

# Social Media in Pharmaceuticals

## How to engage stakeholders and patients online

### MASTERCLASS

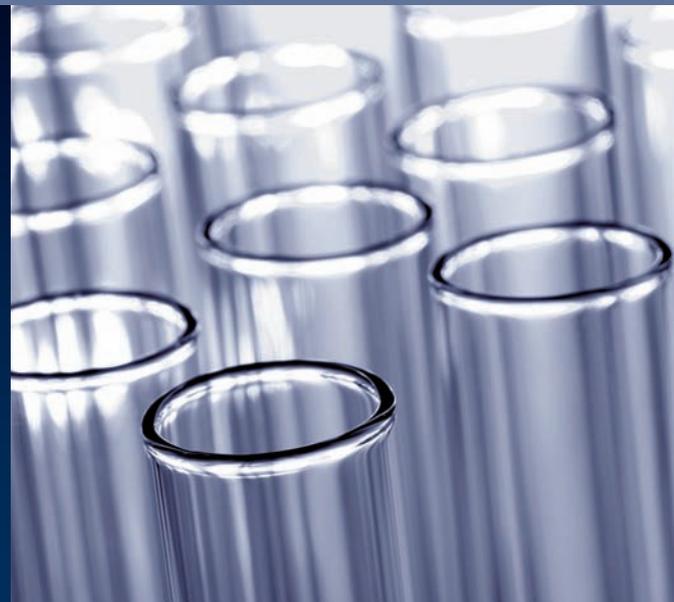
Wednesday 14th April 2010, Central London

Hosted by: Daniel Ghinn & Paul Grant, Creation Interactive

In this Master Class you will learn about current opportunities and challenges faced by pharmaceutical companies in engaging stakeholders, consumers and patients through social media. You will discover how to use social media to interact with individuals and communities online, and how to assess the effectiveness of online engagement in achieving the outcomes you want.

#### Why you should attend:

- ✓ Gain an up-to-the-minute view of the current opportunities in social media
- ✓ Apply social media insights to your own goals and objectives
- ✓ Discover how to measure the results of social media to analyse return on investment



Our Master Classes are all CPD accredited offering you measurable value as part of your continued professional development.

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MC112



This Master Class will include current case studies from pharmaceutical companies worldwide, and you will learn what is working well and not so well. You will find out how to take small steps with measurable outcomes to develop a low-risk social media strategy that achieves successful results, and you will learn how to navigate the social media landscape amidst complex regulatory compliance issues.

This Master Class is ideal for people in pharmaceutical companies with responsibility for engaging customers and stakeholders including consumers, patients, healthcare professionals, and patient organisations.

Existing experience of using social media for pharmaceutical engagement is not necessary; while attendees with some existing experience in this area will be able to bring their skills right up to date.

## SESSION OVERVIEW

9.00 Registration and Coffee

9.30 Introduction to social media in pharma

10.15 Social media platforms for pharmaceutical companies

11.15 Morning Coffee

11.30 Social media concepts for pharmaceutical companies

12.30 Lunch

13.30 Special considerations for pharmaceutical companies

14.30 Applying what you have learned

15.15 Afternoon Tea

15.30 Defining your social media engagement strategy

16.30 Your questions answered

17.00 Close of Master Class

## Master Class Leaders:

**Daniel Ghinn**, Director of Digital Engagement, Healthcare, Creation Interactive



As Director of Digital Engagement, Healthcare at engagement strategy consultancy Creation Interactive, Daniel has over a decade of experience helping pharmaceutical and healthcare companies to achieve better results through digital engagement.

Prior to launching Creation Interactive in 1998, Daniel's career included a role in pharmaceutical intelligence with Medicare Audits (later to become IMS Health) where he worked with international pharmaceutical clients to gain marketing insights from prescriber activity analysis.

Daniel is also editor of Healthcare Engagement Strategy, an e-journal for communicators and leaders in pharmaceutical and healthcare organisations read by senior executives in most of the world's largest healthcare companies.

**Paul Grant**, Head of Strategy Implementation, Creation Interactive



Paul Grant's role as Head of Strategy Implementation at engagement consultancy Creation Interactive follows an international career at the forefront of digital media innovation in healthcare and consumer brands.

With previous roles as Senior Lecturer and Bachelor of Arts module leader at the SAE Institute in Sydney, the world's largest college in the fields of audio, digital film and new media, Paul has developed much of Creation Interactive's education and workshop material.

With Creation Interactive, Paul is actively involved in the definition and implementation of digital engagement strategies for international healthcare organisations.

# MASTER CLASS ON SOCIAL MEDIA IN PHARMACEUTICALS

Wednesday 14th April 2010, Central London

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I would like to attend: (Please tick)	Price	Total
<b>MASTERCLASS FEE</b>		
<input type="checkbox"/> Masterclass	£599.00 + VAT	£688.85

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Unique Reference Number

Our Reference

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Please complete fully and clearly in capital letters. Please photocopy for additional delegates.

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Surname: \_\_\_\_\_

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**Cancellation:** If you wish to cancel your attendance at a Conference and/or Briefing and you are unable to send a substitute, then we will refund/credit 50% of the due fee less a £50 administration charge, providing that cancellation is made in writing and received at least 28 days prior to the start of the event. Regrettably cancellation after this time cannot be accepted. We will however provide the Conference documentation on CD ROM to any delegate who has paid but is unable to attend for any reason. Due to the interactive nature of the Briefings we are not normally able to provide documentation in these circumstances. We cannot accept cancellations of orders placed for Documentation or CD ROM as these are reproduced specifically to order. If we have to cancel the event for any reason, then we will make a full refund immediately, but disclaim any further liability.

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