

# SOCIAL MEDIA for PHARMA

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

December 5-8, 2011 • New York, NY

Register by October 13th to Save \$400!

## 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 effective innovation, and advance your culture
- **Understanding** the regulatory and legal (including international) guidelines for social media campaigns, and how to turn them into advantages
- **Developing** a social media (blogging, podcasting, wiki, social network, etc.) strategy to improve your communication and marketing initiatives and practices
- **Adding** value to traditional communications initiatives by incorporating social media elements
- **Leveraging** the most popular social media platforms, such as Facebook, Twitter, and blogs for a comprehensive marketing plan
- **Managing** the continued regulatory challenges that companies face when expanding their social media footprint
- **Determining** the right social media mix for your organization
- **Leveraging** Web 2.0 technologies to build a brand culture internally and externally
- **Using** Twitter to turn your employees and stakeholders into brand ambassadors
- **Understanding** how these new social media technologies work including legal considerations, IT support, policy and guidelines

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.

## SUPPORTING ORGANIZATIONS

brandchannel



Pharma  
Marketing News

PM360  
THE ESSENTIAL RESOURCE FOR PHARMA MARKETERS

## SPEAKING ORGANIZATIONS:

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

Eli Lilly and Company

Johnson & Johnson

Boehringer Ingelheim  
Pharmaceuticals, Inc.

Acorda Therapeutics, Inc.

Kaiser Permanente

Center for Medicine  
in the Public Interest

Pharmaceutical Advertising  
Advisory Board (PAAB)

National Organization for  
Rare Disorders (NORD)

Villanova University

UII – Understanding  
Invisible Illnesses

Team Chemistry @ WPP

Saatchi & Saatchi Wellness

WCG

Siegel+Gale

Intouch Solutions

Communispace

CMP.LY

Rashbaum Associates, LLC

HealthyWomen

Jacob's Cure

Mom Central Consulting

Siren Interactive

Chattem, A Sanofi Company

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# Social Media for Pharma - December 5-8, 2011

## WHO WILL ATTEND:

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

**Social Media**  
**Emerging Media**  
**Marketing**  
**Public Relations**  
**Employee Communications**  
**Communications Research**  
**Corporate & Brand Identity**  
**Corporate Communications**  
**Electronic Communications**  
**Employee Engagement**  
**Interactive Media**  
**e-Communications**  
**Information Services**  
**Brand Development**  
**Business Development**  
**Media Relations**  
**Digital Strategy**  
**New Media**  
**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?

Several pharma organizations are making dramatic strides in developing approaches and systems that work for them. The periodic sharing of these experiences and "best practices" is an important element in this communications evolution. That is why this forum, presented by the Advanced Learning Institute, is such a valuable opportunity to hear perspectives and share experiences of other marketing and communication professionals engaged in the "journey." Join your colleagues now to learn how to use social media to engage your audiences and drive business results.

## BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE

This conference is a must-attend event for all those in the pharma, industry who are committed to using social media to engage their audiences, drive performance and add value. You'll benefit from:

- **29 innovative speakers** at your disposal to share their strategies and experiences in using social media tools that are already proven to work
- **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, Allergan, Inc., Eli Lilly and Company**, and many more
- **Acquiring new knowledge** to help transform your communications and marketing 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

### *Why Our Conferences Are Different ~*

*Through numerous networking opportunities with your colleagues, you'll leave with many new industry contacts, peer advice and help with your job and career!*

**Register by October 13th to Save \$400! • Bring a Team and Save – Register 3, Send a 4th for FREE!**  
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# Social Media for Pharma - December 5-8, 2011

A LETTER FROM THE CONFERENCE CHAIRPERSON

Dear Communications, Marketing, or PR Executive:



Fact: There is not one single FDA regulation prohibiting a pharma brand from engaging in full, open, and active conversations within social media channels. Don't believe it? You're not alone, but it is true. To some, social media feels risky. To others, it conjures the specter of unimaginable liability. And to still more, it is a vital conduit to those seeking answers, support and knowledge. Whichever group you may happen to fall into, this conference is for you!

Social media, like any other new discipline or innovation, often struggles to gain traction and find its place amongst the rigors and scrutiny that the pharmaceutical sector requires, but it is a struggle worth overcoming. In a study conducted in 2006, the American Society for Clinical Oncologists reported that women who were socially connected, either online or off, were significantly less likely to die from breast cancer than those who were not. As communicators, we tend to focus on trends, on behaviors, on volume of adoption, but when looking through the lens of patient outcomes, you could make the case the pharma has the moral imperative to fully leverage all of what social media offers.

The current environment for social media adoption is rife with challenges, from Facebook's decision to suspend white listing privileges for pharma brands, to the lack of industry understanding of what may or may not trigger FDA actions, the reasons to say "no" to social media can be many.

This conference aims to arm you with knowledge, tools, and concepts so that you can become a better agent of change within your organization. We will do this by bringing together some of the brightest minds in the business to share their experiences, learnings and insights gathered from putting their passion for social media into practice, including how:

- **Eli Lilly and Company** has successfully found a way to use the newer communications tools like blogs and Twitter
- **Acorda Therapeutics, Inc.** has launched corporate and disease education campaigns that integrate traditional and social media communications
- **Kaiser Permanente** furthered their mission, brand and goals of their organization by implementing Web 2.0 strategies coupled with old-fashioned storytelling, cutting-edge media tools and strategic thinking

As Antoine de Saint Exupéry once wrote, "As for the future, your task is not to see it, but to enable it." Come to the Advanced Learning Institute's 4th updated program on "Social Media for Pharma" this December to find out how!

Bill Evans, EVP & Chief Digital Officer  
**TEAM CHEMISTRY @ WPP**  
Conference Chairperson

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

## RAVE REVIEW FROM A PAST SOCIAL MEDIA FOR PHARMA CONFERENCE ATTENDEE:

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

E. Chouw, e-Marketing Manager  
**PFIZER CANADA**

# Social Media for Pharma - December 5-8, 2011

## Interactive Pre-Conference Workshops ~ December 5, 2011

### Monday, December 5, 2011

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

\*\*\*\*\* *Your Choice of FOUR Workshops* \*\*\*\*\*  
*Attend them all for Maximum Value and Learning!*

#### 8:30 a.m. to 11:30 a.m. – PRE-CONFERENCE MORNING WORKSHOP **A**

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

#### **Social Media 101: Successfully Leveraging New Web 2.0 Tools To Form Relationships, Manage Connections, & Communicate With Your Audiences**

No other channel in recent marketing history has been a bigger or shinier object than social media. What's all the fuss? Some pharma companies have only tested the waters while others have jumped in full-force. This workshop will review and evaluate industry social media case studies and provide the tools for executing and measuring your own success.

During this interactive and hands-on workshop, you will:

- Learn how to evaluate if your brand is right – and if your company is ready – for social media
- Understand the many perspectives and options within this evolving channel
- Recognize good starting points for social media, plus witness how several pharmas are fully leveraging social media with a community management role
- Walk away with insight on how to strategically plan, execute, and integrate social media into the marketing mix

Whether you're a social media newbie or a pseudo-social media maven, this workshop will get you up to speed and prepare you for what's to come in the pharma social media space.

**WORKSHOP LEADERS:** Wendy Blackburn is Executive Vice President and self-described digital marketing evangelist at Intouch Solutions. Wendy is responsible for client strategy, client service, and business development across the agency, which she joined in 2003.

**Jim Dayton is Senior Director, Emerging Media at Intouch Solutions.** Jim has more than 11 years of experience in interactive and traditional marketing. He joined Intouch Solutions in 2007, bringing expertise in relationship marketing, social media and mobile marketing to the agency.

#### 11:30 a.m. to 1:00 p.m. – Afternoon break/lunch on your own.

#### 1:00 p.m. to 4:00 p.m. – PRE-CONFERENCE AFTERNOON WORKSHOP **B**

Refreshments will be provided during this session.

#### **Getting To Yes: Building The Right Team To Insure Social Media Success**

You have been given the task of putting together the social media campaign for a rapidly growing multinational biotech. Compliance is worried about FDA and FTC restrictions. The General Counsel, the CFO and the CEO, having seen their kids on Facebook, worry that trade secrets and other proprietary information, and legally protected information about patients, will leave the company at cyber-speed. The employees have heard that you will be monitoring their Internet use to make sure they comply with policies that won't let them even check their email while at work, and are very unhappy at what they perceive as an unwarranted invasion of their privacy. Finally, your European counterparts are emailing daily about privacy restrictions in putting patient stories on the new site.

What do you do? Bring all of them aboard! In this workshop, we will discuss how to turn doubters into allies and skeptics into enthusiasts by making them part of the initiative, letting their interests be heard so they "own" the social media campaign, and ultimately how to turn the guardrails into road signs and route markers toward success.

You will leave this workshop with:

- An understanding of the regulatory and legal (including international) guidelines for social media campaigns, and how to turn them into advantages
- A clear perspective on your organization's interest in social media contacts, and the evolving area of law and regulation on ownership of social media contact lists
- A blueprint to establish clear lines of internal communications with your pertinent stakeholders and easy-to-follow policies and procedures with metrics for compliance
- A plan to recruit champions for the social media campaign
- A template for a successful social media team

**WORKSHOP LEADERS:** Peter Pitts is President and co-founder of the Center for Medicine in the Public Interest. Prior to founding CMPI, Pitts was a Senior Fellow for healthcare studies at the Pacific Research Institute. From 2002-2004 Peter was FDA's Associate Commissioner for External Relations, serving as senior communications and policy adviser to the Commissioner.

**Kenneth N. Rashbaum, Esq., is a Principal with Rashbaum Associates, LLC.** In his thirty years of experience as a litigator, trial lawyer and counselor, Kenneth N. Rashbaum has been the trusted advisor to health care providers, health plans and multinational corporations on information governance and its compliance with federal, state, and international law.

# Social Media for Pharma - December 5-8, 2011

## Interactive Post-Conference Workshops ~ December 8, 2011

Thursday, December 8, 2011

**8:30 a.m. to 11:30 a.m. – POST-CONFERENCE MORNING WORKSHOP C**

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

### How To Integrate Social Media With Your Traditional Pharma Communications Platforms

For years, PR and marketing have been adept at traditional media tools for their brand and corporate communications. The tools are time-tested and familiar. In recent years, however, many have placed social media in a separate category ... either implementing stand-alone social media tactics or not truly blending social media communications with their traditional media communications.

This workshop will demonstrate ways to use and integrate the two, both from a strategic and tactical standpoint. It will also cover "the voice" that must be used in social media that is inherently different from traditional media and different even among social media channels.

This can't-miss session will cover lessons and tools you can add to your communications toolbox, including, how to:

- Expand the reach of your press release
- Optimize your press release for search
- Develop/utilize #hashtags for events
- Learn about social media publishing tools
- Assemble an internal social media committee

**WORKSHOP LEADER: Liesel Enke Sparhawk is a senior manager on WCG's Interactive Team.** She focuses on developing digital and social media strategies for pharma and biotech clients, particularly those who are undergoing their first entrance into the social media space.

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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. – POST-CONFERENCE AFTERNOON WORKSHOP D**

Refreshments will be provided during this session.

### Measuring More Than Volume: Going Beyond Campaign Management To Capture True Brand Sentiment - - And Leverage Your Brand's "Buzz"

Brand managers and marketing leaders are beginning to demand more from social media. As this trend develops, it becomes more and more important to measure brand sentiment beyond standard metrics. Few tools are currently available to pharmaceutical marketing decision-makers that easily reveal true brand sentiment.

With a more accurate and measureable approach, you can better leverage the "buzz" associated with your brand. This workshop will share new measurement techniques to help you understand what to look for in social media monitoring platforms and how to get more out of them for stronger ROI.

In this targeted session, you will learn the latest techniques to:

- Strategize structured keyword searches within social media
- Pinpoint critical opportunities or touchpoints in the social media experience to accentuate brand attributes and influence "buzz"
- Monitor brand sentiment in a way that's meaningful

**WORKSHOP LEADER: Mary Quandt, Strategy Director, Customer Experience at Siegel+Gale,** passionately believes that design can have a direct and meaningful impact on people—a belief she put in practice when she worked for Design for Democracy to help establish design standards for national election ballots, which were accepted by Congress. Her extraordinary ability to see the human dimension of design is at the heart of her user-centered approach to digital technology. Mary constantly challenges herself and her team to find simple solutions that synthesize design and strategy to create a uniquely engaging brand experience.

#### What Past Workshop Attendees Had To Say...

*"Excellent presentation; could take all day!"*

*"Leader was extremely knowledgeable about the topic—able to provide personal insights, which positively added to the experience."*

# Social Media for Pharma - December 5-8, 2011

## General Sessions - Day One - December 6, 2011

**8:00 a.m.**  
**Registration & Continental Breakfast**

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

Bill Evans, EVP & Chief Digital Officer  
**TEAM CHEMISTRY @ WPP**  
Conference Chairperson

**8:45 a.m.** **CASE STUDY**  
**Effective And Compliant: How To Utilize Social Media In The Pharmaceutical Industry**

In a highly-regulated sector like the pharmaceutical industry, social media platforms have, in some cases, been begrudgingly launched. Most communications professionals understand the importance and effectiveness of blogs and Twitter, but many are concerned about the overly vague boundaries and how to successfully use the newer communications tools.

Eli Lilly and Company has found a way. Over the last 15 months, the Indianapolis-based pharmaceutical company has used LillyPad and other tools effectively by communicating to a targeted audience to address very specific needs.

In this eye-opening session, you will learn how to:

- Prepare a successful roadmap
- Avoid the natural pitfalls
- Drive relevant conversations

Amy O'Connor, Director, Government Affairs Digital Communications  
Greg Kueterman, Director, Corporate Communications  
**ELI LILLY AND COMPANY**

**9:30 a.m.** **CASE STUDY**  
**A Strategic Approach For Integrating Social Media Into Your Communications And Marketing Plans – Lessons Learned From An Over-The-Counter Launch**

Social media has transformed the way we launch products, and that's especially true when taking a prescription product over-the-counter. In This case study will we'll explore how, Allegra®, a leading allergy medicine leveraged a strategic mix of social technologies to communicate with its customer base, establish a brand voice beyond traditional channels, kick-start its launch, and thrive during its launch year.

While regulations and guidance may differ from the Rx world, the obligations of the brand to oversee and moderate social content remain the same. You will be shown a behind the scenes look at how the team established the necessary systems and processes to review, moderate, and report things like product issues and adverse events.

Key takeaways for your organization include:

- How to strategically incorporate social media into your marketing plan
- Things to consider when establishing moderation and review processes
- Opportunities to gain buy-in for social programs across numerous stakeholders
- Ways to coordinate across multiple agency partners plus marketing, legal, medical, and regulatory teams
- Learnings from the OTC world and how they apply to Rx marketers

Shermon McMillan, Sr. Marketing Manager  
**CHATTEM, A SANOFI COMPANY**

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

AGENDA - DAY 1 - Tuesday, December 6

# Social Media for Pharma - December 5-8, 2011

## General Sessions - Day One - December 6, 2011

10:15 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!

10:45 a.m.



### Morning Refreshment & Networking Break

11:15 a.m.

#### PANEL DISCUSSION

### What Are You Afraid Of? Getting Through The Guidelines And Laws Of Digital Marketing And Social Media

Digital marketing, including the use of social media tools, should be part of a strategic marketing plan for every pharma company. However, many senior pharma execs have been slow to realize the potential and some have been paralyzed by the lack of guidelines from the FDA. The guidelines will come, but will they be any different than using common sense applied to our existing knowledge of the law in the areas of advertising and privacy? Is there some unknown mystery that many are afraid of?

This panel will help clarify a common sense, practical approach to interpreting the law with respect to digital marketing. Regulatory can interact with marketing to make a strategic plan work. What are you afraid of? Revolutionary thought without the tanks and missiles will be explored.

Many issues will be uncovered, discussed and solved, including:

- Understanding the tools and the law - advertising is regulated by the FDA, social media is not
- FTC guidelines DO regulate social media. Learn what you need to know and what to watch for in digital marketing
- Ads on websites are not social media. Google ads are not social media. Know the difference
- E-advertising in small spaces - can we make it work?
- Privacy - something to consider for any e-project, in particular in social and mobile applications
- Being aware of the difference between social media platforms and social media content
- What do doctors want out of pharma, regarding digital platforms?
- Is there more risk with mobile technology?
- Can you make traditional marketing and eMarketing complimentary?  
When can multi-channel marketing work best?
- Curing the (comment) cold – Is the fear of comments warranted?  
Can health marketers be responsible AND social?
- How are related spaces addressing marketing regulatory practices in social media channels?
- Innovating, creating and documenting best practices in lieu of clear guidance specific to social media platforms

#### Moderator:



Ray Chepesiuk

**PAAB (PHARMACEUTICAL ADVERTISING ADVISORY BOARD)**

# Social Media for Pharma - December 5-8, 2011

## General Sessions - Day One - December 6, 2011

### Panelists:



Ned Russell, Managing Director  
**SAATCHI & SAATCHI WELLNESS**

Tom Chernaik, CEO  
**CMP.LY**

12:00 p.m.

**INDUSTRY EXPERT**

### How To Operate Your Social Media Plans With FDA And Pharma Guidance

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

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

This enlightening and impactful session from the perspective of a former FDA-policy advisor, will explore points that are often overlooked, including:

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

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



Peter Pitts, President  
**CENTER FOR MEDICINE IN THE PUBLIC INTEREST**

12:45 p.m.



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

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



# Social Media for Pharma - December 5-8, 2011

## General Sessions - Day One - December 6, 2011

AGENDA - DAY 1 - Tuesday, December 6

2:15 p.m.

### NON-PROFIT CASE STUDY

#### Integrating Online Patient Communities And Social Media Into Rare Disease Communities

The National Organization for Rare Disorders (NORD) is dedicated to helping the nearly 30 million Americans with rare diseases, and the organizations that serve them, through programs of education, advocacy, research, and patient services. There are many challenges for patients in the rare disease community, including isolation. Support systems such as patient organizations and online communities are integral in helping to diminish those feelings.

Through the perspective of this rare disease community, pharma companies will learn effective strategies for connecting with their own patient communities, including:

- How rare diseases are increasingly being recognized as an international public health challenge, and the struggles and experience of patients is often similar regardless of which country they reside in
- Understanding how social media presents an opportunity for patients and their families to connect regardless of physical location and other limitations
- Finding out more about the Rare Disease Communities, a joint project of NORD and the European Organization for Rare Disorders (EURORDIS) to create disease-specific online patient communities on which individuals can read information about their disease, share and read stories from other patients, find the organizations that specialize in their disease, and network with others across five different languages
- How Rare Disease Communities seek to help patients and disease specific patient organizations connect to strengthen international collaboration and to meet the important goals of support and information sharing within a specific rare disease community



Tai Spargo, MPA Special Projects Coordinator

**NATIONAL ORGANIZATION FOR RARE DISORDERS (NORD)**

3:00 p.m.



#### Afternoon Refreshment & Networking Break

3:15 p.m.

### CASE STUDY

#### How To Leverage Private Online Communities To Generate Insights And Innovation Without Generating Waves

Private market research online communities (MROCs) provide a safe venue in which companies can engage patients and physicians in research and product innovation via social media, while significantly minimizing their regulatory and compliance risks. In this session, you will learn about what Lifescan, a division of Johnson & Johnson, and other pharmaceutical and healthcare companies have learned about recruiting, engaging, and generating business-changing insight and innovation via private online communities, offering practical tips and lessons learned.

Specifically, you will take away lessons on how to:

- Define the optimal stakeholders, mission, and membership of an MROC
- Employ a range of engaging feedback, discovery, and co-creation techniques to drive insight and innovation
- Address concerns regarding adverse event reporting, off-label usage, and patient privacy



Sharon Landa, Director of Diabetes Care Franchise Strategic Marketing for LifeScan, Inc.

**JOHNSON & JOHNSON**



Julie Wittes Schlack

**COMMUNISPACE**

# Social Media for Pharma - December 5-8, 2011

## General Sessions - Day One - December 6, 2011

AGENDA - DAY 1 - Tuesday, December 6

4:00 p.m.

**CASE STUDY**

### How To Integrate Social Media Strategies With Your Traditional Pharma Communications Initiatives

Life science companies need to expand their social media presence as consumers increasingly make their healthcare decisions based on online information, and particularly peer-based content. However, a social media strategy doesn't need to be limited to developing programs that live exclusively online. By integrating social media strategies and tactics into more traditional communications initiatives, companies can expand the reach of traditional communications programs, streamline the planning, development and review process with a cohesive approach, and avoid overspending to develop online-only campaigns that may have limited reach without the benefit of off-line support.

Acorda Therapeutics has launched corporate and disease education campaigns that integrate traditional and social media communications. In this session, you will learn best practices for:

- Adding value to traditional communications initiatives by incorporating social media elements
- Engaging in social media in a manner that users will have a positive impression of your company/brand
- Distinguishing between social media programs that can be stand-alone online-only initiatives (i.e., those that can live online with no off-line support, such as a program done in conjunction with WebMD) and those that are more appropriate to integrate into a broader campaign

Erica Wishner, Director, Consumer Communication and Outreach

Jeff McDonald, Corporate Communications

**ACORDA THERAPEUTICS, INC.**

4:45 p.m.

### More "How To's" To Help You Get The Work Done: An Interactive Panel Discussion With Today's Participants!

Need to dive deeper into specific topics? Want more details? Here's your chance! Interact and ask questions amongst the group to help you brainstorm and innovate your own social media plans. Digest what you've learned and apply it to your own initiatives to get feedback and ideas for improvement.

5:15 p.m.

**End Of Day One**

5:20 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 FOR PHARMA CONFERENCE ATTENDEES:

*"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**

# Social Media for Pharma - December 5-8, 2011

## General Sessions - Day Two - December 7, 2011

8:00 a.m.

### Continental Breakfast & Networking

8:30 a.m.

#### CHAIRPERSON'S ADDRESS

### Chairperson's Opening Of Day Two & Presentation: The Era Of Mobile And Social Communications: How To Get Your New Ideas Off The Ground And Assimilated Into Your Organization's Corporate Culture

Every innovation, in marketing or otherwise, has looked to the lessons past to build toward its future, and pharma is no different. As digital marketing became prevalent, pharma marketers have used print-based metaphors to help conceptualize and assimilate new programs. Having been in this business for any length of time, terms like "above the fold" have been used, even though desktop browsers do no such thing. The era of mobile and social communications is now here, and, we find ourselves now using desktop-browser metaphors to try and drive adoption and approval, often without thinking about the potential ramifications.

While the pharma industry slowly and methodically tries to evolve to account for this changing environment, the influence of social communications have been felt across the industry, from Facebook to Twitter chats. Like it or not, this may finally be the time when the industry moves forward, but the biggest hurdle to getting new ideas off the ground may not be the FDA or DDMAC, but your organization's own corporate culture and methodologies.

In this eye-opening session will reveal:

- The legacy modes of thinking that hinder the adoption of new ideas
- The false assumptions keeping regulators from saying "yes"
- Why the definition of "social" may be too narrow
- Why social media monitoring is a gateway drug
- Building a groundswell to gain traction and support

Bring your questions, ideas and assumptions to be challenged.

Bill Evans, EVP & Chief Digital Officer

**TEAM CHEMISTRY @ WPP**

Conference Chairperson

9:30 a.m.

#### NON-PROFIT CASE STUDY

### The Power of ePatients And How Pharmaceutical Companies Can Benefit From And Join Online Conversations

Patients are online talking about their health, your prescription drugs and your competition. In this inspiring case study, you will learn how pharmaceutical companies and brands can best engage these empowered patients.

This session will provide you with practical tips, including:

- An overview of empowered patients
- Data that shows what patients do and don't want to hear from pharma
- A case study on what a brand learned from online listening and the results achieved
- The value of leveraging Trust Agents for social media
- A case study on the potential downside of not listening or engaging with your audience
- Practical recommendations on how pharma can engage in the social media conversation
- Strategic approaches for pharma to partner with empowered patients



Jordana Holovach, Founder  
**JACOB'S CURE**



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

# Social Media for Pharma - December 5-8, 2011

## General Sessions - Day Two - December 7, 2011

10:15 a.m.



### Morning Refreshment & Networking Break

10:35 a.m.

#### PATIENT PERSPECTIVE PANEL

### Building A Relationship For A Lifetime:

### Using Social Media To Target And Market To Audiences With Chronic Health Conditions

There is a growing need for pharmaceutical companies to build relationships with their audiences through social media. This unique panel, represented by the grassroots organization UII-Understanding Invisible Illnesses, will consist of three patients and activists representing conditions across the board from autoimmune diseases to cancer to cerebral palsy to autism, discussing the patient perspective through the lens of how to connect with patients. Topics that will be covered include knowing what conditions and needs your audience really has, what types of messaging patients respond to, and key factors to consider in building your relationship with patients/consumers.

This panel represents the views of the most significant target group for this audience - young adults with chronic health concerns. Young adults, who are the most likely to use social media to make decisions, require the products and services marketed by pharmaceutical companies, and will be customers for decades to come.

This riveting and eye-opening session will show you how to:

- Identify your audience & their needs
- Build a relationship with your audience for a lifetime
- Find the appropriate tone for your audience
- Leverage the most popular social media platforms, such as Facebook, Twitter, and blogs for a comprehensive marketing plan

#### Moderator:

Stacy Andes, Ed. D., Director, Office of Health Promotion

**VILLANOVA UNIVERSITY**

#### Panelists:



Jennifer Pettit, Founder  
Jonathan Dorfman, Activist  
Bridget Meakim, Activist

**UII – UNDERSTANDING INVISIBLE ILLNESSES**

11:20 a.m.

#### CASE STUDY

### Internal Social Media: Weaving The Threads Together

Enterprise-wide social media facilitates discussion across time zones, functional lines, and up and down an organization. Given the speed with which this environment is changing, how are can you ensure that your employees understand what is expected of them?

Take the following lessons back to your own organization after hearing from Boehringer Ingelheim Pharmaceuticals, Inc., and how they have:

- Created flexible, yet rigorous, policies and guidance around expected use and engagement with internal social channels
- Sought to build organizational alignment to reflect the multidisciplinary nature of a truly social enterprise
- Begun to construct a robust and scalable education platform to foster an innovative and inclusive environment

Amy Kunkel, Senior Associate Director, Corporate Communications

David C. Thompson, PhD, Social Media Strategist

**BOEHRINGER INGELHEIM PHARMACEUTICALS, INC.**

# Social Media for Pharma - December 5-8, 2011

## General Sessions - Day Two - December 7, 2011

12:05 p.m.



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

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

1:35 p.m.

#### INTERACTIVE SESSION

### Group Exercise: Brainstorm Solutions And New Ideas You Can Use

Interact and discuss solutions to your social media challenges with your fellow attendees and our experienced speakers. You will leave with new tools and hands-on experience and ideas for more successfully applying best practices to your own social media initiatives.

2:15 p.m.

#### CASE STUDY

### 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 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.

This insightful presentation will explore how Kaiser Permanente has embraced the next generation of employee 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, two-way communication and making information viral

Nancy Buono Cartwright, Vice President, Communications

**KAISER PERMANENTE**

3:00 p.m.



### Afternoon Refreshment & Networking Break

3:15 p.m.

#### NON-PROFIT CASE STUDY

### Developing Strategic Partnerships To Educate Consumers And Engage Influencers In Social Media

When a topic is difficult to discuss or has a discreet audience, mass communications and marketing isn't always the best route. Influencers in social media – namely, Moms – have the interest and editorial flexibility to discuss health topics in a relevant and detailed manner. Mom Central Consulting and HealthyWomen.org have developed a strategic partnership to develop sponsored educational health information that is promoted via word of mouth and social media directly to interested consumers. The power of the Mom consumer and her reach has paid off for clients on topics like

# Social Media for Pharma - December 5-8, 2011

## General Sessions - Day Two - December 7, 2011

epilepsy and HPV testing.

Lessons you will learn and can take back with you, include:

- What a strategic health partnership looks like
- Strategies that satisfy a brand's objectives and are FDA-compliant
- Tactics that educate and create engagement
- Demographic targeting to reach the most relevant audience
- Outcomes of recent sponsored campaigns
- New insights and trends



Elizabeth Battaglino Cahill, RN, Executive Director  
**HEALTHYWOMEN**



Michelle Sawatka-Fernandez, Vice President  
**MOM CENTRAL CONSULTING**

**4:00 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**

**Make the most of your time out of the office! Join an interactive, focused discussion on the topics of your choice during our pre and post-conference workshops:**

#### **Monday, December 5, 2011:**

**8:30-11:30 a.m.** Social Media 101: Successfully Leveraging New Web 2.0 Tools To Form Relationships, Manage Connections, & Communicate With Your Audiences

**1:00-4:00 p.m.** Getting To Yes: Building The Right Team To Insure Social Media Success

#### **Thursday, December 8, 2011:**

**8:30-11:30 a.m.** How To Integrate Social Media With Your Traditional Pharma Communications Platforms

**1:00-4:00 p.m.** Measuring More Than Volume: Going Beyond Campaign Management To Capture True Brand Sentiment - - And Leverage Your Brand's "Buzz"

Please see pages 4-5 for detailed descriptions.

# ABOUT OUR CONFERENCE SUPPORTERS



**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.

brandchannel. always branding. always on.



**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/>



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

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



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

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

## RAVE REVIEW FROM A PAST SOCIAL MEDIA FOR PHARMA CONFERENCE ATTENDEE:

*"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**

# Social Media for Pharma - December 5-8, 2011

## ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

### AMA Executive Conference Center

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

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](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!*

<p><b>Renaissance NY Times Square Hotel</b> Two Times Square 714 Seventh Ave. @ W. 48th St., New York, NY 10036 T: 212-765-7676 Type <b>A10</b> in the Corporate/Promotional Code Box for special rate. Click here to make an online reservation.</p> <p><b>Hampton Inn Times Square North</b> 851 Eighth Avenue, New York, NY 10019 T: 212-581-4100 Click here to make an online reservation.</p> <p><b>Belvedere Hotel</b> 319 West 48th Street, New York, NY 10036 T: 212-245-7000 or 888-468-3558 Type <b>AMA</b> for the Promo code. Click here to make an online reservation.</p>	<p><b>Crowne Plaza Times Square Manhattan</b> (connected to the AMA Conference Center, where the conference sessions are being held) 1605 Broadway, New York, NY 10019 T: 212-977-4000 or 800-243-6969 Click here to make an online reservation.</p> <p><b>Novotel of New York</b> 226 West 52nd Street, New York, NY 10019 T: 212-315-0100 or 800-221-3185 Reserve Now.</p> <p><b>Manhattan at Times Square Hotel (A Starwood Hotel)</b> 790 7th Avenue @ 51st Street, New York, NY 10019 T: 212-581-3300 Reserve Now.</p>
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The AMA Center is conveniently located in the heart of New York's world-famous Times Square. It is centrally located near historic tourist attractions such as Carnegie Hall, Lincoln Center, and Madison Square Garden. Airport access is just 6 miles away at La Guardia Airport (LGA), 12 miles away at Newark Liberty International Airport (EWR) and 13 miles away at John F. Kennedy International Airport (JFK). To view detailed ground transportation options (taxi cab, bus, subway & car rental) go to: [http://www.amanet.org/exec\\_conf\\_cntr/new\\_york/around\\_ny.htm](http://www.amanet.org/exec_conf_cntr/new_york/around_ny.htm).



Photo courtesy of greenwichmeantime.com

Join us in New York City for A.L.I.'s 4th "Social Media for Pharma: How To Develop, Execute, And Evaluate Web 2.0 Strategies To Engage Your Audiences And Drive Business Results" and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

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

## REGISTRATION FEES:

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

<b>Group Discount: Register 3 colleagues and the 4th is FREE!</b>	<b>Earlybird Pricing: Register with payment by October 13th</b>	<b>Regular Pricing: Register with payment after October 13th</b>
Conference Only (December 6 & 7)	\$1,499	\$1,899
Conference (Dec. 6 & 7) + <b>One</b> Workshop (Dec. 5 or 8)	\$1,899	\$2,299
Conference (Dec. 6 & 7) + <b>Two</b> Workshops (Dec. 5 &/or 8)	\$2,199	\$2,599
Conference (Dec. 6 & 7) + <b>Three</b> Workshops (Dec. 5 & 8)	\$2,399	\$2,799
Conference (Dec. 6 & 7) + <b>ALL Four</b> Workshops (Dec. 5 & 8) - <b>ALL ACCESS PASS!</b>	<b>\$2,499 BEST VALUE!</b>	\$2,899
Conference Workbook Only (if not attending)	\$199* + \$20 S&H	

\*IL residents will be charged 9.75% sales tax on workbook orders.

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



# Social Media for Pharma - December 5-8, 2011

## **SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:**

This conference provides an excellent opportunity to market your products and services to a targeted marketing and communications audience in the pharma industry. Space is limited, so please call Kelly at (262) 723-1284, for more information.

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

Four or more attendees, registering together, enjoy a savings of at least \$1,499! Register three attendees and the fourth registrant is FREE! That's a 25% savings off each registration. Note to small departments – register together with your colleagues from another organization and receive the same group discount. The free registrant must be of equal or lesser value.

## **A.L.I. FREQUENT ATTENDEE DISCOUNT:**

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

## **PROGRAM CHANGES:**

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

## **CANCELLATION POLICY:**

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before November 21st) a refund will be provided less a \$295 administration fee. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (on or after November 21st) will be issued a credit memo. Credit memos will be valid for one year from date of issuance and can be used by anyone in your organization.

# Social Media for Pharma - December 5-8, 2011

## ABOUT THE ADVANCED LEARNING INSTITUTE:

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

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

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

**Pharmaceuticals · Communications · Social Media · Brand Management · Human Resources**  
**Healthcare · Strategic Planning · Technology · Marketing**  
**Performance Measurement · Government · Biometrics**

## WE GUARANTEE RESULTS:

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

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

- Pfizer Inc.
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- BMS
- Telerx
- Eli Lilly and Company
- Boehringer Ingelheim
- GCP Works
- Progenics Pharmaceuticals
- Millennium Pharmaceuticals
- Teva Pharmaceuticals
- Bayer Healthcare Pharmaceuticals
- Univ. of Maryland Medical System
- Hospira
- Grünenthal Pharma
- Mannkind Corporation
- Nat'l Org. for Rare Disorders
- Eli Lilly Canada
- Kaiser Permanente
- National Cancer Institute
- DRAXIMAGE
- Bayer Healthcare
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- Montreal Children's Hospital
- AcuFocus
- Janssen-Ortho
- MedImmune
- Merial
- Sanofi-Aventis Pharmaceuticals
- Novo Nordisk Inc.
- Humana, Inc.
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- Widex
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- Novartis Pharmaceuticals
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- Abbott Nutrition

*Thousands of satisfied alumni can't be wrong - register today for the opportunity to learn from our platform of proven experts!*

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# Registration Form

*Please photocopy for group members.*

Yes, I'd like to register for the December 2011 Social Media for Pharma conference in New York, NY

### Please check:

E-mail Priority Code: \_\_\_\_\_ Amount Due: \_\_\_\_\_

- Conference Only
- Conference Plus Workshop(s):
  - Pre-Conference Morning Workshop A:** Social Media 101: Successfully Leveraging New Web 2.0 Tools To Form Relationships, Manage Connections, & Communicate With Your Audiences
  - Pre-Conference Afternoon Workshop B:** Getting To Yes: Building The Right Team To Ensure Social Media Success
  - Post-Conference Morning Workshop C:** How To Integrate Social Media With Your Traditional Pharma Communications Platforms
  - Post-Conference Afternoon Workshop D:** Measuring More Than Volume: Going Beyond Campaign Management To Capture True Brand Sentiment -- And Leverage Your Brand's "Buzz"
- I would like to order a conference workbook only
- Please add me to your mailing list to receive future conference notifications

Name: \_\_\_\_\_

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