

Cutting Edge Digital Strategy Discussed by Leading Pharmaceutical Marketing Practitioners

Online Industry Gathers in Two Weeks for 8th annual Congress on Social Media in the Pharmaceutical Industry

LONDON, UNITED KINGDOM, January 4, 2016 /EINPresswire.com/ -- A snap shot of confirmed participants has just been released for SMI's 8th annual conference on [Social Media in the Pharmaceutical Industry](#) taking place in 2 weeks' time. The event has once again attracted a global audience featuring attendees from Denmark, Egypt, France, Germany, Italy, Pakistan, Switzerland, United Kingdom and USA.

Leading pharmaceutical marketing practitioners will gather in a fortnight to participate in debates on "pharma-safe" social media platforms, the reliability of mApps, online engagement, compliance, information sharing and future outlooks.

As well as featuring two panel discussions and two pre-conference interactive workshops, the event will include over 15 topical presentations aimed to provide the pharmaceutical sector with effective social media strategic guidance and key updates on the latest online tools.

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I love SMI's Social Media in the Pharmaceutical Industry because its clear focus allows participants to really take the time to explore innovation and best practice in the industry.

Daniel Ghinn, Founder & CEO of Creation Healthcare

Market expert Daniel Ghinn from Creation Healthcare, will open the conference by discussing the latest industry developments and will explore techniques to strengthen digital platforms for patients and pharma.

Other event highlights include guidance on leveraging social media for patient insights and pharmacovigilance by ZS Associates; an industry perspective on strategy from Actelion; a clinical trials case study from Bristol Myers Squibb; a keynote address on patient leadership from NHS England, plus much more!

This is just a snap shot of what will be covered. Visit the [website](#) to see the full agenda featuring presentations from Pfizer, Novo Nordisk, GE Healthcare, Lundbeck A/S and the Patient Information Forum.

For those who are interested in attending, registration will be closing in two weeks' time. Bookings can be made online at: <http://www.social-media-pharma.com/EIN>. A snap shot of confirmed attendees is available in the downloads tab.



Social Media in the Pharmaceutical Industry
20 - 21 JAN 2016 | Holiday Inn Kensington Forum, London UK
<http://www.social-media-pharma.com/EIN> | Sponsored by Synexus
Follow the event on Twitter at #pharmasocialmedia

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About SMi:

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Teri Arri
SMi Group
+44 (0)20 7827 6162
email us here

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