

Sanofi Aventis to tackle how to deliver a definitive social media strategy and culture within pharma

SMi Group's Big Data in Pharma event continues to tackle hot-button issues, with the addition of Sanofi Aventis Spain to the line-up.



LONDON , ENGLAND , February 12, 2014 /EINPresswire.com/ -- Delivering a definitive social media strategy and culture within pharma to deliver optimal patient healthcare and treatment awareness will be the focus for Xavier Olba, Digital Strategy Manager for Sanofi Aventis Spain.

Xavier commented: "I am delighted to be speaking at this important event and look forward to discussing how improved treatment awareness and adherence can be achieved by using big data in pharma. During my speech I will explain how Sanofi is using Social media, using examples from Twitter, Youtube and Facebook, to improve patients understanding about their pathology to increase patient compliance. To emphasise the benefits of Social media, we will review how we must assure advertising compliance within social media."

The two-day event also features 18 industry experts covering a variety of topics aimed at helping companies understand how to create better medicine and generate new revenue streams through Big Data.

Full event information can be found at www.pharmabigdata.co.uk or early-bird places can be booked via Husaina Durrant: +44(0) 20 7827 6070.

Notes to editor

Sponsorship opportunities are available for this event, please contact Alia Malick on +44(0) 20 7827 6168.

About SMi Group

Established since 1993, the SMi Group is a global event-production company that specializes in

Business-to-Business Conferences, Workshops, Masterclasses and online Communities. We create and deliver events in the Defence, Security, Energy, Utilities, Finance and Pharmaceutical industries.

We pride ourselves on having access to the world's most forward thinking opinion leaders and visionaries, allowing us to bring our communities together to Learn, Engage, Share and Network. We hold events in over 30 major cities throughout the world including London, Paris and Singapore and to date have welcomed over 200,000 participants from 80 countries.

More information can be found at www.smi-online.co.uk

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