

# Gain an Insight into the Effect of Social Media in the Pharmaceutical Industry

*Smi is proud to introduce its 7th Annual Social Media in the Pharmaceutical Industry conference taking place on 19th - 20th January in London, UK.*

LONDON, ENGLAND, UNITED KINGDOM, September 15, 2014

[/EINPresswire.com/](http://EINPresswire.com/) -- As the pharmaceutical industry is advancing more and more companies are now taking to various mediums like [mobile applications](#), internet and blogs to be socially visible. These channels help them to reach a wider mass and thereby interact not only with like-minded people, but also consumers. [Social media](#) provides the opportunity for patients to engage with doctors and vice versa; giving the opportunity for two-way conversation.



This year's event will explore topics such as regulatory insights, the consumer focussed approach and mobile & website advances. [Register now](#) to join experts in the field and gain insight into this pertinent topic.

Book before September 30th and save £500

Why you should attend:

- Hear case studies reflecting the accurate use of social media to scale the brand
- Discover use of social media not only as a marketing strategy but also as a medium to serve the consumers
- Learn about the regulatory aspect involved in the application of social media within the business environment

Key Speakers Include:

- Lanre Bitoye, Global Digital Interaction Management Business Partner, Lundbeck A/S
- Patricia Alves, Social Media Community Manager, Boehringer Ingelheim
- Sorsha Roberts, Online Communications Officer, AKU Society
- Dr. Graham Leask, Economics & Strategy Group, Aston University
- Charles Lowe, President, Telemedicine & eHealth Section, Royal Society of Medicine
- Alexandra Fulford, Consultant, ZS Associates

For more information please visit <http://www.smi-online.co.uk/2015socialmediapharma69.asp>

To register for this conference please contact Andrew Gibbons via +44 (0) 207 827 6165 or email [agibbons@smi-online.co.uk](mailto:agibbons@smi-online.co.uk)

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