

Back By Popular Demand! Packed With Tips, Tactics, And The Inside Scoop On Social Media For The Pharmaceutical Industry...

SOCIAL MEDIA for PHAR_xMA

How To Develop, Execute, And Evaluate Web 2.0 Strategies
To Engage Your Audiences And Drive Business Results

December 6-8, 2010 • New York, NY

SPEAKING ORGANIZATIONS:

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

Novo Nordisk Inc.

U.S. Food and Drug
Administration

Johnson & Johnson

Kaiser Permanente

Astellas Pharma US, Inc.

Porter Novelli

Columbia University
Medical Center

Advanced BioHealing, Inc.

Sanofi-Aventis U.S., LLC

Millennium Pharmaceuticals, Inc.

BioCrowd.com

WCG

Hill & Knowlton

SHIFT Communications

Pharma Marketing Blog

Fleishman-Hillard

Presented by the
Advanced Learning Institute



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, 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
- **Leveraging** Web 2.0 technologies to build a brand culture internally and externally
- **Using** Twitter to turn your employees and stakeholders into brand ambassadors

Featuring Special Presentation by:



Julie Zawisza,
CDER, U.S.
Food and Drug
Administration



Paul Buckman,
CDER, U.S.
Food and Drug
Administration



Peter Pitts,
Porter Novelli
and the Center
for Medicine
in the Public
Interest

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

OFFICIAL MEDIA PARTNER

brandchannel

SUPPORTING ORGANIZATIONS



Register by October 15th to Save \$400! • Bring a Team and Save – Register 3, Send a 4th for FREE!
To Register, Call (888) 362-7400 or online at www.aliconferences.com

Social Media for Pharma - December 6-8, 2010

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

e-Communications

Information Services

Brand Development

Business Development

Media Relations

Digital Strategy

New Media

Public Relations

Internal Communications

Intranet Communications

Change Management

Publication & Web Content

Public Affairs

Consumer Communications

Quality Improvement

Strategic Planning

Training & Development

Organizational Communications

Global Communications

Digital Media

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

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

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

BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE

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

- **24 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 **Novo Nordisk Inc., UCB, Inc., Astellas Pharma US, Inc., Advanced BioHealing**, 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
- **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



Dear Communications, Marketing, or PR Executive:

German philosopher Johann Wolfgang von Goethe said, "When ideas fail, words come in very handy." Take the word "digital." It's a buzz word that's had its day. Zeroes and ones were fine when "digital" meant coding and websites, and "AV" nerds-turned-communications-superstars said, "It's technical, you won't understand." But all that is so 20th century.

Social media by definition is social. Its driving force is interactivity between multiple constituencies – the most important being peer-to-peer. Social media requires you to play, not purchase. Remember – the medium is the message. Just how comfortable and capable are you operating in a world where the only constant is change? A brave new world (and a brave new job) where you must constantly update and refine, rethink and revisit, change and challenge your work? And not monthly or weekly or daily – but in real time, all the time? Social media has precious few rules (a major headache for pharma, but an inherent truth). Yet, the one golden rule of social media is transparency: 100% transparency. You can't airbrush social media.

At this conference, 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, including how:

- **Novo Nordisk Inc.** created the first pharmaceutical branded Twitter page through the combined efforts of its regulatory, legal and marketing teams
- **Advanced BioHealing Inc.** launched a direct-to-consumer campaign using social media as a vehicle to engage in discussions with patients and physicians
- **Astellas Pharma U.S. Inc.** used Facebook and Twitter to enhance their corporate social responsibility programs, engage with target audiences and gain measureable visibility

Don't be left behind - - Register today online or call our conference hotline at 888-362-7400 to attend A.L.I.'s highly-rated 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 December in New York to hear from pharmaceutical professionals who are currently utilizing social media tools.

Social media is communications at the speed of life. As Canadian philosopher Marshall McLuhan wrote, "At electric speed, all forms are pushed to the limits of their potential." That's a wonderful challenge, to be pushed to the limits of our potential. Are you ready for it?

I look forward to seeing you at this information-packed event.

Sincerely,

Peter J. Pitts, Partner/Director Global Regulatory and Health Policy

PORTER NOVELLI

Former Associate Commissioner

U.S. FOOD AND DRUG ADMINISTRATION

Conference Chairperson

P.S. Make your investment pay off even more by bringing a team!

Register 3 people and send the 4th for FREE!

Call (888) 362-7400 or (773) 695-9400 for more details.

Rave Review from a May 2010 Social Media for Pharma Conference Attendee:

"I loved the focus and size of this conference. Best peer conversation I've ever had at an event."

L. Lopez, Associate Director, Web Communications

GENZYME

Monday, December 6, 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.

Attend All Three for Maximum Value and Learning

8:30 a.m. to 11:00 a.m. – 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 Web 2.0 Tools To Form Relationships, Manage Connections, And Communicate With Your Audiences

Many pharmaceutical companies are tempted to explore the murky waters of social media, but are hesitant to hold their nose and take the plunge. This trepidation is not unwarranted. Between regulatory hurdles, an apparent cultural mismatch and ill-defined measurement processes for social media success—the pharmaceutical marketing executive is left wondering where to begin. And while challenges do exist, navigating the social media waters is not impossible.

Come ready to explore the possibilities of using social media in your pharmaceutical company and procedures for successfully moving forward within the limitations outlined by the FDA, as this session addresses:

- Answering the question: “Why I am getting involved in social media in the first place?”
- Establishing goals for your social media platform
- Understanding the importance of setting a social media policy and ideas on how to put one in place
- Overcoming the hurdles of social media for pharma - - i.e. regulatory, a cultural misalignment, etc.
- Identifying the resources required to effectively manage a social media presence and the internal structure of a social media team
- Key metrics for success with social media

Armed with a “Pharma Social Media Textbook” covering the major tools available including Twitter, Facebook, YouTube, etc., **you will walk away with a deeper understanding of the tools that are shaping the opinions and decisions that matter to your business, and ways to put them into action.**

WORKSHOP LEADER: Chris Iafolla is the Pharmaceutical Practice Lead for SHIFT Communications, an award-winning PR and social media agency. He also authors the blog PRforPharma, which focuses on the specific issues faced by pharmaceutical companies when engaging in social media. His work has appeared in publications such as MediaPost and PM 360. In addition to his work developing social media strategies for healthcare companies, Chris has worked with a variety of B2B technology companies ranging from start-ups to Fortune 500 companies and everything in between.

11:00 a.m. to 12:00 p.m. – Afternoon break/lunch on your own.



Monday, December 6, 2010

12:00 p.m. to 2:30 p.m. – WORKSHOP B

Refreshments will be provided during session.

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

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 social media 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 practical tips and knowledge to help your organization navigate through 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.

Testimonials from Past Porter Novelli Sessions:

"Best workshop of the week! Very practical advice from experienced people."

"Nicely done!"

"Loved his perspective. Very informative."

"Interesting content and engaging speaker!"



Monday, December 6, 2010

2:30 p.m. to 2:45 p.m. – Afternoon Stretch Break

2:45 p.m. to 5:15 p.m. – WORKSHOP C

Refreshments will be provided during session.

How To Blend Social Media Into Your Traditional Pharma Communications Platforms

We stand at a crossroads in marketing and communications, where tried and true methods of the past are being challenged by a new crop of tools and techniques—especially ones enabled by social technologies. While these new technologies offer greater accountability through measurement and data, they're not necessarily the silver bullet that everyone's looking for. Success is achieved by playing to the strengths of ALL the tools in a marketer's toolbox and integrating newer methods into the mix—using the right tools for each specific job.

In this workshop, we'll look at the ways to blend the old with the new by expanding audience insights, challenging the traditional components of the marketing plan, and redefining how to measure success. Looking at best-in-class examples as inspiration, you'll walk through the planning process to build "next year's" plan for a fictitious brand, strategically integrating social technologies.

Working in groups throughout the session, you will learn how to:

- Expand upon existing insights to broaden your view of the customer
- Look at past program successes as indicators for future opportunities
- Build a marketing/communications program around newly identified habits and behavior
- Identify clear objectives and strategies for social efforts that tie into your larger communications plan
- Deploy relevant social technologies across multiple channels
- Redefine how to measure the effectiveness of your campaign and make optimizations based on in-market performance

Structured to get you thinking outside of typical boundaries, this session will leave you energized with new ideas and actionable ways to incorporate social technologies into your current communications and marketing mix.

WORKSHOP LEADER: Bill Evans is a senior vice president in the New York office of Fleishman-Hillard where he leads the FH Digital team. His team combines industry-leading strategic counsel in interactive, digital, and social media with full-service design and development capabilities to help clients navigate the evolving world of integrated communication, conversation, and community. During his career, Mr. Evans has handled programs for some of the industry's best-selling healthcare products, including Pfizer's Lipitor and Celebrex, Allergan's Botox, GSK's Levitra, and Schering Plough's Claritin, Dr. Scholl's and Coppertone brands. He has a Bachelor of Fine Arts degree from The State University of New York at New Paltz.

Testimonials from the May 2010 Social Media for Pharma Conference:

"Speakers were of outstanding calibre!"

"Very rich in content and excellent case studies."

"Great discussions!"

8:00 a.m.
Registration & Continental Breakfast

8:30 a.m.  **CHAIRPERSON'S WELCOME**
Chairperson's Welcome & Opening Remarks

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

8:40 a.m.  **SPECIAL PRESENTATION**
All I Want For Christmas... Is FDA Guidance On Social Media

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

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

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

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

Get the real story on regulating social media from two industry insiders, as they discuss the issue of how social media can help the FDA in its mission to both protect and advance public health.

(And, be careful what you wish for ... you might get it.)

Julie Zawisza, Director, CDER, Office of Training and Communication
Paul Buckman, Director, Online Communications, CDER, Office of Communications
U.S. FOOD AND DRUG ADMINISTRATION

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

9:40 a.m.  **Break-Out Blitz!**
Network And Discuss Social Media Challenges With Your Fellow Conference Attendees

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

10:10 a.m.



Morning Refreshment & Networking Break

10:30 a.m.



CASE STUDY

How To Use Twitter To Deliver Measurable Results For Your Organization

Twitter is often times seen as the ultimate social media tool for quick, concise marketing to an eager group of willing followers. 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.

Hands-on 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 a member of the regulatory affairs promotional review team about how to assist your organization in understanding the risk of such an endeavor, while also highlighting why a project like this can be a cost-effective and beneficial Web 2.0 tool to utilize.

Ambre Morley, Associate Director of Product Communications
Alpesh Patel, Director of Regulatory Affairs - Promotional Review

NOVO NORDISK INC.

11:20 a.m.



CASE STUDY

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

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 JNJBTW 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.

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:

Social Media for Pharma - December 6-8, 2010



AGENDA - DAY 1 - Tuesday, December 7

- 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

Chris Iafolla, Pharmaceutical Practice Lead
SHIFT COMMUNICATIONS

12:10 p.m.

Lunch On Your Own -- But Not Alone!

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

1:40 p.m.



INTERACTIVE SESSION

Group Exercise:

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.

2:25 p.m.



CASE STUDY

How To Overcome The Challenges Of Social Media In A Regulated Environment

Hear the latest report on how Vertex Pharmaceuticals launched a twitter program in a pre-commercial pharma world. Shwen Gwee, a social media expert in the industry, will share his lessons learned and tips on how to create your own Twitter campaign and expand your social media platform.

Shwen Gwee, Digital Strategy and Social Media Lead

VERTEX PHARMACEUTICALS, INC.

3:15 p.m.



Afternoon Refreshment & Networking Break

3:30 p.m.



CASE STUDY

Integrating Social Media Into Your Direct-To-Consumer Campaigns To Better Engage Your Target Audiences While Minimizing Risk

Patients are often overwhelmed with information regarding their medical conditions, and because of this, they often overlook the severity of complications associated with their ailments.

As the manufacturer of Dermagraft®, a bio-engineered skin substitute indicated for diabetic foot ulcers (DFUs), Advanced BioHealing (ABH) is dedicated to raising awareness and helping the thousands of people across the nation who are at risk of developing the condition understand the need to seek treatment from a wound care specialist.

Recognizing the role social media can play in disease awareness and patient adherence, ABH launched a direct-to-consumer campaign, called Heal2gether, which uses social media as a vehicle to engage in discussions with patients and physicians about the importance of maintaining proper care. In addition,



social media efforts promote community health and screening events, share patient stories, and encourage patients to get treated.

Learning from ABH's experiences, you will leave this high-impact session with a greater understanding of how you, too, can use social media to achieve a holistic approach to patient care by:

- Recognizing the importance of social media in reaching and engaging with your target audience
- Implementing well thought out strategies to incorporate social media in your direct-to-consumer campaigns—including alignment with company programs and priorities (e.g. Facebook, Twitter, YouTube, program website, etc.)
- Understanding the continued regulatory challenges that all life science companies face in expanding their social media footprint – and steps to take to address risk management

Justin Gardner, Marketing Communications Manager

Lindsey Hart, PR Communications

ADVANCED BIOHEALING, INC.

4:20 p.m.



CASE STUDY

Proving The Value & Limitations Of Social Media In A Highly Regulated Environment: Practical Implementation Steps To Enter The Conversation

Companies that make or distribute diagnostic equipment or other products that are sold strictly business-to-business may overlook social media because common thinking is that they should only talk directly to their customers. Other pharma companies may discourage social media out of regulatory or other legal concerns. However, social media can be an outstanding way to interact with health care professionals or business leader audiences and to gain early warning of emerging trends among key stakeholders. This can be especially important during scientific conferences, FDA meetings or other public events and should become part of every business' media monitoring activity to monitor public sentiment and stakeholder interests.

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?
- What are the key elements of a social media policy for a regulated business?

Doug Levy, Executive Director of Communications and Public Affairs

COLUMBIA UNIVERSITY MEDICAL CENTER

Former (Interim) Director of Communications

NOVARTIS DIAGNOSTICS

5:10 p.m.
End Of Day One

5:15 p.m. 
Networking Reception: Please Join Us!

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

7:00 p.m. 
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.

RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

"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

8:00 a.m.
Continental Breakfast & Networking

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

Peter J. Pitts, Partner/Director Global Regulatory and Health Policy

PORTER NOVELLI

Former Associate Commissioner

U.S. FOOD AND DRUG ADMINISTRATION

8:40 a.m.  **CASE STUDY**

Redefining Key Opinion Leaders (Kols), Media, And The Source Of Influence In Today's Market

There is no denying that the source of influence in patient populations is shifting. Online health resources, social media channels, and peer influencers are often the most trusted sources of information for patients seeking treatment options. This session will look at social media trends in patient influence and how UCB redefined the way it identifies and works with their Key Opinion Leaders (KOLs) and "media" to better reach its audiences.

Andrea Levin, Senior Manager, Communications and PR

UCB, INC.

Paul Dyer, Head of Social Media, North America

WCG

9:30 a.m.  **Morning Refreshment & Networking Break**

10:00 a.m.  **CASE STUDY**

How To Advance Your Corporate Social Responsibility Goals Through Social Media

Reluctant to dip your toes into the largely uncharted waters of social media? Corporate social responsibility programs offer an excellent platform for engaging with target audiences and gaining measureable visibility in the highly-regulated pharma industry. Social media channels such as Facebook and Twitter provide accessible, cost-effective and collaborative formats that can bolster your relationship with key stakeholders.

Astellas Pharma US, Inc., a research-based pharmaceutical company, created Science WoRx, a mentoring program and online resource network for science teachers, to inspire the next generation of scientists in their students. Headquartered at www.ScienceWoRx.org, the program has a growing Facebook and Twitter presence. It connects science teachers with lesson plans, in-classroom experiments, trivia contests, Astellas scientists, and each other to support their needs both in and beyond the classroom.

Learn from the creators of Science WoRx and glean insights on how to develop and grow your own online constituencies by:

- Building an online audience from the ground up
- Identifying ways to engage your target audience and initiate productive conversations
- Integrating social media tools with traditional communications channels to strengthen your program
- Collaborating with third parties to help spread the word

Jenny Keeney, Associate Manager, Corporate Communications

ASTELLAS PHARMA US, INC.

Claire Campbell Mulhearn, Vice President, Healthcare
HILL & KNOWLTON

10:50 a.m.



How To Rise Above The Noise And Engage Employees: Implementing Web 2.0 Strategies To Enhance Organizational Communication And Further Your Mission, Brand And Goals

Kaiser Permanente, founded in 1945, is the largest not-for-profit, integrated healthcare organization in the U.S., with 8.6 million members, 14,000 physicians and 160,000 employees in multiple regions across the country, and the largest active electronic medical record system on the planet (over 3 million active registrants).

Issues such as being in a highly-regulated industry, having a long-standing orientation towards traditional marketing, and managing teams that are spread out in various geographic locations can present real challenges for marketers who want to explore the world of social media.

Attend this insightful presentation and hear how Kaiser Permanente has embraced next generation organizational communication and innovation using 21st Century tools and channels. You will leave this session with new information and an understanding of:

- Innovative ways you can further the mission, brand and goals of your organization by implementing Web 2.0 strategies coupled with old-fashioned storytelling, cutting-edge media tools and strategic thinking
- The inherent risks of adoption and implementation of strategies that are being taken as a department and as an organization
- Best practices for engaging your internal audiences - creating choice in message delivery, encouraging two-way communication and making information viral

Nancy Buono Cartwright, Vice President, Communications
KAISER PERMANENTE

11:40 a.m.

Lunch On Your Own -- But Not Alone!

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

1:10 p.m.



Stop, Start, Continue: One Pharma Company's Journey Down The Road To Understanding, Adopting, Developing, And Applying Social Media Competencies

Take the art and science of social media to the next level as you hear the experiences and lessons learned from the integration of social media into the U.S. commercial affiliate of Sanofi-Aventis. Discussing the real challenges faced by all pharma organizations, you'll walk away with numerous best practices to apply to your own communications and marketing platforms.

In addition to these real-life situations, you'll hear suggested approaches to consider for continuing to progress in your social media endeavors, including:

- Executing a customer-centric approach to your communications platform
- Embracing dialogue from key stakeholders as a critical source of consumer insight
- Earning a trusted place in the consumer community to form an appropriate business strategy



- Building a broad base of skilled individuals who can engage your audience in the most effective manner
- Developing a clear rationale for participation, defining your target audience, and setting clear expectations on the outcomes you're hoping to achieve before initiating your social media platform

Dennis Urbaniak, Vice President, U.S. Diabetes

SANOFI-AVENTIS U.S., LLC

2:00 p.m.



Afternoon Refreshment & Networking Break

2:15 p.m.



PANEL DISCUSSION

Inside The ePharma Pioneer Studio – With Pharmaguy: How To Overcome Cultural, Regulatory, And Other Challenges To Enable Social Media Success

Awards have been given to pharmaceutical social media campaigns, but until now there hasn't been an award for the "pioneers" – the people working inside pharmaceutical companies – who have overcome cultural, regulatory, and other challenges to help make these campaigns possible. They are the unsung heroes, the actors who are making social media their stage.

Many of these pioneers have been criticized rather than rewarded for their efforts. Not any longer! The Pharmaguy Social Media Pioneer Award was established to better recognize the value of these trailblazers.

This panel, facilitated by the "Pharmaguy," will include several finalists of this year's Pharmaguy Social Media Pioneer Award. This will be an interactive panel - - you will have the opportunity to submit your most pressing questions, as this session aims to address the following issues:

- What makes a social media pioneer? Can anyone do it?
- What lessons have been learned from setbacks or unsuccessful social media endeavors?
- What are the major roadblocks to launching a social media campaign and how can they be overcome?
- Does pharma have much of a future in social media?

Moderated By:

John Mack, Editor & Publisher

PHARMA MARKETING BLOG

Panelists:

Cindy Phillips, Senior Director of Regulatory Labeling and Promotional Compliance

MILLENNIUM PHARMACEUTICALS, INC.

Dennis Urbaniak, Vice President, U.S. Diabetes

SANOFI-AVENTIS U.S., LLC

More Panelists T.B.A.!



3:05 p.m.  **CASE STUDY**

Building Online Networking Sites For The Life Sciences Industry

BioCrowd, an online networking site for scientists and other bioprofessionals, was launched in 2009. Despite the popularity of Facebook and other social media platforms like Twitter, building online networking sites for niche life sciences audiences (or brands) remains challenging in the absence of clearly defined regulatory guidelines.

In this session, you will hear about the challenges faced when launching BioCrowd and the “dos” and “don’ts” related to building and expanding online life sciences networking sites. Also, the potential application of these experiences to building online networking sites for branded products will be explored.

Using the takeaways of this enlightening presentation, you will return to your organization ready to:

- Choose the right software platform to build your network
- Create a well-defined value proposition for network members
- Identify appropriate early adopters to foster network growth
- Develop marketing strategies to grow and expand your network
- Apply lessons learned to create networks around branded products

Clifford Mintz, Founder and President

BIOCROWD.COM

3:55 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.

4:15 p.m.

Close Of General Sessions

ABOUT OUR OFFICIAL MEDIA PARTNER



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. Join a community of practitioners, thought leaders, and brand enthusiasts from over 120 countries and visit <http://www.brandchannel.com/home/> to expand your view.

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If you get it, share it

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

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

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



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BioJobBlog, authored by Clifford S. Mintz, PhD, offers its readers an insider's perspective on bioscience industry trends, business opportunities and career development strategies and opportunities for persons seeking employment in the pharmaceutical, biotechnology and medical devices/diagnostics industries. Incisive, unconventional and sometimes irreverent, BioJobBlog always "tells it the way it is" in the life sciences industry.

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

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With more than 5.5 million monthly page views, **Mashable** is the world's largest blog focused on social networks and Web 2.0 news. Mashable's readers include the most tech-savvy early adopters, venture capitalists, entrepreneurs, influencers, Web 2.0 aficionados and technology journalists.

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



BioCrowd is an online networking site for scientists and other professionals who work in the life sciences. Built on a flexible and highly interactive social networking platform, BioCrowd offers its members "one-stop-shopping" opportunities for professional development, career advancement and improving business and scientific outcomes.

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



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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PharmaVOICE magazine, reaching more than 20,500 BPA-qualified life-sciences executives, is the forum that allows business leaders to engage in a candid dialogue on the challenges and trends impacting the industry. PharmaVOICE, and its supporting VIEW publications, provide readers with insightful and thought-provoking commentary in a multiple-perspective format through forums, topics, and articles covering a range of issues from molecule through market. PharmaVOICE subscribers are also kept abreast of the latest trends and information through additional media resources, including WebLinx Interactive WebSeminars, Podcasts, Videocasts, White Papers, E-Surveys and e-Alerts. Additionally, PharmaVOICEMarketplace.com provides a comprehensive directory of products, services, and solutions for the life-sciences industry.

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



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 Pharmaceutical Marketing Experts -- which brings together pharmaceutical marketing professionals from manufacturers, communications companies, and marketing service providers for wide ranging discussions and education on a multitude of current topics. Pharma Marketing Network & Pharma Marketing News provide executive-level content coupled with permission-based e-marketing opportunities.

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

RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

"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. Groomes, Director of Field Communications

TRANSAMERICA

Social Media for Pharma - December 6-8, 2010



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VENUE & REGISTRATION FEES

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.)
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AMA 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 AMA link at http://www.amanet.org/exec_conf_cntr/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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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.

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Conference Only (December 7th & 8th)	\$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:

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 November 22), 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 November 22) 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.

RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

"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.

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

A. Kaszowski, Web Producer
ST. JOSEPH'S HEALTH CARE, LONDON, ONTARIO

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

S. Shoemaker, Director of Employee Communications
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Please photocopy for group members.

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Please check:

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