

“ Fantastic array of digital innovators!
Looking forward to 2018!
- Director, Digital Marketing, Johnson & Johnson ”

2018 BioPharma eMarketing Summit

#BioPharmMktg

EAST

September 12-13, 2018 | Nobu Hotel, Eden Roc Resort | Miami, FL

Learn 2 YEARS of healthcare digital marketing strategies in just 2 DAYS in Miami this September!

REGISTER BEFORE
JULY 31, 2018 &
SAVE \$200. GROUP
DISCOUNTS AVAILABLE

2018's Speaker Faculty Includes:



Ted Rubin
Leading Social Marketing Strategist, Keynote Speaker, Acting CMO
Brand Innovators Group



Bryan Cohen
Digital Platform Lead, Innovation Fellow
Pfizer



John Vieira
Senior Director, Global Marketing
Leo Pharma



Craig Delarge
Head of Emerging Digital Acceleration
Takeda Products



Mark Bard
Entrepreneur, Co-Founder
Digital Health Coalition



Josef Bednarik
Director, US Medical Affairs
Eli Lilly & Co.



Rodney Spady
Head of Consumer and Digital Marketing
Sanofi



McKay Allen
Director of Global Digital Marketing
Ivantis

Why Attend?

- **45+** leading industry biopharma digital marketing speakers
- **12+** hours of networking sessions and breaks
- **220+** senior participants spanning pharma, biotech, medical device & tech digital executives
- **Special focus** on b2b/direct to both consumer and physician marketing
- **Exhibition and Tech showcase** from AI, VR, sales enablement, digital creative agencies and more
- **2 events for the price of 1** – Co-located with the 3rd MedDev eMarketing Summit East



Sponsors & Event Partners



@Curtiscoulter5
#BioPharmMktg

Join our Public Relations & Marketing Professionals Group

“Attending this event helped completely reinvent our consumer-facing campaign in a cost-effective and timely manner. Wonderful program!”

- Senior Product Manager, Takeda

Back by popular demand, the **2018 BioPharma eMarketing Summit East** is taking place in Miami, FL this September at the spectacular Nobu Hotel, Eden Roc Resort on Miami Beach.

Don't miss your opportunity to join our global community of healthcare marketing experts and innovators dedicated to unlocking imagination in service of health and medicine. By attending this “TED-style” event, you will be enabled to fuel your life science marketing strategies as an engine for growth, unlock revenue, gain aggressive market share, build stronger brands and secure your own personal success as a marketing leader.

Take advantage of future innovative marketing and sales trends to position your business for success. From hands-on training to breakout sessions, keynotes, and panel discussions, you'll get valuable insights, tools, and techniques for making the most of your marketing and sales campaigns, whether you're new to digital marketing or an experienced veteran.

The **2018 BioPharma eMarketing Summit East** provides a platform for marketing, product management and brand management professionals to learn, benchmark and understand key criteria needed in order to effectively initiate and leverage a digital marketing campaign for product and brand success. This unique event allows you to dive into the many issues and emerging opportunities in digital marketing facing pharmaceutical & biotech professionals today.

Leading session topics and takeaways include:

- Bringing the Social Media #Revolution to Health Care
- Enhancing Multichannel Marketing Campaigns Direct to Patients and Physicians
- Content is King: Building a Content Supply Chain that Works
- Targeting and segmentation based on audience data
- Harmonizing Mobile Utilities within your Sales Team to Drive ROI
- Integrated Customer Experience for a Marketer
- AI / AR / VR and machine learning to automate journeys
- Bridging the Gap Between Marketing and IT in a Digital Revolution
- Data Visualization Utilizing Big Data to Tell Stories and Streamline your Pipelines
- The Art and Science of Customer Experience Marketing
- Launching and Marketing New Products
- Disruptive Marketing

Expect to leave this conference empowered to turn your digital challenges into a strategic path forward. Objective insights, guidance, innovative case study examples, answers to important questions and business-building decision support...all from the trusted experts in pharmaceutical and biotech marketing and sales. Engage in dynamic conversation with your industry peers at our multiple networking sessions, and hear multiple novel digital marketing strategies, which will save your organization millions of dollars. Be sure to register yourself and colleagues for this important event today!

We look forward to seeing you in Miami for this unique marketing event!

Sincerely,

Simon Curtis
Co-Founder & CEO
Curtis & Coulter

P.S. Register today and gain access to the co-located 3rd MedDev eMarketing Summit Stream running parallel. 2 events for the price of 1!

Venue Information

Located in Miami Beach, Eden Roc Resort's captivating vibe pulses with a dynamic convergence of modern and classic, delivering the unexpected with a sophisticated and memorable resort experience. The resort merges the best aspects of yesterday with today, flawlessly blending iconic style with fabled glamour.

Nobu Hotel Miami Beach

4525 Collins Avenue
Miami Beach, Florida
33140
United States
+1 (305) 250-2204

[Book Room](#)

Room Reservation Information:

Curtis & Coulter has reserved a block of rooms at a discounted rate for conference participants. Please mention “**BioPharma**” to take advantage of the discount. You must book your room by **August 31st, 2018** to be eligible for the discounted rate. Please book your room early, as the rooms available at this rate are limited.

Who Should Attend?

This conference is designed for professionals from the pharmaceutical, medical device, healthcare, biotechnology and industries whose responsibilities include:

- Chief Marketing Officers
- Chief Digital Officers
- Chief Customer Officers
 - Heads of Sales VPs, Heads, Directors and Managers of marketing disciplines including:
 - Multi-channel Marketing
 - Customer Experience
 - Brand / Product Management
 - Marketing Analytics
 - Business Development
 - Digital Commerce
 - IT
 - Regulatory Affairs

This program will also be of interest to:

- Component Suppliers
- Marketing Service Providers
- Interactive Marketing
- Advertising Agencies
- Legal Consultants
- Academics
- Technology Experts

The BioPharma eMarketing Summit East

is the perfect platform to engage pharma & biotech companies over 2 valuable interactive days. Sponsoring at the Summit allows you to announce your new products and services, generate new leads, extend brand awareness and maintain existing relationships. Our speakers and attendees have expressed interest in meeting with solution providers such as:

- Sales Enablement Companies
- Healthcare Marketing Agencies
- Digital & Mobile Marketing Providers
- Interactive Marketing Organizations
- Advertising Agencies
- Public Relations Firms
- Legal & Regulatory Compliance Firms
- Consultants
- Technology Experts

*Packages currently available include:
30 Min Speaking Engagements* – Panel Participation – Networking Drinks Reception Chairing – Branding Sponsorships – Exhibiting Only*








**Solution provider speakers MUST be approved by the event producer as a complement to the program.*

*Interested in finding out more?
Schedule a call TODAY!*

Click [HERE](#) to set an appointment



Day One Main Conference – Wednesday, September 12th, 2018

7:30 am – 8 :30 am	Registration and Continental Breakfast for Conference Attendees					
8:30 am – 8:55 am	<p>Collaboration is King! Ice Breaker</p> <p>For today's Biopharmaceutical Marketer, the idea of collaboration is one that should never leave the table. Successful organizations will ensure that their internal departments are working hand-in-hand with one another. And, even more successful companies know that there could be huge benefits to reap by collaborating with others across the healthcare ecosystem. To instill this idea of collaborating for success, we are going to play a fun little ice-breaker game.</p>					
8:55 am – 9:00 am	Welcome and Chairperson's Introduction & Opening Remarks					
9:00 am – 9:30 am	<p>KEYNOTE: Build Greater Intimacy with Clients and Profit from ROR: Return on Relationship...</p> <p>In a connection economy, relationships are the new currency. If you want to continue to reach your customers in this hyper-competitive age of social media, your marketing needs to focus on building relationships. Your metrics need to expand beyond ROI to include ROR: Return on Relationship™, #RonR. While ROI is simple dollars and cents, ROR is about people...including the value (both perceived and real) that will accrue over time through connection, loyalty, recommendations and sharing.</p> <p> Ted Rubin Keynote and Social Media Strategist, Co-Founder Prevailing Path</p>					
9:30 am – 10:00 am	<p>The Digital Health Revolution. How Technology Will Revolutionize Today's Healthcare Marketer</p> <ul style="list-style-type: none"> • How the convergence of technology and life sciences will transform humanity • Why the health information revolution is only just getting started • How your business can make the shift to light-speed in health innovation • Defining what digital means for your organization and understanding a vision worth fighting for • Design your organization to deliver on the vision (not the other way around) <p> Mark Bard Entrepreneur, Investor, Founder Digital Health Coalition</p>					
10:00 am – 10:30 am	<p>Targeted Digital Strategy for Healthcare Customer Experience (Cx)</p> <ul style="list-style-type: none"> • Developing a Customer Experience Strategy – consistent approach to business planning • Identifying relevant customer segments and channels • Developing engaging customer communications and offerings – what's their journey through the system • Tracking results and evolving your approach <p> Richard Rowe Head of Pharmacy and Professional Marketing Johnson & Johnson</p>					
10:30 am – 11:00 am	Morning Networking & Refreshment Break in Exhibit Hall					
11:00 am – 11:30 am	<p>Engaging IDN Influencers in the Changing Healthcare Landscape</p> <ul style="list-style-type: none"> • Examining best practices of adapting go-to-market model to effectively compete • Examine the regional differences and changes to the healthcare ecosystem • Determine if a regional or national marketing strategy will be most effective • Introduce a process to ensure your marketing strategies will be best aligned for current and future changes to the environment <p> Terry Coutsolioutsos Senior Vice President, Marketing, Sales Operations, and Communications (MSC) Siemens Healthineers</p>					
11:30 am – 12:00 pm	<p>Bursting The Healthcare Bubble: Moving Towards a Truly Customer-Centric Mindset</p> <ul style="list-style-type: none"> • Delivering on the constantly evolving bar of customer expectations • Focusing on the customer experience that will in turn lead to better business results • Lessons learned from shifting our focus outside of our commercial model and onto the customer <p>* Speaker to be confirmed shortly</p>					
12:00 pm – 12:45 pm	<p>PANEL DISCUSSION: Leading Change Management in Your Digital Healthcare Marketing Setup</p> <ul style="list-style-type: none"> • Examining best practices for managing change within the digital marketing organization, as well as beyond the organization, to include agencies and other partners • Examining effective new 'top down' and 'bottom up' methods • Assessing middle managers as real change agents • Sharing industry best practices (or lesson learned) with medical device marketing professionals <p>Panelists:</p> <table border="0"> <tr> <td> John Vieira Senior Director, Global Marketing Leo Pharma</td> <td> Craig Delarge Head of Emerging Digital Acceleration Takeda</td> <td> Steven Kamphausen Vice President Global Sales and Marketing ARMS Medical Products</td> <td> Christine (Tina) Grogan Vice President, Marketing Acelity</td> <td> Zoe Dunn President & CEO Hale Advisors, Inc.</td> </tr> </table>	 John Vieira Senior Director, Global Marketing Leo Pharma	 Craig Delarge Head of Emerging Digital Acceleration Takeda	 Steven Kamphausen Vice President Global Sales and Marketing ARMS Medical Products	 Christine (Tina) Grogan Vice President, Marketing Acelity	 Zoe Dunn President & CEO Hale Advisors, Inc.
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12:45 pm – 2:00 pm	Networking Lunch in the Exhibit Hall					





	BioPharma eMarketing Stream	MedDev eMarketing Stream
2:00 pm – 2:30 pm	<p>Revolutionizing Your Brand Campaign via Social Listening, Content Marketing and Agency Collaboration</p> <ul style="list-style-type: none"> Examining reasons why a market leader would need a brand campaign Assessing market research findings Social listening, myth busting and the power of engaging moms and dads on social media Bringing the campaign to life, metrics and lessons learned Brand campaign updates and steps forward  <p>Craig Delarge Head of Emerging Digital Acceleration Takeda</p>	<p>Utilizing Digital Strategy to Create a Content Engagement & Conversion Funnel for Patients</p> <ul style="list-style-type: none"> Key criteria needed to plan your overall patient engagement strategy Understanding what digital architecture you need based on your target behavioral characteristics Developing a journey map for your audience Customizing your content strategy to get it right first time Developing a conversion strategy t tap into different patient communities  <p>Omar Khateeb Director of Growth Marketing & Branding Potrero Medical</p>
2:30 pm – 3:00 pm	<p>What Can Content Do For You?</p> <p>There are many ways to present content in order to establish your brand as both a resourceful thought leader and trusted partner to your customers. From articles and blogs to video and social media, how do you leverage your existing content and bring in industry experts, without any impropriety? Most importantly, how can you do things differently to support your customer as well as set your brand apart?</p> <ul style="list-style-type: none"> What does content really mean, and how can you properly manage it? Working with influencers Storytelling What to create internally versus what to source  <p>Bryan Cohen Digital Platform Lead, Innovation Fellow Pfizer</p>	<p>Content is king. Creating a Digital Storybook to Nurture your Customers</p> <p>Any medical device marketer will tell you that showcasing case studies is a vital ingredient to marketing and sales success; yet very few actually master the art of writing a killer case study that doesn't make people tune out. In this interactive, hands-on session we will:</p> <ul style="list-style-type: none"> Identify the "right" topic for a great story line Select the "right" client Understand the elements of a great case study and how to combine emotion and the business value to the story Learn how to interview a subject – know which questions you need to ask Craft the story for the "right" audience  <p>Christine (Tina) Grogan Vice President Marketing Acelyt</p>
3:00 pm – 3:30 pm	<p>Enhancing HCP Engagement and Customer Experience via Digital</p> <ul style="list-style-type: none"> Uncovering novel strategies for harmonizing your marketing and sales Customer Experience Mapping – How to achieve this so you can collect insights and innovations Customer Experience Design – Using service innovation and human-centered design to design exceptional customer experiences that minimize customer effort and create habits Predicting consumer behavior to accelerate sales  <p>Rodney Spady Head of Consumer and Digital Marketing Sanofi</p>	<p>Streamlining Sales with Content Marketing to Deliver the Right Message at the Right Time</p> <ul style="list-style-type: none"> Developing a mutually-beneficial integrated sales and marketing plan based around your most valuable prospects, focusing on the buying journey, not sales process Evaluating buyer metrics for prospects at each stage of the sales process Assessing how long each stage of the sales process will last Understanding the necessity for accurately documenting strategies used to enhance prospects further along the sales cycle Systematically measuring progress: Reinforce successful strategies, and eliminate / redesign tactics unsuccessful in advancing the buyer's journey  <p>Austin Phillips Chief Marketing Officer Precision Medical Products</p>
3:30 pm – 4:00 pm	Afternoon Networking & Refreshment Break in Exhibit Hall	
4:00 pm – 4:30 pm	<p>Artificial Intelligence — Super Hearing for Healthcare Marketers. Making AI and Machine Learning Practical</p> <ul style="list-style-type: none"> Learn the risks that voice interfaces present to every healthcare brand and how voice-driven search is transforming communication strategy Explore the untapped market potential of personalization and the value that exists in your current marketing data Discuss a real-world implementation of artificial intelligence (AI) to solve a common healthcare marketing challenge Learn how AI accelerates identification and validation of critical market insights that empower creation of a durable competitive advantage Define what you must do today to succeed in a future driven by AI, natural language processing, and voice interfaces <p>* Speaker to be confirmed shortly</p>	<p>Brand Storytelling: Listing to the Consumer Data to Enhance your Approach</p> <ul style="list-style-type: none"> Examining reasons why a market leader would need a brand campaign Assessing market research findings Social listening, myth busting and the power of engaging moms and dads on social media Bringing the campaign to life, metrics and lessons learned Brand campaign updates and steps forward  <p>Ross Sylvia Senior Director of Global Product Management and Marketing NuVasive</p>

“I’ve had the privilege of attending multiple Curtis & Coulter events over the years and find them to be very valuable. The team cultivates an atmosphere that leads to real relationships that grow and thrive long after the conference has ended.”







- Jessica Boden, 2e Creative

4:30 pm – 5:00 pm	<p>Digital Health in the Emerging Markets: How eMarketing is advancing in Asia, Latin America and Central Asia</p> <ul style="list-style-type: none"> • Understanding key elements why medical device manufacturers opt for using digital to new customers overseas • Assessing emerging regions where medical device organizations are marketing their devices digitally, and why • Discussing advantages and disadvantages with marketing your product in emerging regions • Identifying and examining correlations of digital marketing strategies proven successful with particular types of product and region  <p>Ben Putman Vice President, Digital Revance Therapeutics</p>	<p>Storytelling Success: The Art of Writing Effective Case Studies</p> <p>Any medical device marketer will tell you that showcasing case studies is a vital ingredient to marketing and sales success; yet very few actually master the art of writing a killer case study that doesn't make people tune out. In this interactive, hands-on session we will:</p> <ul style="list-style-type: none"> • Identify the "right" topic for a great story line • Select the "right" client • Understand the elements of a great case study and how to combine emotion and the business value to the story • Learn how to interview a subject – know which questions you need to ask • Craft the story for the "right" audience <p>* Speaker to be confirmed shortly</p>
5:00 pm – 5:30 pm	<p>Customer Experience Marketing for New Products in Emerging Markets</p> <ul style="list-style-type: none"> • Uncovering novel strategies for harmonizing your marketing and sales • Customer Experience Mapping – How to achieve this so you can collect insights and innovations • Customer Experience Design – Using service innovation and human-centered design to design exceptional customer experiences that minimize customer effort and create habits • Predicting consumer behavior to accelerate sales  <p>Josef Bednarik Director, US Medical Affairs Eli Lilly & Co.</p>	<p>Developing Successful Digital Campaigns for New Product Launches</p> <ul style="list-style-type: none"> • Understanding key criteria required for a virtual launch of a new device product • Identifying unique approaches for leveraging your product marketing strategy directly through digital devices between both patient and physician • Multi-platform launch ideas: Assessing the viability of your customer as part launch strategy • Leveraging multiple digital platforms for cross-promotion with related branded products launch new products product • Assessing successful techniques for driving physician engagement  <p>Scott Klein Senior Director of Global Marketing, Strategy, and Education - Heart Failure Therapies Abbott</p>
5:30 pm – 6:00 pm	Chair's Closing Remarks, Drinks Reception and End of Day One	

Main Conference Day Two - Thursday, September 13th, 2018

7:40 am – 8:55 am	Continental Breakfast for Conference Participants	
	BioPharma eMarketing Stream	MedDev eMarketing Stream
8:55 am – 9:00 am	Continental Breakfast for Conference Participants	
9:00 am – 9:30 am	<p>Perfecting the Art and Science of Customer Experience Marketing</p> <ul style="list-style-type: none"> • Uncovering novel strategies for harmonizing your marketing and sales • Customer Experience Mapping – How to achieve this so you can collect insights and innovations • Customer Experience Design – Using service innovation and human-centered design to design exceptional customer experiences that minimize customer effort and create habits • Predicting consumer behavior to accelerate sales  <p>Sai Punjabi Global Digital Marketing Capabilities and Operations Director Allergan</p>	<p>True Marketing Leadership: Creating a Digital Culture that Resonates with your Customers</p> <ul style="list-style-type: none"> • What if we focused on purely listening and understanding the true consumer insights? • What if we could identify the very Micro-Moments that mattered? • What if we dynamically changed our narrative for the consumer at those moments? • We should... We can... We do... • Because If we focus on the "Patient" then all else will follow. • In this session we'll look at some of the interesting insights for our industry and explore some best-in-class examples across various sectors.  <p>Steven Kamphausen Vice President Global Sales and Marketing RMS Medical Products</p>
9:30 am – 10:00 am	<p>DISRUPTIVE MARKETING: What Growth Hackers, Data Punks and Other Hybrid Thinkers Can Teach Us About Navigating the New Normal</p> <ul style="list-style-type: none"> • Advancing your strategy while we move into the era of post-digital where experience and tangible goods trump tiny screens and digital mechanisms • Overcoming the social divide with advertising: Understanding why advertising must begin to reflect reality more than simply what it perceives is life • Understanding the importance of novel product development and educating customers on the best way on how they can utilize them in ways they have yet to envision via the wisdom of crowds • It's not the size of your pocketbook but what you plan to build; Social and tech platform utilization to get ahead in the marketing curve  <p>Geoff Colon Senior Marketing Communications Designer Microsoft</p>	<p>Perfecting the Art and Science of Customer Experience Marketing</p> <ul style="list-style-type: none"> • Uncovering novel strategies for harmonizing your marketing and sales • Customer Experience Mapping – How to achieve this so you can collect insights and innovations • Customer Experience Design – Using service innovation and human-centered design to design exceptional customer experiences that minimize customer effort and create habits • Predicting consumer behavior to accelerate sales  <p>Julia Eisman Global Marketing Solutions Facebook</p>

10:00 am – 10:30 am	<p>Uncovering Next-Generation Digital Strategies for Harmonizing your Marketing and Sales Teams</p> <ul style="list-style-type: none"> Developing a mutually-beneficial integrated sales and marketing plan based around your most valuable prospects, focusing on the buying journey, not sales process Evaluating buyer metrics for prospects at each stage of the sales process Assessing how long each stage of the sales process will last Understanding the necessity for accurately documenting strategies used to enhance prospects further along the sales cycle Systematically measuring progress: Reinforce successful strategies, and eliminate / redesign tactics unsuccessful in advancing the buyer's journey  <p>McKay Allen Director of Global Digital Marketing Ivantis</p>	<p>Streamlining Sales with Content Marketing to Deliver the Right Message at the Right Time</p> <ul style="list-style-type: none"> Developing a mutually-beneficial integrated sales and marketing plan based around your most valuable prospects, focusing on the buying journey, not sales process Evaluating buyer metrics for prospects at each stage of the sales process Assessing how long each stage of the sales process will last Understanding the necessity for accurately documenting strategies used to enhance prospects further along the sales cycle Systematically measuring progress: Reinforce successful strategies, and eliminate / redesign tactics unsuccessful in advancing the buyer's journey  <p>Tony Cambria Director, Marketing & Education Services Stryker</p>
10:30 am – 11:00 am Morning Networking & Refreshment Break in Exhibit Hall		
11:00 am – 11:30 am	<p>Bridging the Gap Between Marketing and IT in a Digital Revolution</p> <ul style="list-style-type: none"> Getting to know your customers on a deeper level: Rally around customer service Working together to accelerate innovation: Unifying customer data across all channels Responsible data management: Turning data into value Collaborating with product teams to develop brand strategies and marketing plans targeting both B2B and B2C audiences  <p>Ben Atkinson Senior Digital Marketing Manager Clinical Genomics</p>	<p>Streamlining Sales Force Communication Through Multi-Channel Marketing for Small Businesses</p> <ul style="list-style-type: none"> Discussing a best in class approach to delivering information and news to a large geographically dispersed sales force Using real-time data to innovate and drive revenue growth Boosting productivity, creating efficiencies, improving ROI through the efficient use of technology Delivering marketing messages through the use of interactive learning  <p>Levi Kirwin Director of Commercial Marketing Accelerate Diagnostics</p>
11:30 am – 12:00 pm	<p>Creating a Comprehensive Digital Strategy to Accelerate Target Engagement</p> <ul style="list-style-type: none"> Defining your marketing goals to plan your strategy Understanding what your target market requires from a digital campaign Examining and choosing from a series of novel digital marketing routes to differentiate yourself from your competition, and appeal to your customers Deriving direct eMarketing routes of customer access based on data Creating a content plan to effectively engage your target market Examining launch-through-development of chosen marketing channel fundamentals  <p>John Vieira Senior Director, Global Marketing Leo Pharma</p>	<p>Creating a Symbiotic Relationship with Sales & Marketing</p> <ul style="list-style-type: none"> Understand the detriment that operating in silos is ineffective for most organizations Determine how to effectively combine the marketing and sales departments together for a more cohesive approach Identify ways your sales teams can best work with marketing strategically Best practices for long-term and successful collaboration with marketing and sales  <p>William Spinelli Director of Sales & Marketing Therapro CORF</p>
12:00 pm – 1:15 pm Networking Lunch in the Exhibit Hall		
1:15 pm – 1:45 pm	<p>Integrating Social Media into the Marketing Mix</p> <ul style="list-style-type: none"> Successful strategies to implement and pitfalls to avoid Balance in the marketing mix—avoiding too much reliance on any one medium Integrating mobile loyalty programs Moving beyond the notion that crowd-sourcing is a new phenomenon Incorporating customers into every aspect of the business model  <p>Lucy Abreu Otsuka Senior Director, Corporate Communications</p>	<p>PANEL: Enhancing the Social Media #Revolution to Health Care: A HCP's Perspective</p> <ul style="list-style-type: none"> Understanding various social media platforms and their advantages in healthcare communications Formulating a cohesive strategy for presenting the company and interacting in the digital realm in absence of clear regulations from the FDA Examining concrete applications of social media to support patient and physician education Identifying innovative ways to utilize social media platforms to enhance HCP engagement Educating your customer through social media outreach <p>* Panelists to be confirmed shortly</p>
1:45 pm – 2:15 pm	<p>The Road to ROI: Building a Strategy for Social Marketing Success</p> <ul style="list-style-type: none"> Why social must align with business objectives How companies/brands should organize their teams for social success How to integrate social into the overall marketing mix Why engagement is at the heart of social success How to develop "Brand Ambassadors" that count  <p>Natasha Desai Director, Digital Acceleration Sanofi</p>	<p>How to Create & Cultivate a Digital Culture in your Organization</p> <ul style="list-style-type: none"> Embracing transparency Encouraging collaboration - the importance of sharing learnings and insights between departments Implementing a learning and development program that caters to all levels Utilizing digital to mitigate and leverage risk Innovation: Understanding how to create a culture of innovators within your group  <p>Timothy Hale Director of Marketing and Sales Operations Neuronetics</p>

2:15 pm – 2:45 pm	<p>Innovation and Michelangelo: The future of the Market & our Changing Dynamic in Business</p> <ul style="list-style-type: none"> • Developing a Customer Engagement Strategy by segment • Identifying relevant content topics and preferred channels • Developing engaging customer communications and offerings • Tracking results  <p>Gabriel Brun Associate Director, Strategic Marketing New Business Development Neuroscience Johnson & Johnson</p>	<p>Utilizing Public Relations & the Media to Spread the Word</p> <p>Have you ever wondered how new medical technologies make it onto the 5pm news? Do you wish YOUR revolutionary technology would be featured in the mass media but don't have an expansive budget to hire a PR agency? In this session, you will learn how one small medical device company landed hundreds of news placements without a formal agency and on a shoe string budget. You, too, can raise your products awareness, pique interest and drive demand with both patients and healthcare providers following some sharply focused and creative steps</p> <p><i>* Speaker to be confirmed shortly</i></p>
2:45 pm – 3:10 pm		
3:10 pm – 3:40 pm	<p>The Power of Engagement: Interactive Techniques to Breathe New Life into your Marketing Campaign</p> <ul style="list-style-type: none"> • Utilizing short-lived content • Creating an effective video marketing campaigns • Platforms of choice to engage users • Exploring demographics amongst social platforms  <p>Kelly Bock Associate Director, Digital & Multi-Channel Marketing Allergan</p>	<p>Effectively and Efficiently Combining Multiple Marketing Strategies in A Digital Format</p> <ul style="list-style-type: none"> • Assessing historic successful print marketing materials and how these can be utilized in a digital format • Identifying and examining successful creative formats to enhance the delivery of online digital catalogs, and product literature to physicians and hospitals more efficiently • Examining innovative strategies displaying how these materials can be effectively adopted and used via reps in a customer facing manner through cloud systems  <p>Alison Gerlach Director of Marketing TandemLife</p>
3:40 pm – 4:10 pm	<p>Building and Enhancing Physician Engagement Using a Multi-Channel Approach</p> <ul style="list-style-type: none"> • Understanding key criteria needed to building lasting relationships with your key customer segments • Examining customer variables including age, sex, race, location and more to understand how you can target these within one multi-channel approach • Identifying fundamental customer needs: What do each customer segment require in order to nurture their interest in your campaign? • Collaborating this data into a multi-channel digital marketing plan • Discussing successful multi-channel marketing campaigns through strategic consumer engagement  <p>Maarten van Essen Digital Strategy Manager Takeda</p>	<p>Creating a Comprehensive Digital Strategy to Service Your Target Market – A Step-By-Step Approach</p> <ul style="list-style-type: none"> • Understanding what your target market requires from a digital campaign • Deriving direct eMarketing routes of customer access based on data • Creating a content plan to effectively engage your target market • Examining launch-through-development of chosen marketing channel fundamentals • Distribution and promotion of your digital content calendar <p><i>* Speaker to be confirmed shortly</i></p>
4:10 pm – 4:40 pm	<p>Transformative Marketing: Taking Digital from Data to Demand Generation</p>  <p>Harshal Deshpande Pharmaceutical Management Promius Pharma</p>	<p>Training Innovation in Practice for Medical Devices</p> <ul style="list-style-type: none"> • How could we effectively deal with medical devices training challenges like combining or even shifting from "Hands-on" training to a more digital oriented one? • How an e-learning development model increased learners' engagement to optimum and led to outstanding sales results. • Which are the existing trends affecting the corporate training? How could we avoid the trap both of the digital hype and the resistance to it? • Wisdom gained from a case study: E-learning courses for blood technology medical devices  <p>Adam Szaronos Director, U.S. Marketing, Vitreoretinal & Refractive Surgery Alcon, A Novartis Division</p>
4:40 pm – 5:10 pm	Chair's Wrap-up & Conference Concludes	

“Loved the format and speakers! Highly relevant 2-day program which could have easily been 4 days worth of information”
- Senior Director, Marketing, Pfizer, Inc.

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Fantastic array of digital innovators!
Looking forward to 2018!

- Director, Digital Marketing, Johnson & Johnson



2018 BioPharma eMarketing Summit

#BioPharmMktg

EAST

September 12-13, 2018 | Nobu Hotel, Eden Roc Resort | Miami, FL

Learn 2 YEARS of healthcare digital marketing strategies in just 2 DAYS in Miami this September!

REGISTER BEFORE
JULY 31, 2018 & SAVE \$200.
GROUP DISCOUNTS AVAILABLE

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Please fill out form on the next page and mail to:
Curtis & Coulter LLC
28-12 36th St, Suite 2R
New York, NY 11103
We'll confirm attendance on receipt!

Registration Fees for Attending The 2018 BioPharma Summit EAST:

EVENT PRICING

EARLY-BIRD PRICING 1

Register before Tuesday, July 31, 2018 for the early-bird pricing 1:

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EARLY-BIRD PRICING 2

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Please make registration checks payable to **Curtis & Coulter, LLC** and write code **BiopharmaEast2018** on the back of your check. You may also use Visa, MasterCard, Discover or American Express via our [secure registration gateway](#). Payments must be received in full prior to the commencement of the conference. All discounts will be applied to the Conference Only fee (excluding add-ons), cannot be combined with any other offer, and must be paid in full at the time of order. Group discounts are available when organizations register four or more employees simultaneously.

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