

Novo Nordisk and Inspire Added to Social Media Pharmaceutical Agenda Line-up

SMi are pleased to announce that two new speakers have confirmed to present at Social Media Pharmaceuticals 2014

LONDON, UNITED KINGDOM, October 24, 2013 /EINPresswire.com/ -- SMi are pleased to announce that two new key presentations have been added onto the 6th annual conference taking place next January in London; [Social Media in the Pharmaceutical Industry](#) 2014.

Nick Adams, Director of Corporate Branding at Novo Nordisk will be addressing delegates on building digital strategy and Amir Lewkowicz, VP of Partnerships from Inspire will be talking about Online Patient Communities-Trends and Opportunities.



The packed agenda will also include presentations from:

- Alexandra Fulford, MD, Consultant, Pharmaguapa (Conference Chair)
- Todd Kolm, Vice-President, Head of Global Digital Strategy, Sanofi
- Sherri Matis-Mitchell, R and D, Astra Zeneca
- Claire Perrin, European Brand Leader, Lilly
- Shona Davies, Communication and Programme Leader, Merck & Co
- Piotr Wrzosinski, Digital Marketing, Roche
- Gizem Bicakci, eMarketing, Boehringer-Ingelheim
- James Finney, Project Manager, Global Comm. Services, Novozymes Biopharma

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Social Media is revolutionising the way that people communicate with each other. Unfortunately, the pharmaceutical and healthcare industries are playing catch-up with patients...”

Shona Davies, Global Comms & Programme Leader, Merck

WHY ATTEND?

- Best Practices – Share ideas with industry leaders to identify cutting-edge developments including leveraging

social intelligence, digital channels, mobile apps, measuring success and building communities

to strengthen your competitive position.

- Consumer Marketing – Analyse how social media will allow your organisation to better communicate and interact with your stakeholders for unique positioning and higher ROI.
- Social Strategy – Hear case studies from major pharmaceutical companies on applying practical social media strategies with a focus on content, platform selection and workflow.
- Customer Loyalty – Discover how to enhance dialogue to ensure customer loyalty in an increasingly competitive environment.
- Join the Debate – Participate in a round table discussion led by Merck, Boehringer Ingelheim, Lilly and Pharmaguapa on online product reviews and how to minimise risk.

For further details visit www.social-media-pharma.com

Social Media in the Pharmaceutical Industry

Developing communication and engagement throughout the industry

22-23 January 2014

Marriott Regents Park Hotel | London UK

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