

Head of Healthcare from Leading Social Media Site to Present at Pharmaceutical Social Media Conference

SMi Group confirm that a leading social media company will be making a keynote presentation at Social Media in the Pharmaceutical Industry 2014.

LONDON, LONDON, UNITED KINGDOM, December 5, 2013 /EINPresswire.com/ -- SMi Group announced this week that a leading social media company will be making a keynote presentation at the 6th annual conference: [Social Media in the Pharmaceutical Industry](http://www.social-media-pharma.com), 22-23 January 2014, London UK

Presentation details will be announced soon at www.social-media-pharma.com

As well as identify cutting-edge developments in digital channels and mobile apps, this event will aim to provide case studies from major pharmaceutical companies on applying practical social media strategies with a focus on content, platform selection, workflow and legal requirements.

Social Media in the Pharmaceutical Industry 2014 will update delegates on how to take extra care and vigilance with regards to information gathering, awareness of the legal requirements and reporting safety-related data with three unique addresses:

1. Online Health Gets Personal | Matt Evans, Chief Medical Officer, Health Unlocked
2. How to enhance the dialogue between patients and physicians | Claire Perrin, European Brand Leader, Lilly
3. Building a digital strategy focusing on content – Nick Adams, VP Corporate Branding, Corporate Communications, Novo Nordisk Inc

OTHER KEY SPEAKERS WILL INCLUDE:

Todd Kolm, Vice-President, Head of Global Digital Strategy, Sanofi
Sherri Matis-Mitchell, R and D, AstraZeneca
Shona Davies, Communication and Programme Leader, Merck & Co
Piotr Wrzosinski, Digital Marketing, Roche





...the pharmaceutical and healthcare industries are playing catch-up with patients who are streaking ahead in leveraging social media to better understand and manage their conditions."

*Shona Davies, Global Comms
Leader, Merck*

Gizem Bicakci, eMarketing, Boehringer-Ingelheim
James Finney, Project Manager, Global Comm. Services,
Novozymes Biopharma
Alexandra Fulford, MD/Consultant, Pharmaguapa
Gary Monk, Strategy and Innovation Consultant, Havas
Lynz

For further details visit the conference website at
www.social-media-pharma.com

Social Media in the Pharmaceutical Industry
23-23 January 2014
Marriott Regents Park Hotel, London UK

[@smipharm](#) #pharmasocialmedia

Teri Arri
SMi Group Ltd
+44 (0)20 7827 6162
[email us here](#)

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