

DIGITAL MARKETING & COMMUNICATIONS FOR CANADIAN PHARMA

How To Integrate Your Traditional And New Media Plans
To Engage Your Audiences And Drive Business Results

March 22-23, 2011 • Toronto



SPEAKING ORGANIZATIONS:

Hear practical, real-world solutions and learn best practices in how to transform your communications to engage your audiences and drive business results from practitioners at these top organizations:

Pfizer Canada

Eli Lilly Canada Inc.

Bayer Canada

sanofi-aventis Canada

Paladin Labs, Inc.

Pharmaceutical Advertising
Advisory Board

Advertising Standards Canada

Rx&D

Pfizer Turkey

SharingStrength.ca

Fleishman-Hillard Canada

MSL Canada

Transmission Content + Creative

Marketing 4 Health Inc.

Porter Novelli

ComScore, Inc.

Two-Day Conference: March 22-23

Optional 'How To' Workshops: March 23

KEY TAKE AWAYS

Attend this digital communications and marketing for the Canadian pharmaceutical industry event to learn how to incorporate social media into your communications and marketing plans, and leverage the latest interactive Web 2.0 tools and techniques to advance your organizational goals, by:

- **Incorporating** social media into your communications mix while meeting regulatory restrictions
- **Establishing** parameters to ensure boundaries aren't crossed when engaging in social media practices
- **Generating** awareness of a condition/behavior using interactive, web-based marketing elements
- **Understanding** how these new digital technologies work including legal considerations, IT support, HR policy and employee guidelines
- **Defining** the various applications and benefits of using online social media in Canadian pharmaceutical marketing
- **Revolutionizing** your traditional communication and marketing strategies to adapt to the online world
- **Outlining** key steps and strategies for setting up and managing an effective integrated digital strategy
- **Exploring** the possibilities of mobile applications for boosting customer engagement
- **Building** senior management support for your social media programs
- **Determining** the Web 2.0 spaces that have relevance for your organization and brand
- **Creating** a stronger sense of community and brand for your organization
- **Developing** the business case and demonstrating the impact of your social media program / ROI of your e-marketing platform
- **Discovering** an untapped audience and potential business opportunities
- **Implementing** online marketing tools in both large and small environments
- **Collaborating** with patient groups to become a part of the online conversation

Register by February 4th
to Save \$400!

Presented by the
Advanced Learning Institute



Your Communications and
Marketing Partner Since 1997

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Mashable brandchannel

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To Register, Call (773) 695-9400 or online at www.aliconferences.com

Digital Marketing & Communications for Pharma - March 21-23, 2011

WHO WILL ATTEND:

This conference has been researched with and designed for Pharmaceutical Directors, Managers, Senior Vice Presidents, Vice Presidents, Specialists, Officers, Leaders and Consultants involved in:

Emerging Media

e-Marketing

Corporate Communications

Social Media

Communications Research

Corporate & Brand Identity

Electronic Communications

Marketing

Employee Engagement

Interactive Media & Marketing

Human Resources

Information Services

Brand Development

Business Development

Media Relations

New Media

Public Relations

Internal Communications

Intranet Communications

Change Management

Online, Publication & Web Content

Public Affairs

Organizational Development

Product Management

External Relations

Strategic Planning

Training & Development

Organizational Communications

Global Communications

Digital Marketing

And all those interested in incorporating digital marketing and communications into their strategy toolkits.

WHY IS THIS A CAN'T MISS EVENT? SMART PHARMA HAS GONE SOCIAL!

Several organizations are making dramatic strides in developing approaches and systems that work for them. The periodic sharing of these experiences and "best practices" is an important element in this social media evolution. That is why this forum, presented by the Advanced Learning Institute, is such a valuable opportunity to hear perspectives and share experiences of other pharmaceutical professionals engaged in the "journey."

BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE

This conference is a must-attend event for all those who are committed to using digital communications and marketing strategies to engage their audiences, and drive business results. You will benefit from:

- **19 innovative speakers** at your disposal to share their strategies and experiences in using blogs, podcasts, wikis, Twitter, Facebook, and other Web 2.0 tools in the pharma arena
- **Over 22 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference
- **Networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Unique and interactive optional workshop sessions** that will enable you to practice and apply your skills in peer groups -- you will walk away with new strategies and tactics that you can begin to implement in your own organization
- **An abundance of networking opportunities** -- be sure to bring plenty of business cards as you will make many new contacts
- A comprehensive overview of digital marketing and communications innovations from leading pharmaceutical practitioners like **Eli Lilly Canada, Bayer Canada, Pfizer Canada, Paladin Labs, Pharmaceutical Advertising Advisory Board, Fleishman-Hillard**, and many more
- **Acquiring new knowledge** to help transform your marketing and communications plans and impact your organization's bottom line
- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned in leading social media initiatives that will ground you in advancing your own strategy
- **The opportunity to learn** how to use new media tools to foster your organization's values and mission, in a hands-on environment
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this conference
- **A formal Certificate of Completion**, which documents your training achievement and commitment to continuing professional development
- **Access to the conference wiki** -- you'll have the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool

Register by February 4th to Save \$400! • Bring a Team and Save – Register 3, Send a 4th for FREE!
To Register, Call (773) 695-9400 or online at www.aliconferences.com

Dear Communications, Marketing, or PR Executive:

They may not be age-old questions, but they're definitely top of mind for pharmaceutical marketers and communication professionals these days:

- Is social media really viable in Canadian pharma?
- What about mobile?
- Is my brand website relevant any more?
- Should digital even be something we budget for to engage professionals and providers?

These questions force innovative exploration. They should also force greater collaboration within an organization. Educating the naysayers (read: legal, regulatory affairs) on the potential of connected communication makes for more creative and relevant forms of patient, caregiver and professional engagement in this social era.

Social media in its purest sense is rarely possible. But there are things you can do to become more social media friendly and visible where and when people seek information. An integrated digital strategy ensures that you leverage your top performing initiatives and consider the conversational influence of how marketing and communications happen today.

This conference is focused on real-life case studies, real-world examples and demonstrating real-time value for your brand. We bring together the brightest minds and the most innovative leaders currently doing business in the digital and social marketplace today. We'll show you how to get things approved, get things launched, and generate measurable impact for your brands.

Interested? You should be!

The way brands and consumers interact is fundamentally changing. Advertising is decreasing in effectiveness, content is becoming distributed across channels and credibility for brands sits precariously in the crucible of this new paradigm. Social media is exacerbating and alleviating these problems all at the same time.

For all the shiny new tools out there, successful relationships are still based on open communication, credibility, and trust. Reputations are made and destroyed by influencing those who influence others, leveraging context, and managing reputation and relationships.

At this conference, you will hear proven strategies and practical experience, firsthand, from leading pharmaceutical organizations, on how to use new media technologies and tools to improve your communications and marketing initiatives and practices, including how:

- **Pfizer Canada** prepared its organization to embark on their digital marketing journey
- **Eli Lilly Canada** developed the strategy behind their healthcare professional portal, while meeting the regulatory guidelines, delivering on business objectives and driving sales
- **Paladin Labs, Inc.** evaluates their digital initiatives by setting meaningful performance objectives

Don't be left behind - - Register today online or call our conference hotline at (773) 695-9400 to attend A.L.I.'s conference on "Digital Marketing & Communications for CANADIAN PHARMA: How To Integrate Your Traditional And New Media Plans To Engage Your Audiences And Drive Business Results," this March in Toronto and hear from pharmaceutical professionals who are currently utilizing digital communications and marketing tools.

For better or worse, the social era is the relationship era, and it will touch every part of your business. Come find out how to make it work for you.

I look forward to seeing you at this timely and relevant event.

Sincerely,

David Bradfield, Senior Partner, Global Chair, Digital Practice

FLEISHMAN-HILLARD CANADA

Conference Chairperson

P.S. Make your investment pay off even more by bringing a team! Register 3 people and get the 4th for FREE! Call (773) 695-9400 for more details. Click here for details.



Monday, March 21, 2011

All Workshops on Monday, March 21st have been cancelled.

Please contact the Advanced Learning Institute for more information – 773-695-9400 x1.

INTERACTIVE, HANDS-ON WORKSHOPS



Wednesday, March 23, 2011

Wrap up your conference experience with a hands-on workshop that will leave you inspired and ready to embark on your own digital communications and marketing journey!

2:00 p.m. to 4:30 p.m. – POST-CONFERENCE WORKSHOP D

Refreshments will be provided during this session.

How To Use New Media Tools To Build A Bulletproof Strategic Planning Framework That Generates ROI And Gets Results

Since the early days of the internet, marketers have been struggling to build effective, fully integrated digital strategies which can withstand the scrutiny of multiple internal stakeholders (ie. Executive Office, Finance, Legal, Regulatory and Medical). Online and social media measurement are the hottest topics which weigh heavily on the minds of teams as these strategies migrate from "Test and Learn" initiatives to an integrated part of their core marketing programs.

During this workshop, you will have the opportunity to review and discuss an array of free and paid for services including Google Analytics, Google Keyword tools and social media programs, such as social mention. You'll leave this session with a core understanding of how to exploit these tools to create a strategic planning framework that generates ROI and delivers best in class digital executions.

In particular, you will learn:

- Google Analytics - Customer Reports and Conversion Tracking
- Google Keyword Volumes
- Social Media Measurement basics

WORKSHOP LEADER: Alex De Bold, Vice President, Social Media & Digital Marketing at MSL Canada has 16 years of digital expertise in using the Web to transform customer relationships.

Testimonials from Past Transmission Content + Creative Sessions:

"Excellent – hands on, worked us through each item. Very useful!"

"Very nice to see hands-on demonstration of tools."

"I really enjoyed this; very practical."

"This makes my day well spent!"



8:00 a.m.
Registration & Continental Breakfast

8:30 a.m.
Chairperson's Welcome & Opening Remarks:

John Bozzo, SVP & Partner, National Healthcare and Social Services Lead
FLEISHMAN-HILLARD CANADA

8:45 a.m.  **CASE STUDY**
Building Senior Management Support For Your Social Media Strategy

Marketing is onboard; the corporate communications team is onboard; most of the company's thirty-something crowd is onboard; but is your social media strategy ready to be approved by your Executive Board? In Canadian pharma, social media is clearly about breaking new ground, but is the executive team of this traditional industry ready?

In this session, you'll hear about some of the challenges that the sanofi-aventis Canada corporate communications and marketing teams have faced, and the tactics they put in place to acclimate their social media plans with their executive teams. You'll also learn how they engaged professionals from outside the pharmaceutical industry to challenge their social media strategy and ensure that it would pass the test of executive scrutiny.

In addition, this presentation will look at some of the key questions you should consider when delivering your own social media strategy, including:

1. The education factor – does your executive team understand what social media really is?
2. What are the key issues preoccupying executives when it comes to social media?
3. What steps have you taken to mitigate risk?
4. How does your strategy line up with PAAB?
5. What is your intervention plan and escalation strategy?
6. What is your exit strategy?

Joanne Kennedy, Corporate Communications
SANOFI-AVENTIS CANADA

9:30 a.m.  **Break-Out Blitz!**
Network And Discuss Your Challenges With Your Fellow Conference Attendees

This session will open the conversation by connecting you with other conference participants and gain greater understanding into many similar issues, concerns, and challenges that your peers are also facing. Become acquainted with your fellow conference attendees in this fun and fast-paced forum!

10:00 a.m.  **Morning Refreshment & Networking Break**

10:30 a.m.



CASE STUDY

How To Transform Your Organization To Be Digitally-Friendly In A Web 2.0 Environment

Pfizer Canada has embarked on a journey into the Social Era. Social media in pharma? With careful planning, it can be done.

Get an inside look at how the e-marketing team at Pfizer Canada is preparing the organization for its social media journey. Through discussion of Pfizer's online conversations with Canadian physicians, a new health and wellness mobile application, and brand promotions via Facebook, you will learn:

- Insider tips on how to transform your organization to be digitally-friendly in a Web 2.0 environment
- How to overcome the fear of losing control
- The importance of guard rails - - from flowcharts to rapid response teams
- The essence of social media guidelines and playbooks: the enablers

Elena Chow, Manager, e-Marketing

PFIZER CANADA

11:15 a.m.



CASE STUDY

How To Become A "Liked" Pharma Brand On Facebook: Monitoring And Managing The Process While Minimizing Risks

In a country of heavy Facebook users (4th largest number of users in the world), Pfizer Turkey set out to become the most "LIKED" pharma brand on Facebook. Learn the steps that lead the organization to reach over 11,000 Facebook fans in just 8 months. In addition, you will hear how the communications team uses social media as a highly cost effective tool to support their marketing projects.

This session will provide tips and key lessons from the hands-on experience of the Pfizer Turkey communications team, including:

- When, where and how to start?
- The advantages of consulting a specialized agency
- How to convince top management that social media is not a fad among youngsters
- Monitoring: Crisis detector and marketing research "live"
- Fast, cost effective, highly targeted traffic generators: Facebook ads
- How to eliminate the risks that come with being more exposed
- The need to constantly feed the "community"

Deniz Van Basselaere, Corporate Communication Manager

PFIZER TURKEY

12:00 p.m.

Lunch On Your Own -- But Not Alone!

Join a group of your colleagues for lunch with an informal discussion facilitated by one of our expert speakers. Take this opportunity to connect with others in a small, interactive group setting to network and brainstorm solutions to your most pressing digital marketing and communications for pharma concerns.

1:30 p.m.



CASE STUDY

How To Turn Your Healthcare Professionals Portal Into A Resource - - And A Sales Channel

While some Canadian pharmaceutical companies are positioned well to participate in the social media and mobile realms, many still struggle with developing even the most fundamental of offerings for



healthcare professionals and patients. Whether a result of internal or external regulatory hurdles, or a lack of digital marketing experience, the challenging environment has at times paralyzed eager marketers wanting to bring their company and their products to life for customers in the online space.

Come hear how Eli Lilly Canada developed the strategy behind their successful healthcare professional portal and positioned the site not only to meet the approval of regulatory bodies, but also to deliver on key business objectives and drive incremental sales on their promoted and non-promoted medicines.

Benchmark best practices with this leading organization as you learn how to:

- Understand what healthcare professionals are looking for from a corporate pharmaceutical website
- Deliver medical and marketing information within a single destination
- Promote the site for long-term usage as opposed one-off traffic
- Determine the right investment in an online property and measure the quality of interactions taking place on a site
- Take the steps needed to begin to actually generate sales from an online property

Danny Shenkman, eChannel Brand Manager

ELI LILLY CANADA INC.

2:15 p.m.



Social Media – Stop Trying To Speak With Consumers, And Begin To Unlock The Real Power Of The Conversation

Social media has been defined (on Wikipedia) as the blending of technology and social interaction for the co-creation of value. User generated content, and the exchange of that content amongst an online community is really at the core of this communication technology.

With the ever increasing development of social media, companies, including pharmaceutical companies, are trying to understand how to use these platforms to connect and inevitably drive business with consumers. With the extraordinary rules and regulations surrounding the promotional efforts of pharmaceutical companies, the challenge is evidently greater than any of our non-pharma counterparts.

It may seem that the “holy grail” of pharma, both within Canada and globally, is in finding an approach that allows us to speak directly AND EFFECTIVELY with consumers (as non-pharma companies do). This needs to be accomplished while still following the rules; specifically those around direct-to-consumer advertising and adverse event reporting. From Facebook and YouTube pages which have conversation turned off to building unbranded message boards that drive little user generated content, we have spent considerable resources trying to develop our social media capabilities with little to show in return.

To really harness social media, we need to stop trying to speak with consumers online. At that point we can really begin to unlock the power of social media in ways that will allow pharma to benefit.

Learn from the experience of social media e-marketing at Bayer and glean insights on how to develop and grow your own social media strategy by:

- Understanding your audience
- Advertising to your consumers in ways never possible before
- Using relevance and timeliness to cut through the noise
- Empowering your advocates

Claudio Battaglin, Senior Manager, E-Marketing

BAYER CANADA



3:00 p.m.



Afternoon Refreshment & Networking Break

3:15 p.m.



CASE STUDY

How To Create The Most Effective Messages To Generate A High Level Of Engagement And Satisfaction

Get an in-depth look at the changing online demographics and current state of the Digital Media Universe in Canada during this thought-provoking session. You'll hear an overview on where Canada stands in terms of usage and duration from a worldwide perspective, as well as take a close look on the behaviors of Canadians online, especially as it pertains to how they exist in this digital world.

Examining the trends, this presentation will address many of your top questions including:

- What are some of the differences between the web surfing behaviors of Canadians vs. surfers from around the world?
- What are the hot and cold categories?
- What are the up-and-coming products and features that Canadians are consuming?

You'll walk away with tips on the best way to reach your audience, with the most effective messages to generate the highest level of engagement and satisfaction.

Alex De Bold, Vice President, Social Media & Digital Marketing
MSL CANADA

Bryan Segal, Vice President, Sales
COMSCORE, INC.

4:00 p.m.



CASE STUDY

The FDA And Social Media: Insider Guidance And How It Relates To Canada

In November 2009, the U.S. Food and Drug Administration held a two-day public meeting on how regulated industries use social media. As a year has passed since that heralded Part 15 meeting, not only haven't things become more lucid (from a regulatory perspective) it has (arguably) become more confusing. Warning letters. Quixotic podium statements from the Division of Drug Marketing, Advertising and Communications (DDMAC). What's a pharma marketer to do?

Social media is here to stay and becoming an increasingly important tool for pharmaceutical and healthcare marketers across the globe. What can you expect from the FDA and how will it impact providing accurate information and potent marketing messages in the future?

This session will provide you with practical tips, while addressing many of these pressing issues, including:

- Correction of inaccurate information
- Outreach and interaction with healthcare bloggers
- User-generated content and corporate responsibility
- Sponsored search engine links
- Appropriate disclosure of risk information
- MedWatch and the future of adverse event reporting
- The role of DDMAC in social media oversight and the dangers of "regulatory creep"
- What can we expect from the FDA... and when?

Get the real story on regulating social media in the U.S. from an industry insider. As you examine the issue of how social media can help regulatory agencies in their mission to both protect and advance



public health, you'll walk away with ideas on how the U.S. experience can be applied to the Canadian marketplace.

Brad McCormick , Global Director of Digital
PORTER NOVELLI

4:45 p.m.
End Of Day One

5:00 p.m. 
Networking Reception: Please Join Us!

We invite you to join us for a drink as you relax with your peers. All conference attendees and speakers are welcome to join us for this special opportunity to continue networking. Don't miss this chance to benchmark new ideas over complimentary drinks!

6:30 p.m. 
Dine Around

Sign up during the day for dinner with a group. Take advantage of Toronto's fine dining while you continue to network with your colleagues.

AGENDA - DAY 1 - Tuesday, March 22

RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

"Speakers were of outstanding caliber."

"Very rich in content and excellent case studies!"

"Good initiation into social media realm. Lots of great case studies!"

Collaborate Using the Conference Wiki:

All attendees will be invited to expand their network and continue the conversation in the conference wiki --- you'll have the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool.



8:00 a.m.
Continental Breakfast & Networking

8:30 a.m.
Chairperson's Opening Of Day Two

John Bozzo, SVP & Partner, National Healthcare and Social Services Leader
FLEISHMAN-HILLARD CANADA

8:45 a.m.  **PANEL DISCUSSION**

Everything You Wanted To Know About Self-Regulation In Canadian Pharma

Hear expert representatives from the main three Canadian Pharma regulatory agencies answer your most pressing questions in this interactive forum. Attendees will walk away empowered and enlightened on how to responsibly venture into the new media world or pharmaceutical communications and marketing.

Ray Chepesiuk, CEO
PHARMACEUTICAL ADVERTISING ADVISORY BOARD

Linda Nagel, President and CEO
ADVERTISING STANDARDS CANADA

Chrisoula Nikidis, Director, Ethics & Compliance
RX&D

9:45 a.m.  **CASE STUDY**

How To Capitalize On Social Media - It's Easier Than You Think

As much as social media and the influence it holds intrigues you, in reality, it's hard to leverage. Not impossible, but hard.

This session will give you a framework for assessing and integrating social media into the mix of communications and marketing programs that you manage. You will learn the importance of listening to and monitoring social media. Worried about the risks of finding adverse events online? Don't be – you'll be prepared. You'll also gain tips on how to create truly relevant and informative content that enables you to weave your message into the conversations online. Finally, you'll explore how to identify and leverage online influencers to generate earned media coverage online.

Listen, create, engage, evaluate and evolve are the central elements of a social media friendly approach. Don't miss your chance to discover an actionable point of reference to determine how to capitalize on social media through your traditional and non-traditional communications and marketing programs.

David Bradfield, Senior Partner, Global Chair, Digital Practice
FLEISHMAN-HILLARD CANADA

10:30 a.m. 
Morning Refreshment & Networking Break



CASE STUDY

11:00 a.m.

Lessons Learned And Insider Advice To Achieve Digital Marketing Success Amidst Any Obstacle

Paladin Labs has built a sizable bank of experience with electronic marketing over the past five years. Across different brands, it has run the gamut of tactics from patient support sites, to viral videos. The marketing team has launched patient compliance programs, e-detailing sites and online continuing medical education (CME) programs. They've done branded and unbranded, and dealt with breathless suppliers who've promised the moon, then delivered something less.

A lot has been learned along the way. Some programs have won awards, while others have fallen short -- but Paladin is ready to share the good, the bad, and the ugly with you.

In particular, you will learn how to:

- Identify which initiatives create value vs. those that will destroy it
- Evaluate your digital initiatives by setting meaningful performance objectives
- De-mystify the technology so you can make better decisions that affect your programs

Don't miss out on these key takeaways and access to their list of the *Top 10 Lessons Learned In The Trenches Of e-Marketing* to ensure that your own programs achieve the results you are looking for and don't end up as road kill on your career path.

Mark Beaudet, Vice President

PALADIN LABS, INC.



CASE STUDY

11:45 a.m.

Avoid Being A Third Wheel – How To Gain Credibility With Patient Groups Through Proactive Social Networking

SharingStrength.ca is a Canadian online resource and social network for women with breast cancer that launched in 2007 with the support of AstraZeneca Canada. The website simplifies the process of finding information and support by connecting visitors with trusted third-party organizations and their quality resources and support services, as well as offering them an online venue for peer support.

In this session, you will hear about the unique challenges faced when launching a social network into an already active and vibrant patient community arena. In a world where patient organizations are being asked to do more with less, new initiatives are sometimes regarded as competitors for limited resources, duplicators, of effort or interlopers in the patient community. By adopting a thorough stakeholder engagement process and unique governance model, SharingStrength.ca was able to gain credibility and become a trusted partner in the breast cancer patient support community.

Using the lessons learned from this presentation, you will be able to:

- Assess where your social media initiative fits in the broader patient support spectrum
- Design a governance model that meets the needs of both the sponsor and the user community
- Lean various tools and techniques for community outreach and stakeholder engagement
- Develop a community management strategy that builds bridges to the patient support community

Craig Thompson, Executive Producer

SHARINGSTRENGTH.CA

12:30 p.m.



Chairperson's Recap: Key Takeaways And What To Do When You Get Back To The Office

We'll recap the highlights of the past two days and ask you to share key insights and next steps with the group.

12:45 p.m.

Close Of General Sessions

Complete your conference experience with Post-Conference Workshop D!

2:00 p.m. to 4:30 p.m.

Building A Bullet Proof Digital Strategy That Gets Results Facilitated by: Alex De Bold, MSL Canada

For complete details, please see page 7.

RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

"Outstanding! One of the most amazing conferences I have attended in a while."

A. Kaszowski, Web Producer

ST. JOSEPH'S HEALTH CARE, LONDON, ONTARIO

"Substantive, yet very personal. I've been to many enormous 1000+ conferences and MUCH prefer this. Great job! Very high level presentation in an intimate, interactive setting."

L. Butler, Senior Director

INTERMOUNTAIN HEALTHCARE

CONFERENCE SUPPORTERS & PUBLICATIONS



Social Media Club is a community for people who are personally passionate or professionally inclined towards an interest in blogs, wikis, tagging, podcasts, consumer generated content, online video and the social networks that connect global neighborhoods. The Club hosts conversations that explore key issues facing our society as technologies transform the way we connect, communicate, collaborate and relate to each other. Social Media Club's primary mission is to promote media literacy, promote standard technologies, encourage ethical behavior and share best practices across the community.

The Club's membership includes communications professionals, large corporations, media companies, small businesses, independent consultants, creative artists, citizen journalists, non-profit organizations, technology companies, writers, developers, entrepreneurs and a diverse array of everyday people. We are active in over 60 cities around the world and expanding globally, bringing together people from diverse background for conversations that matter.

For more information, please go to <http://www.socialmediacub.org/>



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For more information, please go to: <http://www.pharmiwebsolutions.com/>.



PM360 is the premier, must-read monthly magazine for marketing decision makers in the pharmaceutical, biotech, and medical device industries. PM360 is the only journal that delivers practical how-to marketing information necessary for product managers/pharma marketing professionals to succeed in the complex and regulated healthcare environment.

For more information, please go to: <http://www.pm360online.com/>.



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Visit <http://www.pharmcast.com> and discover for yourself why it is so popular among professionals.



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For more information, please go to: <http://mashable.com/>.

CONFERENCE SUPPORTERS & PUBLICATIONS



PharmaVOICE magazine, reaching more than 25,000 BPA-qualified life-sciences executives, is the forum that allows business leaders to engage in a candid dialogue on the challenges and trends impacting the industry. PharmaVOICE, and its supporting VIEW publications, provide readers with insightful and thought-provoking commentary in a multiple-perspective format through forums, topics, and articles covering a range of issues from molecule through market. PharmaVOICE subscribers are also kept abreast of the latest trends and information through additional media resources, including WebLinx Interactive WebSeminars, Podcasts, Videocasts, White Papers, E-Surveys and e-Alerts. Additionally, PharmaVOICEMarketplace.com provides a comprehensive directory of products, services, and solutions for the life-sciences industry.

To Raise Your VOICE, contact feedback@pharmavoice.com or visit <http://www.pharmavoice.com>.

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For more information, please go to: <http://www.news.pharma-mkting.com/>.



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RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

"Timely and topical – all the presentations provided complimentary perspectives on social media."

M. Hudson, Senior Communications Executive

PUBLIC HEALTH AGENCY OF CANADA

"It was great to hear what others are doing and to finally realize what we need to do to get started. It seems so simple now; that I wonder what was really holding us back."

This conference helped us solidify our plan."

D. King, Application Support & Web Manager

ATLANTIC HEALTH



Photo courtesy of Tourism Toronto

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

Sutton Place Hotel

955 Bay Street
 Toronto, ON M5S 2A2
 Reservations: (416) 324-5621 or (866) 378-8866
 Hotel Main Phone: (416) 924-9221
www.toronto.suttonplace.com

Please contact the hotel directly when making your reservation.

- **We have secured a special reduced room rate of \$160/night.**
- Be sure to contact the hotel no later than February 18th to help ensure this rate and mention the "Advanced Learning Institute."
- Online Booking Code is TO110320AD.

We recommend that reservations be made early, as the number of rooms at our rate is limited.

WiFi/Internet access for overnight guests will be provided free of charge throughout the hotel.

Overnight guests will also receive a discounted parking rate of \$15. Immerse yourself in the European elegance and charm of The Sutton Place Hotel in Toronto... located only steps away from the city's business district, world-class entertainment venues and superb shopping destinations. Airport access is 40 km/25 miles (30-40 minutes) away at Pearson International Airport (YYZ), the nearest railway station is 3 km/2 miles away at Union Station, and the nearest subway station is 2 blocks away at Wellesley.

Join us in Toronto for A.L.I.'s Conference on "Digital Marketing & Communications for Canadian Pharma Conference" and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information, discounts and maps for your visit to Toronto please go to: <http://www.toronto.ca/>.

REGISTRATION FEES:

The following are included in your conference registration: attendance, a detailed conference workbook and any additional meeting materials - - including access to the conference wiki, continental breakfasts, morning & afternoon refreshments, and evening networking reception.

| Group Discount: Register 3 colleagues and the 4th is FREE! | Earlybird Pricing: Register with payment by February 4th | Regular Pricing: Register with payment after February 4th |
|---|---|--|
| Conference Only (March 22nd & 23rd) | \$1,299 CAD | \$1,699 CAD |
| Conference Plus One Workshop | \$1,699 CAD | \$2,099 CAD |
| Conference Plus Two Workshops | \$1,999 CAD | \$2,399 CAD |
| Conference Plus Three Workshops | \$2,199 CAD | \$2,599 CAD |
| Conference Plus All Four Workshops – All Access Pass! | \$2,299 CAD BEST VALUE! | \$2,699 CAD |
| Conference Workbook Only (if not attending) | \$199.00* + \$30.00 S&H | |
| *IL residents will be charged 9.25% sales tax on workbook orders. | | |

Please add 13% HST to all prices above (A.L.I.'s GST #884005323RT0001).

Credit card transactions will be processed in U.S. dollars.

The final charges will vary slightly from those above due to variances in exchange rates.

Payment is due two weeks prior to the conference. If payment has not been received two weeks before the conference, a credit-card hold, training form or purchase order will be taken to ensure your space.



SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This conference provides an excellent opportunity to market your products and services to a targeted pharma communications and marketing audience. Space is limited, so please call Amy at (773) 695-9400 x20, for more information.

GROUP DISCOUNTS: REGISTER 3 & THE 4TH IS FREE!

Four or more attendees, registering together, enjoy a savings of at least \$1,299! Register three attendees and the fourth registrant is FREE! That's a 25% savings off each registration. Note to small departments – register together with your colleagues from another organization and receive the same group discount. The free registrant must be of equal or lesser value.

A.L.I. FREQUENT ATTENDEE DISCOUNT:

Earn conference attendance bonuses as you benchmark with other organizations. For every A.L.I. conference attended, receive a \$200 discount off your next A.L.I. conference. Also, you will receive special bonuses and perks reserved only for A.L.I. frequent attendees.

PROGRAM CHANGES:

A.L.I. reserves the right to make changes in programs and speakers, or to cancel programs if enrollment criteria are not met or when conditions beyond its control prevail. Every effort will be made to contact each enrollee if a program is canceled. If a program is not held for any reason, A.L.I.'s liability is limited to the refund of the program fee only.

CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before March 7th) a refund will be provided less a \$295 administration fee. Registered participants who do not attend or who cancel two weeks prior to the conference or less (on or after March 7th) will be issued a credit memo. Credit memos will be valid for one year from date of issuance and can be used by anyone in your organization.

RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

"I liked the organized networking sessions--good to meet and talk with people who "speak the same language." Good, solid content, well organized conference, seamless."

J. Debar, Director of Marketing
GENTIVA

"I came to get some case studies from leading companies that I could take back and relay to others to get social media started at our department statewide. I feel much more prepared to do this and my expectations are grounded in reality instead of theory."

S. Palmer, Director, Communications and Health Marketing
ALABAMA DEPARTMENT OF PUBLIC HEALTH

"Overall, there were very interesting presentations!"

S. Lecour, Policy & Program Advisor
HEALTH CANADA

"I'm sending my staff to the next one – very motivational!"

T. Lagomarsino, Director of Brand Marketing
GENZYME



ABOUT THE ADVANCED LEARNING INSTITUTE:

The Advanced Learning Institute's mission is to help executives build strong personal relationships, expand their business knowledge of cutting-edge trends, and find proven solutions to a wide range of strategic management problems.

Our forums bring together industry leaders and experts to share valuable, real-world experiences, and best practices on how to meet tomorrow's management challenges.

The Advanced Learning Institute's focus is on delivering high-quality programs, which consistently meet the needs of our customers. Our conferences serve a broad range of specialized industries and functions, including:

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WE GUARANTEE RESULTS:

The Advanced Learning Institute has been successfully providing senior executives with forums to share practical experiences and solutions to a variety of organizational challenges. We are so confident you'll benefit from the innovative strategies shared during this conference that we'll guarantee it! If you follow the advice of our speakers, and you don't improve efficiency valued at the cost of your registration fee, then we'll send you a full credit to be used for a future event.

A Few Of Our Past Attendees Include Representatives From These Leading Organizations:

- Pfizer Inc.
- Johnson & Johnson
- BMS
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- Eli Lilly and Company
- Boehringer Ingelheim
- GCP Works
- Progenics Pharmaceuticals
- Millennium Pharmaceuticals
- Teva Pharmaceuticals
- Bayer Healthcare Pharmaceuticals
- Univ. of Maryland Medical System
- Hospira
- Grünenthal Pharma
- Mannkind Corporation
- Nat'l Org. for Rare Disorders
- Eli Lilly Canada
- Kaiser Permanente
- National Cancer Institute
- DRAXIMAGE
- Bayer Healthcare
- Advanced BioHealing
- Montreal Children's Hospital
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Thousands of satisfied alumni can't be wrong - register today for the opportunity to learn from our platform of proven experts!

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DIGITAL MARKETING & COMMUNICATIONS FOR CANADIAN PHARMA

How To Integrate Your Traditional And New Media Plans To Engage Your Audiences And Drive Business Results

March 22-23, 2011 · Toronto 

Registration Form

Please photocopy for group members.

Yes, I'd like to register for the March 2011 Digital Marketing & Comm. for Pharma conference in Toronto.

Please check:

E-mail Priority Code: _____ Amount Due: _____

- Conference Only
- Conference Plus Workshop(s):
 - Pre-Conference Workshop A:** Digital Communications 101: How To Successfully Leverage New Web 2.0 Tools To Form Relationships, Manage Connections, And Communicate With Your Audiences In Today's Regulatory Reality
 - Pre-Conference Workshop B:** How To Make The Most Of Existing Online Tools To Monitor Conversations And Connect With Canadians In A More Meaningful Way
 - Pre-Conference Workshop C:** How To Blend Digital Media Into Your Traditional Pharma Communications Platforms
 - Post-Conference Workshop D:** How To Use New Media Tools To Build A Bulletproof Strategic Planning Framework That Generates ROI And Gets Results
- I would like to order a conference workbook only
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