



How To Develop, Monitor, & Execute Digital Strategies To Engage Your Audiences, Strengthen Brand Awareness & Maximize Your Communication & Marketing Initiatives

SOCIAL MEDIA, MOBILE & GAMING *for* DECEMBER 10-12, 2012, NEW YORK, NY **PHARMA**

SPEAKING ORGANIZATIONS:

Hear practical, real-world solutions and learn best practices on how to use the latest social, mobile & gaming tools to transform your marketing & communications to engage your audiences, strengthen your brand and drive business results from practitioners at these leading organizations:

- ▶ Boehringer Ingelheim Pharmaceuticals, Inc.
- ▶ Merck
- ▶ Intouch Solutions
- ▶ MGD Services
- ▶ Communispace Corporation
- ▶ Express Scripts
- ▶ Emmi Solutions, LLC
- ▶ Siren Interactive
- ▶ Center For Endometriosis
- ▶ University of Michigan Health System
- ▶ WEGO Health
- ▶ Lundbeck
- ▶ Center for Medicine in the Public Interest
- ▶ Twist Mktg.
- ▶ PRA International
- ▶ NextWorks
- ▶ MedFi
- ▶ Divabetic.org
- ▶ National Organization for Rare Disorders
- ▶ Visiting Nurse Service of New York
- ▶ Alliance Health Networks



“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

Featuring: A unique opportunity to hear from Health Activists and Patient Communities during 2 interactive panel discussions.

SUPPORTING ORGANIZATIONS:

brandchannel

Pharma Marketing News

PM360
THE ESSENTIAL RESOURCE FOR PHARMA MARKETERS

Pharma VOICE

PRESENTED BY:



YOUR COMMUNICATIONS & MARKETING TRAINING PARTNER SINCE 1997

REGISTER BY OCTOBER 26TH TO SAVE \$400

Register 3 and send the 4th for FREE

To Register, Call (888) 362-7400 or (773) 695-9400 or online at www.aliconferences.com

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

KEY TAKE AWAYS:

Attend this social media, mobile & gaming for the pharmaceutical industry conference to learn how to incorporate new media tools into your communications and marketing plans, and leverage these latest interactive Web 2.0 tools and techniques to advance your organizational goals, by:

- **Revolutionizing** your traditional communication and marketing strategies to adapt to the online world
- **Ensuring** your social media projects fit within FDA guidelines
- **Engaging** your organization to use the latest social media tools to maximize effectiveness, increase productivity, inspire innovation, and advance your culture
- **Understanding** the regulatory and legal (including international) guidelines for social media campaigns, and how to turn them into advantages
- **Developing** a social media (blogging, podcasting, wiki, social network, etc.) strategy to improve your communication and marketing initiatives and practices
- **Adding** value to traditional communications initiatives by incorporating social media elements
- **Leveraging** the most popular social media platforms, such as Facebook, Twitter, and blogs for a comprehensive marketing plan
- **Managing** the continued regulatory challenges that companies face when expanding their social media footprint
- **Determining** the right social media mix for your organization
- **Leveraging** Web 2.0 technologies to build a brand culture internally and externally
- **Using** Twitter to turn your employees and stakeholders into brand ambassadors
- **Understanding** how these new social media technologies work including legal considerations, IT support, policy and guidelines
- **Creating** an opportunity for employees to communicate with customers directly and informally
- **Outlining** key steps and strategies for setting up and managing an effective social media platform
- **Integrating** new social media tools with traditional media to multiply your results
- **Harnessing** the collaborative power of your organization's social media platform to drive organizational performance
- **Building** senior management support for your social media programs
- **Determining** the Web 2.0 spaces that have relevance for your organization and brand
- **Measuring** the value of your organization's social media strategy: determining key metrics and gathering employee and/or customer feedback
- **Creating** a stronger sense of community and brand for your organization
- **Building** the business case and demonstrating the ROI of your social media program
- **Monitoring** customer feedback and satisfaction
- **Marketing** your social media programs both internally and externally to encourage their use
- **Discovering** an untapped audience and potential business opportunities



One in five Americans use social media websites as a source of health care information.



— National Research Corporation, 2011

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Great job! Very high level presentation in an intimate, interactive setting.”



BENEFITS OF ATTENDING:

- 21+ speakers sharing breakthrough strategies and proven success stories to keep your key audiences engaged and strengthen your brand
- Digest sessions turning you from attendee to participant by sharing your own challenges and lessons learned
- Optional workshops designed to help you develop practical skills on key topics like social media monitoring, developing a mobile strategy, and integrating gamification to engage your audiences
- Gain continuing education hours
- Recharge and get inspired: You'll come back with new ideas for moving your social media strategy forward

WHY IS THIS A CAN'T MISS EVENT?

Several pharma 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 marketing and communications 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 marketing & communication professionals engaged in the “journey.” Join your colleagues now to learn how to improve your strategic communication & marketing strategies with the use of new media technologies to engage key audiences, drive performance and add value.

MAXIMIZE YOUR TRAINING!

Choose From Four Workshops For Ultimate Value And Learning!

Sign up for your choice of these highly-interactive workshops:

Pre-Conference Workshop A –

Monday, December 10, 2012: 8:30 a.m. – 11:00 a.m.:

Social Media And Pharma — Strategies For Securing Medical/Legal Approval

Pre-Conference Workshop B –

Monday, December 10, 2012: 12:00 p.m. – 2:30 p.m.:

How To Use Social Media Listening, Monitoring And Measurement To Better Understand Your Brand And Lay The Foundation For Increased Online Engagement

Pre-Conference Workshop C –

Monday, December 10, 2012: 2:45 p.m. – 5:15 p.m.:

Using Mobile Technologies To Deepen Your Understanding Of Patient, Consumer And Health Care Professionals' Needs

Post-Conference Workshop D –

Wednesday, December 12, 2012: 2:00 p.m. – 4:30 p.m.:

Forward-Thinking Communication Techniques To Strengthen Your Brand Message And Engage Your Audience: Gamification, Cyborg, Responsive Design, SoLoMo (Social, Local, Mobile), And More!

WHO WILL ATTEND:

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

- | | |
|------------------------------|----------------------------------------------------------------------------------------|
| ■ Social Media | ■ New Media |
| ■ Emerging Media | ■ Public Relations |
| ■ Employee Communications | ■ Internal Communications |
| ■ Communications Research | ■ Intranet Communications |
| ■ Corporate & Brand Identity | ■ Change Management |
| ■ Corporate Communications | ■ Publication & Web Content |
| ■ Electronic Communications | ■ Public Affairs |
| ■ Marketing | ■ Consumer Communications |
| ■ Employee Engagement | ■ Quality Improvement |
| ■ Interactive Media | ■ Strategic Planning |
| ■ e-Communications | ■ Training & Development |
| ■ Information Services | ■ Organizational Communications |
| ■ Brand Development | ■ Global Communications |
| ■ Business Development | ■ Digital Media |
| ■ Media Relations | ■ And all those interested in incorporating social media into their strategy toolkits. |
| ■ Digital Strategy | |

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“Overall, there were very interesting presentations!”



THE COMPETITIVE ADVANTAGE YOU'LL GAIN FROM ATTENDING THIS CRITICAL EVENT:

This 3-day conference is a must-attend event for all those in the pharma, industry who are committed to develop, monitor, and execute social media strategies to engage their key audiences, as well as discover the opportunities that exist in mobile and gaming and how to integrate these new tools. You'll benefit from:

- **21+ innovative speakers** at your disposal to share their strategies and experiences in using social media tools, engaging your target audience through mobile and gaming and proven strategies that have worked
- **Over 20 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
- **The opportunity to customize your learning** by participating in unique and interactive workshop sessions (**Dec. 10 &/or Dec. 12**) that will enable you to practice and apply your skills in peer groups — you will walk away with 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 communications & marketing innovations from leading practitioners like **Boehringer Ingelheim Pharmaceuticals, Inc.; Merck; Lundbeck;** and many more
- **Acquiring new knowledge** to help transform your communications & marketing and impact your organization's bottom line
- **Digest sessions** allowing you to process the information presented and plan how you will integrate the tools and techniques into your own communication strategies upon your return to the office
- **The opportunity to learn** how to use new social media tools to revolutionize your communications, 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

COLLABORATE USING THE CONFERENCE WIKI:

All attendees will be invited to expand their networks and continue their conversations via the conference wiki—an online tool providing speaker materials, additional resources and an opportunity for you to keep in touch and collaborate with your colleagues after the event.

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



THE CONFERENCE CHAIRPERSON

A MESSAGE FROM THE CONFERENCE CHAIRPERSON...

Dear Communications, Marketing & PR Executives,

According to world champion racing driver Mario Andretti,

“If everything seems under control, you’re not going fast enough.”

How many times have you heard, vis-à-vis social media and healthcare, that, “Pharma is different.” That’s true, but consumers are the same. They don’t think about why pharma is absent from the conversation, and they don’t care. They assume it’s because the industry “has something to hide” or that they’re afraid of mixing it up with real people in real time.

Is social media about “collaborating” with consumers or “cooperating” with them? What’s the difference? Well, cooperation happens when both sides want to survive. Collaboration happens when they want to thrive. Collaboration means interacting honestly and transparently. And pharma’s opportunity, within the context of social media, is to be the first among equals.

Otherwise social media becomes the healthcare “Hunger Games”. And may the odds be ever in your favor!

Success for pharma in social media will come through collaboration - and that doesn’t mean “selling.”

Join me at this December’s Social Media, Mobile & Gaming for Pharma Conference in New York City to discuss the 5 areas to master in order for you to have a successful social media campaign in the Pharma industry; Intent, Control, Environment, Safety Information and Commitment.

At the 6th updated conference this December, you will hear proven strategies and gain practical experience, firsthand, from leading pharmaceutical organizations, on how to use new social media technologies and tools to improve your communication and marketing initiatives and practices.

ARE YOU READY FOR IT?



Peter Pitts, President
CENTER FOR MEDICINE IN THE PUBLIC INTEREST
Conference Chairperson

P.S. Make your investment pay off even more by bringing your communications & marketing team! Register 3 people and get the 4th for FREE!

[Click here for details or call \(773\) 695-9400 for more information.](#)

RAVE REVIEWS FROM PAST SOCIAL MEDIA FOR PHARMA CONFERENCE ATTENDEES:

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

**M. Hudson, Senior Communications Executive
PUBLIC HEALTH AGENCY OF CANADA**

“Overall, there were very interesting presentations!”

**S. Lecour, Policy & Program Advisor
HEALTH CANADA**

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

**A. Kaszowski, Web Producer
ST. JOSEPH’S HEALTH CARE LONDON**

“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**

“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**

“My brain is full of great ideas and useful tips. I really appreciate the extra opportunities to speak with the experts one-on-one, and am looking forward to continued online communications.”

**L. Wilson, Web Designer
BECHTEL**

INTERACTIVE, HANDS-ON WORKSHOPS:**Monday, December 10, 2012**

Jump-start your conference experience by attending these interactive and practical workshops. These information-packed sessions are a great opportunity to network with fellow attendees while taking a hands-on, common-sense approach to mastering social media that will enhance your understanding of the informative, case study presentations throughout the entire conference.

CHOOSE ALL FOUR FOR MAXIMUM VALUE AND LEARNING**8:30 a.m. to 11:00 a.m.****PRE-CONFERENCE WORKSHOP ^A**

Registration and continental breakfast will begin at 8:00 a.m. for the morning workshop attendees.

Social Media And Pharma – Strategies For Securing Medical/Legal Approval

Social media engagement for companies and brands may be all the rage, but it can be a daunting task for those companies who operate in highly-regulated environments, namely finance and pharma. For pharmaceutical companies, conducting any sort of external marketing or outreach requires the review and approval of a few key stakeholders: Medical, Legal, and Regulatory (not to mention communications, IT/IS, etc.). In the past, this often meant an engagement program was either watered down to become too bland or uninteresting or was rejected altogether.

However, there are many pharmaceutical companies who are pushing the envelope with their social media efforts and engagements and not only for their own industry. In this critical workshop, we'll explore a few examples of those successful companies and programs. We'll also review the best practices for starting a social media program for a company and brand, as well as how to navigate the seemingly dangerous regulatory waters to make it happen. We'll explore this in a stepwise fashion from the most basic of social media involvement that's completely "safe" in the eyes of those aforementioned stakeholders.

Specifically, you will gain knowledge on the following key issues:

- Dealing with user-generated content
- Terms of use for your various social media channels
- Monitoring your social media efforts
- Dealing with potential adverse event reports
- Finding the right people to connect with online

WORKSHOP LEADER: Matthew Snodgrass is Group Director, Digital Strategy for NextWorks in

New York. Along with extensive experience in digital marketing and social media, he brings with him over sixteen years of digital media experience, such as producing, directing, writing, and editing. At WCG, Matt oversees social marketing for WCG clients spanning health care, pharma, biotech, and consumer brands, such as Sanofi, Daiichi-Sankyo, Warner Bros., Hershey's, and others. Matt has been involved with the social media committees for various companies, helping to develop policy and training for employees and brand communicators in the area of social media.

11:00 a.m. to 12:00 p.m. – Lunch on your own

Very good. Down to earth. Best presentation of entire seminar.



12:00 p.m. to 2:30 p.m.

PRE-CONFERENCE WORKSHOP B

Refreshments will be provided during this session.

How To Use Social Media Listening, Monitoring And Measurement To Better Understand Your Brand And Lay The Foundation For Increased Online Engagement

Building a social media strategy and foundation hinges on a brand's success in online listening, monitoring and measuring. It's critical to use each of these to better understand your brand and ultimately develop a well-informed online engagement strategy. Using real-world case studies, this interactive workshop will examine and illustrate tools and strategies for effective listening, measurement and monitoring to help you better understand your brand and put the building blocks in place for increased online engagement.

Specifically during this session, you will:

- Learn the difference between online listening, measurement and monitoring
- Understand how online listening, measurement and monitoring inform brand learning, performance and issues management
- Discuss best practices for identifying key online influencers and engaging with those influencers
- Hear about regulatory concerns and strategies for addressing those challenges
- See real-world examples that demonstrate the benefits of listening, monitoring and measurement
- Get a glimpse of some of the next-generation tools companies are using to monitor issues online and have a constant view of brand performance

There is a tendency in social media to start at engagement and skip the basic elements needed to increase the chances of success. In this workshop, you will walk away understanding the dangers in ignoring the fundamentals and feel more comfortable in moving further along the path to engagement.

WORKSHOP LEADER: Chris Iafolla is Senior Manager for Twist Mktg. Chris is charged with helping to shape the firm's innovative social media and digital offerings to meet and stay ahead of client needs.

2:30 p.m. to 2:45 p.m. — Afternoon stretch break



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

T. Lagomarsino,
Director of Brand Marketing
GENZYME



2:45 p.m. to 5:15 p.m.

PRE-CONFERENCE WORKSHOP 

Refreshments will be provided during this session.

Using Mobile Technologies To Deepen Your Understanding Of Patient, Consumer And Health Care Professionals' Needs

A businessman turns on his mobile video camera in a public restroom to demonstrate how he tests his glucose levels and prepares his insulin injection when travelling for work. A primary care physician keeps and transmits a journal of all of the detail visits she's had and unsolicited marketing mail she's received over the course of a week. A mom shopping for consumer healthcare products snaps pictures of what she's seeing on the drugstore shelf, what's attracting her attention, and what's confusing her. An overweight patient trying to lose weight maintains an exercise log, and every time he makes an entry, is also prompted to complete a brief survey about how he feels.

These examples illustrate not just how mobile technology enables consumers to share their lives in ever-more immediate ways, but also what people are willing to share.

In this session, we'll explore when and how to use mobile-enabled survey and ethnography tools to get an in-the-moment, in-context understanding of the needs, habits, and challenges of patients, consumers, and health care professionals.



You'll leave this workshop with a clear understanding of:

- The range of mobile survey and ethnography tools available trade-offs associated with each
- How to design effective mobile-based research projects
- What to expect in terms of participation rates

Mobile devices are people's constant companions, making them a powerful tool for obtaining timely and intimate insights. And as they become not just the primary, but the sole means for a growing worldwide population to access the Internet and each other, mobile research is becoming an ever more essential capability for companies and brands. For all of the hype about "consumers in control," mobile is the one arena in which they truly are. Researchers and Marketers who embrace rather than fear that dynamic will be grateful they did!

WORKSHOP LEADER: Julie Wittes Schlack is the Senior Vice President of Innovation for Communispace Corporation, a provider of market research online communities to Fortune 500 companies worldwide, with a particular concentration in life sciences.

Wednesday, December 12, 2012

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

2:00 p.m. – 4:30 p.m.

POST-CONFERENCE WORKSHOP®

Forward-Thinking Communication Techniques To Strengthen Your Brand Message And Engage Your Audience: Gamification, Cyborg, Responsive Design, SoLoMo (Social, Local, Mobile), And More!

In the late 90's, "convergence" was one of the hottest digital marketing buzzwords. Marketers were using the term in order to describe how traditional, broadcast media worked with digital and how this changed business as we know it. By the early 2000's, the term had given way to the new buzzword "Web 2.0". Fast forward to today and now we are actively using "convergence" as the buzzword to describe the emerging trends in technology. These trends include SoLoMo (Social, Local, Mobile), Responsive Design, Gamification, Big Data and Calm, or Cyborg, technology.

In this forward-thinking session, we will take a look at how the convergence of technology, platforms, media, devices and content are changing digital marketing as we know it.

During this enlightening session, you will learn:

- The benefits of developing convergent content
- The framework to build a successful and effective convergent marketing mix
- How to harness emerging trends like SoLoMo, Big Data, Responsive Design and Gamification in order to engage your audience and drive business results
- How convergent technologies are creating relevance and building trust with your customers

WORKSHOP LEADER: Jim Dayton is Senior Director, Emerging Media at Intouch Solutions.

Jim has more than 11 years of experience in interactive and traditional marketing. He joined Intouch Solutions in 2007, bringing expertise in relationship marketing, social media and mobile marketing to the agency.



“ It was very informative in how to build a social media team and initiative within our organization ”

8:00 a.m.**Registration & Continental Breakfast****8:30 a.m.****CHAIRPERSON'S WELCOME****Chairperson's Welcome & Speed Networking**

Become acquainted with your fellow conference attendees in this fun and fast-paced forum!



Peter Pitts, President
CENTER FOR MEDICINE IN THE PUBLIC INTEREST
Conference Chairperson

9:15 a.m.**How To Effectively Use Facebook To Reach Your Target Pharma Audience**

Facebook is the most popular social network in the world with almost 1 billion users. However, the two-way engagement required by the very nature of Facebook is intimidating to many pharmaceutical companies. Despite that, Lundbeck has been able to successfully find an opportunity to engage with their target audience on Facebook.

This session will provide you with an understanding of how you, too, can effectively leverage this essential new channel to reach your target audience, including:

- An overview of how biopharmaceutical companies are utilizing Facebook successfully
- Different ways to leverage Facebook without creating a Facebook page
- How to work through legal/regulatory concerns, develop internal processes and achieve results

Katie White, Communications Manager

LUNDBECK

Eileen O'Brien, Director of Search & Innovation

SIREN INTERACTIVE

“

I liked the organized networking sessions—good to meet and talk with people who “speak the same language”

”

—J. Debar, Director of Marketing
GENTIVA

9:45 a.m.

Creating Your Own Delivery Platform For Improved Patient Engagement: Online Multimedia Messaging, Automated Phone Calls & Mobile Messaging

Patient engagement has long been a weak point for trial recruitment, consent and retention. Without a systemic approach to engaging patients in the process, trials end up losing members, time and ultimately money. With the integration of new media technology into your marketing and communications plans, this no longer has to be the case.

New technology enables trials to engage patients on a personal level across the many phases of the process. Your organizations can now reach out to their members with targeted communications in clear language people understand - on the Internet as well as on mobile devices.

This session will show you how integrating new technology into your marketing and communications delivery platform will result in an increase in your bottom line: higher recruitment success rates, improved patient compliance and better trial participation, including:

- How you can better leverage existing technology to create a systemic approach to patient communication
- Understanding impact of patient engagement across the clinical trial process
- The benefits of engaging through mobile technology and how it can break down traditional barriers to clear communication

Gretchen Goller, MSW, Sr. Director-Patient Access and Retention Services (PARS)
PRA INTERNATIONAL

Mark Mulert, SVP Research & Analytics
EMMI SOLUTIONS, LLC

10:15 a.m. Q & A SESSION
Your Opportunity To Ask Questions



Join the conversation
 #smpharma12

10:25 a.m. NETWORKING OPPORTUNITY
Morning Refreshment & Networking Break

10:45 a.m. GROUP EXERCISE
Digest Session: Setting Goals With Social Media, Mobile & Gaming

Digital marketing is on the rise, but how should you be using these new tools? What goals are you trying to achieve? What message are you attempting to deliver?



More than 1,300 doctors have already registered with
 TwitterDoctors.net, a database of physicians who tweet.



—Guardian Media, 2012

11:15 a.m. ENGAGING PATIENTS

Taking Doctor And Patient Communications To The Next Level – Tips And Techniques For Pharma

Today, it's fairly easy for patients to acquire medical knowledge through health portals, social networks, blogs and even scholarly publications. Study after study confirms that individuals are actively consuming information about diseases, drugs, therapies and treatments. For many, the biggest challenge isn't lack of information, it's their reluctance to discuss their findings with physicians. On the one hand, they want to engage in a dialogue about treatment options with their doctors, but in practice, many are nervous to do so. They often fear being labeled difficult, uncooperative or too assertive. Even the most vocal patients share these concerns, especially those with chronic conditions. So how do we move to a healthier physician-patient relationship? How do you take these techniques and apply them to your own social media campaigns?

This panel will explore constructive ways to improve communication so that patients can be active participants in their healthcare, including:

- Understanding the types of behavior physicians exhibit that lead patients to retreat
- Strategies patients use to engage with their healthcare professionals
- Physician-patient etiquette in a wired, mobile world

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 "I really appreciated the case based approach, opportunity to connect with others, small group size to make learning more conducive."

PAST SOCIAL MEDIA FOR PHARMA CONFERENCE ATTENDEE

MODERATOR:

Bunny Ellerin, Senior Vice President
INTOUCH SOLUTIONS

PANELISTS:

Wen Dombrowski, MD
HEALTHCARE INNOVATION, SOCIAL MEDIA, AND AGING CONSULTANT

Tiffany Peterson, ePatient Healthcare Advocate
INTERNAL MEDICINE, GERIATRIC

Amy Dixon, BSN, RN, Nurse Blogger
VISITING NURSE SERVICE OF NEW YORK (VNSNY)

11:45 a.m. CASE STUDY

Fostering The Churn

Innovation has two stages. The first is arguably the hardest to quantify or reproduce and amounts to the synthesis of an idea, a concept, or a process that is somehow more than simply the collection of a group or an individual's experiences. Many innovations have similar themes, but every one is arrived at in a unique way, and is specific to its originator(s): diversity of thought begins and ends with the individual. The second stage in the innovation process is a realization of the innovation; the turning of an idea from an amorphous concept into a tangible thing. Only once an innovation has been realized are its full benefits known and enjoyed.

In this presentation we will describe Lunch Roulette. This was an idea that became a thing, in less than two days. It's a process that enables colleagues from all functions, at all levels, to be randomly matched for lunch. Sounds a little frivolous, right? But, it's not. It's easy to say 'meet someone new for lunch', but how, in practice, do you do that? Serendipity is widely acknowledged as a crucial part of the innovation process, and this tool enables that.

We'll talk a little bit about how this all came to be, how it's being used to create weak connections throughout our organization, what we've learnt, and how we're going to bake some gaming elements into it to make it even more useful. We may also mention the social graph. But that's less likely.

Christopher J. Tan, Manager Mobil App Development
David C. Thompson, Social Media Strategist
BOEHRINGER INGELHEIM PHARMACEUTICALS, INC.

12:15 p.m. Q & A SESSION

Your Opportunity To Ask Questions

12:25 p.m. NETWORKING OPPORTUNITY

Lunch On Your Own — But Not Alone!

Join a group of your colleagues for lunch with an informal discussion based on a social media for pharma topic. Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing social media for pharma concerns.

2:00 p.m. CASE STUDY

**How To Successfully Employ A Social Media Staff:
The Right People And The Right Plan**

It is imperative that you not only have a successful plan in place for your social media campaigns, but also and the right people in place to initiate, orchestrate, and implement your social media campaigns.

This unique session will detail how you can assess your current social media plan and personnel allowing you to effectively:

- Align your social media campaigns with your core business goals
- Finding the right social media company or consultant to fit your business objectives
- Implement a social media, mobile or gaming campaign

Leo Bressman, Senior Director
EXPRESS SCRIPTS

Gretchen Gunn, Principal
MGD SERVICES

2:30 p.m. CASE STUDY

**Harnessing The Power Of Social Media: Finding Your Audiences, Participating
In The Conversation And Bridging Knowledge Gaps**

Nearly a third of consumers are using social media for healthcare purposes while a growing number turn to social networks for support managing their health conditions. Those coping with chronic diseases are especially interested in connecting with peers to learn about their experiences with specific medications and treatments. Patient communities like Diabetic Connect, which has more than 750,000 registered members, are increasingly rich repositories of insights into consumer preferences, sentiments, and experiences. For pharma in particular, these sites offer near real-time opportunities to understand how patients and caregivers relate to your products.

This session will explore how the convergence of deep data mining, natural language processing and patient social networking has the potential to yield powerful new treatment insights for you as a pharmaceutical marketer and other industry stakeholders focused on patient engagement, including:

- Being aware of the type of information that is being sought by patients through social networks
- What information is being shared by patients outside of a clinical setting
- Learning from posts and responses made on social media networks regarding major topics related to chronic diseases
- Filling knowledge gaps that are discovered in online communities

Derek Streat, SVP, Corporate Development & Strategy
ALLIANCE HEALTH NETWORKS

Josh Konetzni, VP, Sales
ALLIANCE HEALTH NETWORKS

3:00 p.m. Q & A SESSION
Your Opportunity To Ask Questions

3:10 p.m. NETWORKING OPPORTUNITY
Afternoon Refreshment & Networking Break

3:30 p.m. INTERACTIVE SESSION
The State Of Pharma Social Media: A Health Activist Perspective

Health activists are the new opinion leaders in the digital ecosystem of social media. They are bloggers, tweeters and community leaders – each reaching ~15,000 people every month. This session will explore social media programs created and supported by pharmaceutical and healthcare companies, and the reactions of the community.

This panel of health activists will discuss some the best strategies within the conservative landscape of pharma marketing and how to execute social media programs and mobile apps that can support both active patient communities and brand objectives, including:

- Why some pharma social media programs take off, while others do not
- How Health Activist early adopters can drive your mobile program
- 4 Rules of the Road for successful consumer community connection

MODERATOR:
 Jack Barrette, CEO
WEGO HEALTH

PANELISTS:
 AnneMarie Ciccarella,
BREAST CANCER AND CHEMO ACTIVIST

Michael Weiss,
CROHN'S DISEASE ACTIVIST

Max Szadek, Diabetes Activist, Founder
DIVABETIC.ORG

4:00 p.m.

Interactive Digest Session

4:30 p.m.

Day One Wrap Up



Peter Pitts, President
CENTER FOR MEDICINE IN THE PUBLIC INTEREST
Conference Chairperson

4:45 p.m.

NETWORKING OPPORTUNITY

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!

6:00 p.m.

NETWORKING OPPORTUNITY

Dine Around

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



I really appreciate the extra opportunities to speak with the experts one-on-one, and am looking forward to continued online communications.



—L. Wilson, Web Designer, BECHTEL

8:00 a.m. NETWORKING OPPORTUNITY**Continental Breakfast & Networking****8:30 a.m. CHAIRPERSON'S ADDRESS****How To Operate Your Social Media Plans Within FDA And Pharma Guidance**

The only way to credibly engage with influencers is to have critical information for them to say. What pharma has to say must be to the public's benefit. This train of thought is lacking in healthcare. Pharma does not realize their own network value. Their goal should be to advance the public health, which can be done through active, lively and regular participation. It's not the responsible thing to not participate in social media, because that is where the public is. It's not comfortable for people because it's not a pay world, it's a play world.

Social media's Golden Rule is transparency. If you don't challenge the social media path at all, no one will know where you want to go. The FDA has released some initial draft guidance, but does it really matter? A regulatory holy grail will only lead to disappointment and frustration. Would a rolling guidance for social media be the best way to have guidance? Are expectations from the FDA and pharma the same? Interactivity needs to be turned on at pharma. The networks must be elastic to best operate.

This enlightening and impactful session will explore points that are often overlooked, including:

1. There is a difference between online advertising and social media. Google ads aren't social media. It's paid advertising.
2. There is a difference between social media platforms and social media content. If the content is not compliant in other areas, than the social media platform isn't the problem.
3. The fear of adverse event discovery is dangerous and misguided. We need to embrace the fact that adverse event experiences can be seen.
4. The fear of User-Generated Content is real, but there are many solutions from moderation to corporate responses to educating the users.
5. Who is responsible for what on social media? No single company can be responsible for every place something is said on the Internet. If you advertise on a webpage, you are not responsible for the content of that webpage.

Whatever you do, just make sure it advances public health. As long as you can answer "Yes," you are okay.



Peter Pitts, President

CENTER FOR MEDICINE IN THE PUBLIC INTEREST



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



**– M. Hudson, Senior Communications Executive
PUBLIC HEALTH AGENCY OF CANADA**

9:00 a.m. CASE STUDY**Learn How To Use Mobile And Gamification To Improve Your Office Dynamics And Increase Employee Engagement**

In 2008, Merck entrusted their employees with the responsibility of turning their Enterprise Portal into both a valued and valuable asset. Merck's vision included the delivery of a personalized linkage to information and tools for every end-user and a social media based collaboration platform. The vision was culturally transforming. But, as with all great visions, there was room built in for evolution.

Merck now needs to evolve their Enterprise Portal from an asset that links information and connects people to one that can influence behavior. When one considers the changing dynamics of traditional office settings and low employee engagement scores, influencing behavior is challenging. That is why Merck believes it is time for "mobility" to meet "gamification." Let the games begin – wherever you may be!

This innovative session will provide you with first-hand experiences and learnings on how to successfully extend your current communications plan into new platforms, including:

- How to implement a global social media-driven collaborative platform
- What it means to extend a your current platform into a mobile environment
- Understanding how games and game theory can help drive your engagement and improve employee knowledge

Robert Maguire, Jr., Executive Director, SBS, Enterprise Portal & Support Services
MERCK

9:30 a.m. Q & A SESSION**Your Opportunity To Ask Questions****9:40 a.m. NETWORKING OPPORTUNITY****Afternoon Refreshment & Networking Break****10:00 a.m. INTERACTIVE SESSION****Digest Session: How To Mange Feedback Appropriately**

Social media allows for a two-way conversation to take place, but what happens when the dialogue isn't positive? Do you allow open comments? Do you remove negative comments? How do you find the time to manage comments on a variety of platforms?

“

Substantive, yet very personal. I've been to many enormous 1000+ conferences and MUCH prefer this.

”

—L. Butler, Senior Director
INTERMOUNTAIN HEALTHCARE

10:30 a.m. CASE STUDY**Utilizing Social Media Tools To Promote Global Conversations And Collaboration To Improve The Lives Of Patients**

The National Organization for Rare Disorders (NORD) is dedicated to helping nearly 30 million Americans with rare diseases, and the organizations that serve them, through programs of education, advocacy, research, and patient services. Social media has provided a safe space where individuals and families affected by rare disease can connect with each other, share vital experiences, and find helpful information and resources.

Through the perspective of this rare disease community, this session will provide you with effective strategies for connecting with your own patient communities, including:

- Understanding how social media presents an opportunity for your patients and their families to connect regardless of physical location and other limitations
- How to provide a safe space where individuals and families affected by rare diseases can connect with each other, share vital experiences, and find helpful information and resources
- Connecting patients and disease-specific patient organizations to strengthen international collaboration and to meet the important goals of support and information sharing within a specific rare disease community

Alexandra Freitas, Online Communities Coordinator
NATIONAL ORGANIZATION FOR RARE DISORDERS

11:00 a.m. CASE STUDY**How To Effectively Use Social Media & Mobile Apps For Recruitment**

This educational session will provide you approaches for building partnerships, improving clinical research recruitment, and increasing the sustainability of volunteers and underrepresented populations into research protocols, including how to:

- Increase awareness of research participation through social media
- Increase awareness of mechanisms to promote community awareness of open clinical trials
- Find your voice in social media
- Keep the personal connections alive through and around social media
- Abide by regulatory considerations to help guide a social media presence around sensitive information

Molly Dwyer-White, Program Manager, The Brehm Center
UNIVERSITY OF MICHIGAN HEALTH SYSTEM

Eileen O'Brien, Director of Search & Innovation
SIREN INTERACTIVE



Excellent. This really was applicable to my business.



—PAST SOCIAL MEDIA FOR PHARMA CONFERENCE ATTENDEE

11:30 a.m. PANEL DISCUSSION**Focus On The Future: What's Out There? What's To Come? And How Can We Dive In?**

Join our expert speakers for this fascinating discussion and debate about the hottest trends in pharmaceutical marketing and communications. Discover what you need to do to prepare for the challenges ahead, and what's coming next. How will the latest trends impact the traditional tools in your marketing & communications toolbox? Don't miss this chance to hear about the latest trends in social media, mobile & gaming for pharma and how they may shape your own future marketing & communication strategies.

MODERATOR:

Julie Wittes Schlack, Senior Vice President of Innovation
COMMUNISPACE CORPORATION

PANELISTS:

Heather Guidone, Women's Health & Infertility Health
CENTER FOR ENDOMETRIOSIS

John Mack, Editor & Publisher
PHARMA MARKETING NEWS

12:00 p.m. Q & A SESSION**Your Opportunity To Ask Questions****12:10 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.



Peter Pitts, President
CENTER FOR MEDICINE IN THE PUBLIC INTEREST

12:35 p.m.**Close Of General Sessions**

“ Wonderful – real world experience we can learn from! ”

— PAST SOCIAL MEDIA FOR
PHARMA CONFERENCE ATTENDEE

2:00 p.m. – 4:30 p.m.

POST-CONFERENCE WORKSHOP®

Forward-Thinking Communication Techniques To Strengthen Your Brand Message And Engage Your Audience: Gamification, Cyborg, Responsive Design, SoLoMo (Social, Local, Mobile), And More!

In the late 90's, "convergence" was one of the hottest digital marketing buzzwords. Marketers were using the term in order to describe how traditional, broadcast media worked with digital and how this changed business as we know it. By the early 2000's, the term had given way to the new buzzword "Web 2.0". Fast forward to today and now we are actively using "convergence" as the buzzword to describe the emerging trends in technology. These trends include SoLoMo (Social, Local, Mobile), Responsive Design, Gamification, Big Data and Calm, or Cyborg, technology.

In this forward-thinking session, we will take a look at how the convergence of technology, platforms, media, devices and content are changing digital marketing as we know it.

During this enlightening session, you will learn:

- The benefits of developing convergent content
- The framework to build a successful and effective convergent marketing mix
- How to harness emerging trends like SoLoMo, Big Data, Responsive Design and Gamification in order to engage your audience and drive business results
- How convergent technologies are creating relevance and building trust with your customers

WORKSHOP LEADER: Jim Dayton is Senior Director, Emerging Media at Intouch Solutions.

Jim has more than 11 years of experience in interactive and traditional marketing. He joined Intouch Solutions in 2007, bringing expertise in relationship marketing, social media and mobile marketing to the agency.

CONFERENCE SUPPORTERS

ABOUT OUR CONFERENCE SUPPORTERS:

brandchannel Brandchannel is dedicated to providing the world's leading online exchange about branding. Provoking the dialogue on brands, their free resources include original articles, a continuous news blog and weekly debates, industry expert white papers and global listings of jobs, agencies, and conferences for branding professionals.

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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@pharmavoices.com or visit <http://www.pharmavoices.com>.



Pharma Marketing Network's mission is to help pharmaceutical marketers advance their careers through networking, sharing resources, and continuing professional education.

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

VENUE AND LODGING

VENUE & LODGING

**All Conference Sessions Will Be Held At The:
AMA Executive Conference Center**

1601 Broadway, New York, NY 10019 (At 48th Street near Times Square. Entrance is on 48th Street.)
Phone: 212-903-8060 ■ Customer Service: 877-566-9441

The AMA Executive Conference Center has negotiated preferred rates at the following hotels based upon availability. Be sure to mention that you are an AMA conference attendee to secure your reservation and preferred rates.

Click on the following link: <http://www.amaconferencecenters.org/new-york-hotels.htm> or contact the hotels below directly. Note: We recommend that reservations be made early, as the number of rooms at preferred rates is limited and don't forget to mention you are attending a conference at the AMA Conference Center for the special rates!

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851 Eighth Avenue
New York, NY 10019
T: 212-581-4100

Novotel of New York

226 West 52nd Street
New York, NY 10019
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800-221-3185
Reserve Now.

Manhattan at Times Square Hotel

(A Starwood Hotel)
790 7th Avenue @ 51st Street
New York, NY 10019
T: 212-581-3300

Crowne Plaza Times Square Manhattan

(connected to the AMA Conference Center, where the conference sessions are being held)
1605 Broadway
New York, NY 10019
T: 212-977-4000 or 800-243-6969

Belvedere Hotel

319 West 48th Street
New York, NY 10036
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888-468-3558
Type AMA for the Promo code.

The AMA Executive Conference Center is conveniently located in the heart of New York's world-famous Times Square. It is centrally located near historic tourist attractions such as Carnegie Hall, Lincoln Center, and Madison Square Garden. Airport access is just 6 miles away at La Guardia Airport (LGA), 12 miles away at Newark Liberty International Airport (EWR) and 13 miles away at John F. Kennedy International Airport (JFK). To view detailed ground transportation options (taxi cab, bus, subway & car rental) go to: http://www.amanet.org/exec_conf_cntr/new_york/around_ny.htm.



Join us in New York City for A.L.I.'s 6th **“Social Media, Mobile & Gaming For Pharma: How To Develop, Monitor, & Execute Digital Strategies To Engage Your Audiences. Strengthen Your Brand & Maximize Your Communications & Marketing Initiatives”** and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information on your visit to New York City, go to <http://www.nycgo.com/>.

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 October 26th	REGULAR PRICING: Register with payment after October 26th
Conference Only (Dec. 11 & 12)	\$1,699	\$2,099
Conference (Dec. 11 & 12) Plus One Workshop (Dec. 10 or 12)	\$2,099	\$2,499
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.....
 *IL residents will be charged 9.75% sales tax on workbook orders.

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.

GROUP DISCOUNTS:

Four or more attendees, registering together, enjoy a savings of at least \$1,699! **Register three attendees and the fourth registrant is FREE!** That's a 25% savings off each registration. Note to small organizations – 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.

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This conference provides an excellent opportunity to market your products and services to a targeted marketing & communications audience in the pharma industry. **Space is limited, so please call Erin at (773) 695-9400 x216, for more information.**

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 (not December) 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 November 26**) a refund will be provided less a \$295 administration fee. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (**on or after November 26**) 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.

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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.

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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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Since 1997, 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.

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BMS	DRAXIMAGE	Ohio State Univ. Med. Center
Telrx	Bayer Healthcare	Takeda Pharmaceuticals
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Boehringer Ingelheim Pharmaceuticals, Inc.	Montreal Children's Hospital	St. Joseph's Health Care London
GCP Works	AcuFocus	Widex
Progenics Pharmaceuticals	Janssen-Ortho	Baylor College of Medicine
Millennium Pharmaceuticals	MedImmune	AstraZeneca, LP
Teva Pharmaceuticals	Meril	Eisai Inc.
Bayer Healthcare Pharmaceuticals	Sanofi-Aventis Pharmaceuticals	Galderma Laboratories
Univ. of Maryland Medical System	Novo Nordisk Inc.	Lundbeck Inc.
Hospira	Humana, Inc.	Novartis Pharmaceuticals
Grünenthal Pharma	MDS Nordion	Acorda Therapeutics
Mannkind Corporation	Regeneron Pharmaceuticals	Abbott Nutrition
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 - Pre-Conference Workshop B:** How To Use Social Media Listening, Monitoring And Measurement To Better Understand Your Brand And Lay The Foundation For Increased Online Engagement
 - Pre-Conference Workshop C:** Using Mobile Technologies To Deepen Your Understanding Of Patient, Consumer And Health Care Professionals' Needs
 - Post-Conference Workshop D:** Forward-Thinking Communication Techniques To Strengthen Your Brand Message And Engage Your Audience: Gamification, Cyborg, Responsive Design, SoLoMo (Social, Local, Mobile), And More!
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