

Don't Miss The **NEWEST** Conference From The Advanced Learning Institute's Acclaimed Social Media Training Series, Specialized For The Pharmaceutical Industry...



**Rave Review from a Past Social Media Conference Attendee:**

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

A. Kaszowski, Web Producer

St. Joseph's Health Care, London, Ontario

\*\*\*\* Register by April 2nd to Save \$400! \*\*\*\*  
To Register, Call (888) 362-7400 -or- (773) 695-9400

**or register online at [www.aliconferences.com](http://www.aliconferences.com)**

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**KEY TAKE AWAYS:**

Attend this social media for the pharmaceutical industry conference 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:

- **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
- **Developing** a social media (blogging, podcasting, wiki, social network, etc.) strategy to improve your communication and marketing initiatives and practices
- **Managing** the continued regulatory challenges that companies face when expanding their social media footprint
- **Determining** the right social media mix for your organization

**SPEAKING ORGANIZATIONS:**

Hear practical real-world solutions and learn best practices in social media from practitioners at these top organizations:

**AstraZeneca, LP**

**Johnson & Johnson**

**Pfizer**

**Acorda Therapeutics**

**Sanofi-Aventis Pharmaceuticals**

**Novo Nordisk Inc.**

**Lundbeck Inc.**

**Fleishman-Hillard Digital**

**Porter Novelli**

- **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

**Presented by:**



**Your Communications  
& Marketing Training  
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**National Organization for Rare Disorders (NORD)**

**Saatchi & Saatchi Wellness**

**Siren Interactive**

**Intouch Solutions, Inc.**

**Paden Noble Consulting**

**CareVocate, LLC**

**WCG**

**Transmission Content + Creative**

**Rashbaum Associates, LLC**

**Supporting Organizations:**





If you get it, share it



## 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."

## MAXIMIZE YOUR TRAINING...

### Choose From Four Workshops For Ultimate Value & Learning!

Sign up for your choice of these highly-interactive and practical workshops to focus on your individual needs:

- **Pre-Conference Morning Workshop A –**

**Monday, May 24, 2010, 8:30 a.m. – 11:30 a.m.:**

Social Media 101: How To Successfully Leverage New Social Media Tools To Form Relationships, Manage Connections, And Communicate With Your Audiences

- **Pre-Conference Afternoon Workshop B –**

**Monday, May 24, 2010, 1:00 p.m. – 4:00 p.m.:**

How To Incorporate Twitter And Other Social Media Technologies Into Your External And Internal Pharma Communications Plans

- **Post-Conference Morning Workshop C –**

**Thursday, May 27, 2010, 8:30 a.m. – 11:30 a.m.:**

How To Implement A Social Media Strategy That Will Benefit Your Organization's Bottom Line: A Step-By-Step Process

- **Post-Conference Afternoon Workshop D –**

**Thursday, May 27, 2010, 1:00 p.m. – 4:00 p.m.:**

How To Prove The Value Of Social Media And Online Marketing For Pharma: Building Your Own Measurement Framework

## 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:

- **Social Media**
- **Emerging Media**
- **Employee Communications**
- **Communications Research**
- **Corporate & Brand Identity**
- **Corporate Communications**
- **Electronic Communications**
- **Marketing**
- **Employee Engagement**
- **Interactive Media**
- **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**
- **Quality Improvement**
- **External Relations**
- **Strategic Planning**
- **Training & Development**
- **Organizational Communications**
- **Global Communications**
- **Digital Media**

And all those interested in incorporating social media into their strategy toolkits.

## **BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE:**

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This conference is a must-attend event for all those who are committed to using Web 2.0 strategies to engage their audience and drive business results. You will benefit from:

- **23 innovative speakers** at your disposal to share their strategies and experiences in using blogs, podcasts, wikis, Twitter, and other Web 2.0 tools in the pharma arena
- **Over 24 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 social media innovations from leading pharmaceutical practitioners like **Johnson & Johnson, AstraZeneca, Acorda Therapeutics, Porter Novelli**, and many more
- **Acquiring new knowledge** to help transform your communications 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 social 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

## A MESSAGE FROM THE CONFERENCE CHAIRPERSON:

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**Dear Communications, Marketing, or PR Executive:**

I know what you're thinking.

"Great... another social media for pharmaceuticals conference. Just what we all need."

It's understandable of you to think that way, but if you do, you'd be wrong. This conference won't focus on theory or the conceptual use of social media. We're not coming together to talk about what *should* happen or lament over what *hasn't happened fast enough*. **Instead, we're focused on real-life case studies, real-world examples and demonstrating real time value for your brand.**

How? By bringing together the brightest minds and the most innovative leaders currently doing business in the social marketplace today. We'll show you how to get things approved, get things launched, and get measurable impact for your brands. No theory, just execution.

Interested? You should be!

Whatever you want to call it – social media, social marketing, or convergent communications – the fact remains that 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 social media technologies and tools to improve your communication and marketing initiatives and practices, including how:

- **AstraZeneca** implemented well thought out strategies to engage in social media – including channel alignment with company programs and priorities
- **Novo Nordisk Inc.** created the first pharmaceutical branded Twitter page through the combined efforts of its regulatory, legal and marketing teams.
- **Acorda Therapeutics** used social media to carve out a unique, non-transferrable position that fostered treatment awareness and kept them top-of-mind with patients and caregivers

Don't be left behind - Register today [online](#) or call our conference hotline at 888-362-7400 to attend A.L.I.'s conference on "SOCIAL MEDIA for PHARMA: How To Develop, Execute, And Evaluate Web 2.0 Strategies To Engage Your Audiences And Drive Business Results," this May in Princeton, NJ to hear from pharmaceutical professionals who are currently utilizing social media 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 this Spring at this information-packed event.

Sincerely,

Bill Evans, Senior Vice President, Practice Group Lead  
**FLEISHMAN-HILLARD DIGITAL**  
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 (888) 362-7400 or (773) 695-9400 for more details.

### **RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:**

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*"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**

*"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**

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

M. Hudson, Senior Communications Executive  
**Public Health Agency of Canada**

*"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**

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

T. Lagomarsino, Director of Brand Marketing  
**Genzyme**

*"Overall, there were very interesting presentations!"*

S. Lecour, Policy & Program Advisor  
**Health Canada**

*"This conference was the most engaging I've ever attended. What an incredible group of speakers!"*

G. Grooms, Director of Field Communications  
**Transamerica**

*"I loved the conference booklet – it was easy and convenient for note-taking!"*

E. Franklin, Social Work Reinvestment Initiative  
**National Association of Social Workers**

*"The conference provided an abundance of relevant, timely and useful information. The program was well designed to include an array of topics and expertise, with plenty of time for networking with colleagues and subject matter experts."*

S. Russ, Director of Internal Communications  
**The Reader's Digest Association, Inc.**

*"I am a big fan of your conferences. This is my second one and I look forward to future offerings."*

I. Esche, Brand Manager

**AAA of Northern California**

*"Lots of really useful information, great contacts - - thanks for putting on such a good conference!"*

S. Shoemaker, Director of Employee Communications

**AT&T**

## **PRE-CONFERENCE WORKSHOPS: Monday, May 24, 2010**

Take social media from complexity to clarity through these interactive workshops guaranteed to jumpstart your conference experience. These workshops are a great opportunity to advance your learning and network with fellow attendees while taking a hands-on, common sense and practical approach to mastering social media for pharma that will enhance your understanding of the informative, case study presentations throughout the entire conference.

### **Choose A or B or BOTH for Maximum Value and Learning**

**8:30 a.m. to 11:30 a.m.**

#### **MORNING PRE-CONFERENCE WORKSHOP A**

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

#### **Social Media 101: How To Successfully Leverage New Social Media Tools To Form Relationships, Manage Connections, And Communicate With Your Audiences**

Like most pharma brands, you probably want a relationship with your patients, your physicians or anyone who may have a stake in purchasing your products. The tried and true method of doing this has always relied on 'opt-in' programs that deliver content via email or direct mail. Unfortunately, this model of engagement requires high-cost, high maintenance relationship management programs that deliver varying degrees of success. But what if there was a better way?

As social networks begin to play a larger and larger role in our lives, it may be time to rethink how you form relationships, manage connections, and communicate with your audiences. Multiple companies have already started down this path, and if you haven't yet, now is the time.

This workshop will provide you with real-world case studies of how and why social networking tools like Facebook, Twitter, blogs, etc. should replace your aging models of engagement, communications and marketing. Through interactive discussions, you'll explore:

- An overview of social media tools and why they provide a better value and experience for patients
- How to harness the mechanisms of technologies of these tools
- Ways you can engage fans to engage others
- Practical tips for getting started
- What should define ROI and success
- Dealing with regulatory
- Case studies from real brands getting real results

**WORKSHOP LEADER: Allison Foster, SVP and head of digital healthcare for Fleishman Hillard NY**, has been involved in the development and execution of digital healthcare tactics and interactive branding for over 14 years. She was instrumental in the creation of one of the first corporate consumer-facing websites, Nabisco's [www.candystand.com](http://www.candystand.com). For the past five years she has been focused exclusively on digital strategy and execution in the pharmaceutical space, working with companies such as Genentech, Pfizer, Schering-Plough, Novartis, Eli Lilly & Co, and GlaxoSmithKline.

## Testimonials from Past Fleishman-Hillard Sessions:

*“Very impressed, great examples, great insight.”*

*“Very knowledgeable and an excellent presenter. I liked the interactive approach.”*

*“Thank you for giving me hands-on tools.”*

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**11:30 a.m. to 1:00 p.m.**

**Afternoon break/lunch on your own.**

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**1:00 p.m. to 4:00 p.m.**

### **AFTERNOON PRE-CONFERENCE WORKSHOP B**

#### **How To Incorporate Twitter And Other Social Media Technologies Into Your External And Internal Pharma Communications Plans**

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Attend this workshop and explore the differences and similarities between the internal and external uses of social media. You'll receive a hands-on understanding of the role of Twitter, Yammer and other real-time social technologies and communities. The pharmaceutical and healthcare industries face social media challenges that don't factor into other industries. Twitter and other microsharing platforms will play increasingly important roles in the total social media landscape. As a result, understanding the opportunities and challenges of evolving social media is an essential part of implementing your own comprehensive social media strategies.

In this interactive and hands-on session, learn how you can harness the power of Twitter to advance your own marketing and communications goals, including:

- Twitter 101 and Yammer 101 – an overview of the basics
- What Twitter is and what it isn't
- Twitter's Application Programming Interface (API) and why you need to understand its importance
- An overview of the properties and possibilities of micro-sharing technologies
- Tying all social media together
- Tools of the trade (desktop clients, web-based clients, other applications)
- Practical tips (etiquette, content, sharing, interacting, etc.)
- Considerations for the Health Insurance Portability and Accountability Act (HIPAA) Privacy Rule
- Why privacy and dignity matter on Twitter
- Specific uses (examples from marketing, internal use, patient support, etc.)
- Patient/consumer perspective: Why do patients tweet? What do they want?
- A live demo with hands-on training
- Do's & don'ts
- How to explain the business propositions of social media to C-Suite

As Twitter and other real-time media become increasingly popular modes of communication, it's important for individuals and organizations to master these tools if they wish to have a voice online, improve the efficiency of their external and internal communications, and respond effectively and safely to challenges of an exponentially changing business landscape. This session will provide you with an understanding of these social media technologies and offer strategies and specific tips on how to use these tools successfully.

You won't want to miss this insightful and informative session on the social media tool that everyone's talking about!



**WORKSHOP LEADER: Phil Baumann is CEO of CareVocate, LLC**, a web presence consultancy providing strategic guidance to individuals and organizations. He is a second-career registered nurse who has specialized in critical care. He started his career as an accountant and has worked in enterprises in financial reporting, treasury management and systems implementation. His unique perspective blends his enterprise background with his clinical experience to help provide leadership in the use of social software and communities.

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or register online at [www.aliconferences.com](http://www.aliconferences.com)

## **AGENDA - DAY 1: Tuesday, May 25, 2010**

**8:00 a.m.**

### **Registration & Continental Breakfast**

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**8:30 a.m.**



### **CHAIRPERSON'S ADDRESS**

#### **Chairperson's Welcome, Opening Remarks & Presentation: Getting Down To The Business Of Being Social In The Pharmaceutical Industry**

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You can't visit Twitter, go online, or read a tech magazine without seeing the latest "expert" tell you about a bunch of abstract theories for social media. You work in pharma and you need answers. Fast. For all of the debate about what discipline should "own" social media, or what value it brings to the table, you know what everyone else does: social media is here to stay and you need to get on board.

But with social media transforming almost every organization in one form or another, pharma has been slower to adopt. For all of the so-called "experts" out there claiming that this new era of communications is immeasurable or shouldn't be ROI driven, the fact remains that you work in the marketing and communications business, and funding is given to those who prove results.

This presentation will help you understand where we are today, where we will be tomorrow and how to prepare for the future of social media.

During this provocative session, we will explore:

- The current state of the social business in pharma
- The coming end of eMarketing
- Why your communication and marketing mix should revolve around social media
- Why Facebook should be at the heart of your marketing campaigns
- Why regulatory concerns are a paper tiger
- Strategies for driving adoption through every level of your organization

Bill Evans, Senior Vice President, Digital Practice Group Head  
**FLEISHMAN-HILLARD DIGITAL**

9:30 a.m.



### **Break-Out Blitz!**

#### **Network And Discuss Social Media Challenges With Your Fellow Conference Attendees**

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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**

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10:30 a.m.



#### **CASE STUDY**

### **Managing Information And Your Company's Reputation Within The Boundaries Of A Regulated Social Media Environment**

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How do you manage information, and reputation, within the boundaries of a regulated environment in forums controlled by the audience? Where do you start?

In this session, you will hear how AstraZeneca, a global pharmaceutical company, addressed these issues by reviewing the social media landscape, making decisions to engage, and taking action.

Learning from AstraZeneca's experiences, you will leave with a greater understanding of how you can venture into the social media waters by:

- Recognizing the importance of social media in pharma and what benefits and rationale can be utilized when employing these new tools
- Implementing well thought out strategies to engage in social media – including channel alignment with company programs and priorities (e.g. Facebook, Twitter, company blog, etc.)
- Understanding the continued regulatory challenges that all pharma companies face in expanding their social media footprint and engagement (e.g. FDA regulations, promotional, regulatory, and legal risk management) – and steps to take to address risk management

Earl Whipple, Senior Director Business & Digital Media Communications

**ASTRAZENECA, LP**

11:20 a.m.



#### **CASE STUDY**

### **A Common Sense Approach For Integrating Social Media Into Your Traditional Communications And Marketing Plans: A Roadmap For Success**

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Social media is everywhere. In our personal lives as well as in the board room. Increasingly, the pharma industry is taking its lumps for not being more engaged in social media, but a lack of FDA guidance has kept most companies on the sidelines.

With so few tactical examples, the business case for using social media is also less clear than in other industries.

This session, presented with Pfizer, the world's largest pharmaceuticals company, will explore key trends and insights into where social media belongs in your communications roadmap and how it can be used to inform your broader strategic approach. Specifically, it will look at important milestones that led Pfizer to become a leader among the pharma industry in social media communications, including the most Followed Twitter feed and the most "Liked" corporate Facebook page.

Additionally, through shared insights and discussion, this session will answer such challenging questions as:

- What elements of social media can and should pharma be considering?
- What sort of ROI can you expect?
- Where does social media fit with your other tactics?
- How does it map back to your business objectives?

Kate Bird, Director, Digital Communications Strategy

**PFIZER**

Paul Dyer, Head of Social Media, North America

**WCG**

**12:10 p.m.**

### **Lunch On Your Own -- But Not Alone!**

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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 social media for pharma concerns.

**1:40 p.m.**



### **CASE STUDY**

### **How To Extend The Value And Reach Of Your Organization's Campaign To Increase Engagement And Program Results**

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Cancer patients and caregivers are often overwhelmed with information regarding diagnosis, treatment and survivorship, at a time when it is most difficult to cope and function. Patients turn to many sources for information and among the most common are the experiences of other patients. They want to hear how others have managed, coped, and survived, and often turn to the Web to do so. Many survivors are deeply involved in social media and play an integral role in helping others manage their disease.

Recognizing the role social media plays in oncology, Sanofi-Aventis Pharmaceuticals added blogger outreach to its digital marketing campaign around Kaleidoscope, an annual broadcast event focused on survivorship and the key issues surrounding women and cancer. In this session, you will learn how the team successfully extended the value and reach of the Kaleidoscope campaign using social media tools, and enabling increased program engagement through its outreach efforts.

Key takeaways will include how to:

- Identify the right social media mix including appropriate social evangelists and ways to initiate conversations
- Integrate new social media tools with traditional media to multiply your program's results
- Collaborate with bloggers and advocacy groups
- Effectively approach the tasks of monitoring and reporting – and what processes are needed to ensure compliance

Susan Gorky – Senior Product Manager, Oncology Customer Marketing  
**SANOFI-AVENTIS PHARMACEUTICALS**

Jim Dayton, Director of Emerging Media  
**INTOUCH SOLUTIONS, INC.**

2:30 p.m.



## **How To Use Twitter To Deliver Measurable Results For Your Organization**

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Twitter is often times seen as the ultimate social media tool for quick, concise marketing to an eager group of willing fans. But what happens when the people you want to reach are under the jurisdiction of the most regulated industry possible? You adapt.

Come hear how Novo Nordisk Inc., created the first pharmaceutical branded Twitter page through the combined efforts of its regulatory, legal and marketing teams. The page highlights a partnership with a racecar driver diagnosed with diabetes that sparked a heated debate among marketing professionals about how to best use social media to reach consumers.

Key takeaways of this session will include how to:

- Determine your value - - Is a Twitter page worth your investment? What are you really getting out of this?
- Identify the right partner or voice - - Is the marketing team the most credible group to lead this project?
- Assess Your Promotional Challenges - - Does the reward outweigh the risk?
- Define Success - - Are your goals realistic? When do you need to reevaluate your plans?

Learn from the experiences of the Twitter page creator, and head of the regulatory affairs promotional review team about how to assist your company in understanding the risk of such an endeavor. They will help convince you that a project like this is worth pursuing.

Ambre Morley, Associate Director of Product Communications

Lois Kotkoskie, Director of Promotional Review

**NOVO NORDISK INC.**

3:20 p.m.



## **Afternoon Refreshment & Networking Break**

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3:35 p.m.



## **Rules Of The Road: Successfully Navigating The Guideposts On The Social Media Highway**

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Many pharmaceutical manufacturers and distributors have been slow to adopt social media tools, due to the intricate and often daunting network of privacy laws and regulations, and lack of concrete guidance from the U.S. Food and Drug Administration (FDA). Legal, compliance and regulatory functions within pharmaceutical and medical device companies are hesitant to take perceived risks by allowing the marketing and corporate communications functions to utilize tools such as Facebook, Twitter, blogs, chat forums, and the like because various kinds of legal and ethical violations can occur in an instant, with profound impact on the company. This

is a particular challenge for multinational pharmaceutical corporations faced with local privacy law restrictions on export of "personal data" (information which can be traced to a patient) beyond national borders without patient consent. Complicating this already challenging environment is a lack of knowledge and understanding about how the tools work on the part of risk-averse in-house attorneys and compliance officers.

In this session, you will learn how to prepare for social media initiatives with these "rules of the road" in mind and, in this way, effectively communicate with and educate your legal, compliance and regulatory colleagues to raise their comfort level with, and allow them to become conversant in, the various social media tools and technologies available.

This interactive session will also provide you with an opportunity to discuss these issues in the context of your own experiences, and suggest approaches to working with in-house pharma counsel, including:

- Preparation of workable, easy to understand social media guidelines and policies
- Education of your organization about social media effectiveness and risk mitigation (from clear policies and effective implementation training)
- Achievement of consistency throughout your organization with respect to social media strategies and activities
- Anticipation of what guidance may be expected from the FDA, in light of the Part 15 hearings

Kenneth Rashbaum, Esq., Principal  
**RASHBAUM ASSOCIATES, LLC**

4:25 p.m.



### **CASE STUDY**

#### **Panel Discussion:**

#### **Overcoming Your Social Media Challenges And A Q&A Session With Our Speakers**

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Hear expert representatives from the pharmaceutical industry discuss ways to overcome social media challenges, as well as best practices and lessons learned in the field. You'll have the opportunity to get your most pressing questions answered in this interactive forum.

5:00 p.m.

#### **End Of Day One**

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5:15 p.m.



#### **Networking Reception: Please Join Us!**

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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!

7:00 p.m.



#### **Dine Around**

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

## **AGENDA - DAY 2: Wednesday, May 26, 2010**

**8:00 a.m.**

### **Continental Breakfast & Networking**

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**8:30 a.m.**

### **Chairperson's Opening Of Day Two**

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Bill Evans, Senior Vice President, Digital Practice Group Head  
**FLEISHMAN-HILLARD DIGITAL**

**8:40 a.m.**



### **SPECIAL PRESENTATION**

#### **The FDA And Social Media: What's Next?**

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After sending mixed signals about its views on how regulated industries use social media, the U.S. Food and Drug Administration held a two-day public meeting on the subject, raising hopes and expectations that clear guidance would soon be forthcoming. Whether or not this is an accurate reading of the agency's intentions is certainly open for debate.

Regardless of FDA action (or inaction), social media is here to stay and is becoming an increasingly important tool for pharmaceutical and healthcare marketers. What can you expect from the FDA and how will it impact providing accurate information and potent marketing messages in the future?

This presentation will address 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 the Division of Drug Marketing, Advertising and Communications (DDMAC) in social media oversight and the dangers of "regulatory creep"
- What can we expect from the FDA ... and when?

Peter Pitts, Partner/Director, Global Regulatory Policy & Health Initiatives  
**PORTER NOVELLI**  
Former Associate Commissioner  
**U.S. FOOD AND DRUG ADMINISTRATION**

**9:30 a.m.**



### **Morning Refreshment & Networking Break**

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10:00 a.m.



## How To Effectively Incorporate Social Media Tools To Successfully Expand And Enhance Your Online Presence

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Founded in 1886, Johnson & Johnson, is one of the most broadly based companies in human health – encompassing consumer products, medical devices and prescription medicines. Since 2006, the Johnson & Johnson Corporate Communication department has significantly expanded and enhanced its presence online through the steady launch of new and innovative online communications tools and platforms such as: the Kilmer House and JNJBW blogs, the Johnson & Johnson health channel on YouTube, the Johnson & Johnson Network on Facebook, the @JNJComm feed on Twitter as well as the re-launch of the existing platform, the corporate website, [www.JNJ.com](http://www.JNJ.com).

As a result, the Corporation not only has access to numerous vehicles to deliver messages and interact with a variety of communities, but has also established credible footholds in different online realms including the blogosphere, the Twittersphere, YouTube and on Facebook, where it can engage, interact and form relationships with different stakeholders.

This presentation will give you the inside story of how this 124-year-old company, which operates in a highly regulated industry, joined the social media world. You'll gain a greater understanding of the successful process that can help you transition your company into the social media arena, including:

- Steps needed to develop a set of social media policies
- Process and structural changes that will support specific social media efforts
- Expectations for communicating on the social web

Marc Monseau, Director, Corporate Communication, Social Media  
**JOHNSON & JOHNSON**

10:50 a.m.



## How To Use Social Media To Harness The Passion And Power Of Patient Communities To Keep Your Brand Top-Of-Mind

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A lack of motivational channels for patients with Multiple Sclerosis (MS) empowered Acorda Therapeutics to infuse new life into the signature *Walk MS* fundraiser. Tapping an unmet patient need to forge connections with others fighting the disease, Acorda coordinated a mix of in-person and digital events allowing user-generated communities to connect online.

With more than 60,000 interactions at *Walk MS* event booths and tens of thousands of visitors to the newly created website, Acorda harnessed the passion and power of the MS community, focusing on the shared mission "*I Walk Because...*"

You'll learn how this communications team harnessed the power of social media to position its brand with its stakeholders and how you, too, can:

- Carve out a unique, non-transferrable position
- Keep your brand top-of-mind with patients and caregivers
- Incorporate multiple social networking tactics into the marketing mix to keep your campaigns and brands fresh

Maria Verastegui, Creative Director  
**ACORDA THERAPEUTICS**

William Martino, SVP, Director of Digital Strategy  
**SAATCHI & SAATCHI WELLNESS**

**11:40 a.m.**

### **Lunch On Your Own -- But Not Alone!**

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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 social media for pharma concerns.

**1:10 p.m.**



### **Group Exercise:**

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You asked for it, you got it! Interact and discuss how to implement the latest technology tools to assist you in overcoming your social media for pharma challenges with your fellow attendees and our experienced speakers. You will leave with new tools and ideas for more successfully applying best practices to your own Web 2.0 pharma initiatives.

**1:55 p.m.**



### **How To Gain Access To Your Target Consumers And Achieve Powerful Social Media Results By Partnering With Patient Organizations**

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Pharma companies have seen powerful social media results by partnering with patient organizations. These cause marketing efforts, often utilizing social media, can benefit both the pharma companies and the advocacy organizations.

A recent Interpublic Group (IPG) Emerging Media Lab survey supports this:

- 92% of consumers said they have a more positive image of a product or company when it supports a cause
- 87% of consumers -- when price and quality are equal -- are more likely to choose a brand associated with a cause
- 75% of community members said they use the Internet to participate in communities related to social causes

Cause marketing programs can provide a safe introduction to social media for pharma companies and help to educate medical/legal teams on the benefits. Non-profit organizations can be an effective way for pharma to gain access to consumers via social media.

During this case study session, you'll hear how social media was used to promote the Rare Disease Day 2010 initiative of the National Organization for Rare Disorders (NORD), a non-profit organization dedicated to helping people with rare diseases. Lundbeck Inc., a pharmaceutical company dedicated to improving the lives of patients affected by complex central nervous system disorders and rare diseases, supported Rare Disease Day by launching the *Raise Your Hand to Fight Rare Diseases* campaign. Lundbeck donated \$1 to a NORD rare disease research fund for every click-through (up to \$10,000) to the Rare Disease Day website. The campaign provided content that spurred the company to create a corporate communications pilot Twitter account.

Attend this insightful presentation and learn how your organization can gain access to your target consumers by partnering with a patient organization like NORD. You'll leave with a greater understanding of how to:



- Identify which organizations to approach for partnerships
- Collaborate effectively
- Define success: important measurement goals for social media campaigns

Clarissa Trujillo, Manager, Communications  
**LUNDBECK INC.**

Mary Dunkle, Vice President for Communications  
**NATIONAL ORGANIZATION FOR RARE DISORDERS (NORD)**

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

**2:45 p.m.**



### **Afternoon Refreshment & Networking Break**

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**3:00 p.m.**



### **CASE STUDY**

### **Proving The Value And Recognizing The Limitations Of Social Media In A Highly Specialized Segment Of The Pharma Market: Practical Implementation Steps To Enter The Conversation**

---

Companies like Novartis Diagnostics may overlook social media because common thinking is that a business-to-business organization doesn't need such broad communications. However, social media tools can be an outstanding way to interact with health care professionals or business leader audiences and especially to gain early warning of emerging trends among key stakeholders. This can be especially important during scientific conferences, FDA meetings or other public events.

Novartis Diagnostics uses social media for rapid intelligence and quick reactions while monitoring sentiment in the public arena.

Through specific examples, you will gain a greater understanding of social media monitoring programs and how they can be used for your business intelligence. You'll leave armed with the knowledge of key considerations that will enable implementation of successful social media tactics in your own organization, including:

- Which social media platforms matter to your company and why?
- How can you track social media when there is so much out there?
- When should your company enter the conversation?
- Who from your company should be allowed to participate in social media?

Doug Levy, Independent Communications Consultant  
 Former (Interim) Director of Communications  
**NOVARTIS DIAGNOSTICS**

3:50 p.m.



## CASE STUDY

### **How To Listen Before You Lead: Developing A Strategic Social Media Monitoring Program In Pharma On A Limited Budget**

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Pharma is operating with limited budgets now more than ever. Social media programs enable you to do more, with less.

Whether you're actively engaged with using social media or not, at minimum, you should be listening to what's being said about your organization and your products. Developing a strategic approach to your social media monitoring program is a critical first step for several key reasons:

1. Managing time. To ensure that you're collecting structured information from a vast sea of unstructured data, which helps keep analysis time to a minimum.
2. Managing search result volume. Ensuring that you're optimally filtering your searches to respect your marketing budget.
3. Internal consensus. Learn how to find budget with little to no incremental spend and get buy-in to collect this type of business intelligence.

Through the lens of a preliminary HPV (human papillomavirus) Vaccine case study evaluating social media monitoring results for Gardasil and Cervarix, you will learn:

- The process for developing your own social media monitoring program
- Models you can use for analysis
- An approach for adding depth to your results

Mark Goren, New Media Coach

**TRANSMISSION CONTENT + CREATIVE**

4:40 p.m.

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

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

5:00 p.m.

### **Close Of General Sessions**

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### **POST-CONFERENCE WORKSHOPS: Thursday, May 27, 2010**

#### **INTERACTIVE WORKSHOPS**

These workshops are designed to take your conference experience to the next level. Post-conference workshops allow you to take the information you gained from the general sessions, and identify and focus on

your individual needs and applications. Make the most out of this conference by attending these highly interactive, practical and hands-on sessions. Space is limited to ensure interactivity!

## Chose C or D or BOTH for Maximum Value and Learning

8:30 a.m. to 11:30 a.m.

### MORNING POST-CONFERENCE WORKSHOP C

Continental breakfast will be provided at 8:00 a.m. for the morning workshop attendees.

## How To Implement A Social Media Strategy That Will Benefit Your Organization's Bottom Line: A Step-By-Step Process

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The standards for participation in social media from the FDA have been constantly evolving and thus, difficult to navigate for the past few years. But the fact remains that caregivers, consumers, doctors and patients utilize the Web and multiple social networks every day as a primary point of research for their medical care.

Multiple pharma companies like Pfizer, J&J and many others have successfully navigated FDA mandates to connect with their publics in ways that have raised awareness, education and sales. Whether B2B or B2C, branded or off-branded, utilizing best practices online with SEO (Search Engine Optimization) and up-to-date social media tools will only benefit the ROI for your organization.

This workshop will provide you with multiple social network case study examples of how various pharma companies, hospitals and others in the health field are benefitting consumers, caregivers, doctors and the bottom line.

Working in teams, you will be charged with:

- Generating insights about your key stakeholders (patients, physicians, caregivers, alumni, etc) to learn how to speak to them where they are on/offline
- Creating a strategy based on your insights that gives value to your audience/customers
- Developing marketing materials for social media channels for a fictional hospital and pharma product as a tool to provide fresh thinking around pharma issues online outside of the realm of your particular organization
- Managing crisis situations by utilizing social media

You will leave this interactive, hands-on session with a strong foundation of new tools and knowledge to help your organization navigate into a successful and strategic social media campaign.

**WORKSHOP LEADER: John Havens is Senior Vice President, Social Media at Porter Novelli**, and the author of the book, *Tactical Transparency: How Leaders Can Leverage Social Media To Maximize Value and Build Their Brand* (Wiley 2008). He is a recognized expert in the fields of Transparency and Augmented Reality for Social Media/Public Relations. He is the former VP of Business Development at BlogTalkRadio and has been blogging about social media since 2005 when he was the first Guide to Podcasting at About.com. A frequent speaker on transparency and augmented reality, John has written for/been quoted in Fast Company, iMedia, and ADOTAS amongst other sites. He is also a 2010 Fellow for the Society for New Communications Research.

**Zach Molinaro is an Account Executive in the Health Care Practice of Porter Novelli New York (PNNY)** and helps execute public relations programs for several Merck & Co., Inc. (Merck) products. Specifically, Zach works on several drugs in Merck's cholesterol franchise. Before joining PNNY, Zach previously supported sanofi-aventis' Ambien CR, a drug used in the treatment of insomnia.

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11:30 a.m. to 1:00 p.m.

Afternoon break/lunch on your own.

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1:00 p.m. to 4:00 p.m.

## AFTERNOON POST-CONFERENCE WORKSHOP D

### How To Prove The Value Of Social Media And Online Marketing For Pharma: Building Your Own Measurement Framework

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Hundreds of millions of conversations, recommendations, and critiques take place online. They are continually evolving conversations about your industry, your company and your brand.

Implementing the right social media measurement strategy and tools can give your brand the ability to monitor web traffic and brand reputation, locate ideal consumers, dissect the competition's share of social media voice, and grow a loyal community of brand enthusiasts while tangibly demonstrating ROI.

Attend this workshop and learn from an experienced brand monitoring and analytics consultant the who, what, when, where, and why of social media measurement as it relates to pharma. The curtain will be pulled back as vendors, capabilities, and even prices are discussed.

You'll walk away with strategies and systems to turn data into actionable information that drives the success of your business objectives.

Lots of material will be covered, including how to determine:

- **Who** is your brand's greatest online enthusiast and greatest online threat
- **What** tools are used to monitor and quantify social media activity and their prices
- **What** people are saying about your brand and where
- **When** your online campaign has become viral and produced ROI
- **Where** your campaign will have the most impact
- **Why** you need a separate budget plan dedicated to social media

**WORKSHOP LEADER: Stephanie Noble is the Founder of Paden Noble Consulting**, a web, software, and database development corporation, which boasts its own integrated social media measurement and web visibility enhancement system. Stephanie works hard to make Paden Noble the number one solution for small to midsize corporations that need to do and be more online, while spending less. Driven by a passion to bring the social media measurement and viral marketing capabilities of the Fortune 500 to small and midsize businesses, she feels that smaller companies, without the bureaucratic hierarchy of large corporations are actually better positioned to take advantage of social media.

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**Pharma Marketing News** is an independent monthly electronic newsletter focused on issues of importance to pharmaceutical marketing executives. It is a service of the Pharma Marketing Network -- The First Forum for

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More than a professional association, the **Council of Communication Management (CCM)** is a true community of senior-level colleagues, built on a foundation of shared trust and mutual respect. They are a highly interactive, collegial group and are passionate about helping each other and their organizations succeed. Many members have formed lifelong connections that transcend their everyday work lives.

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**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.

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



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Please contact the hotel directly when making your reservation. **For the conference, a limited number of rooms have been reserved at the reduced rate of \$135/night. Please call the hotel no later than May 4,**

**2010 to ensure this rate** and mention the “Advanced Learning Institute. Social Media for Pharma.” We recommend that reservations be made early as rates are subject to availability.

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Join us in Princeton, NJ for A.L.I.'s Conference on "Social Media for Pharma" and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information on your visit to Princeton, NJ, please go to: <http://www.visitprinceton.org/>

### REGISTRATION FEES:

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

<b>Group Discount: Register 3 colleagues and the 4<sup>th</sup> is FREE!</b>	<b>Earlybird Pricing: Register with payment by April 2<sup>nd</sup></b>	<b>Regular Pricing: Register with payment after April 2<sup>nd</sup></b>
Conference Only (May 25 <sup>th</sup> and 26 <sup>th</sup> )	\$1,299	\$1,699
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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:**

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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 May 10<sup>th</sup>), a \$150 service fee will be charged and a credit memo will be sent reflective of that amount, which can be used for a future A.L.I. conference. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (on or after May 10<sup>th</sup>) are liable for the entire fee. A credit memo will be issued which can be used for a future A.L.I. conference 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 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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- U.S. Department of Health & Human Services
- Johnson & Johnson Vision Care



- IBM Corporation
- JPS Health Network
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- Wyeth
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- Mayo Clinic
- Healthcare District of Palm Beach County, Florida
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How To Develop, Execute, And Evaluate Web 2.0 Strategies To Engage Your Audiences And Drive Business Results

May 24 - 27, 2010 • Princeton, NJ

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Yes, I'd like to register for the Social Media for Pharma conference in Princeton, NJ.

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  - Post-Conference Workshop C: How To Implement A Social Media Strategy That Will Benefit Your Organization's Bottom Line: A Step-By-Step Process
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