies in the Informa Group in the UK and internationally. Occasionally, your details may be obtained from or shared with external companies who wish to communicate with you offers related to your business activities. If you do not wish your details to be used for this purpose please contact our Database Department at Email: database.sg@informa.com, Tel: +65 6508 2400 or Fax: +65 6508 2408.



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