

Agenda released for the 9th Social Media in the Pharmaceutical Industry

Smi Reports (08.09.2016, London, UK): SMi Group's sell-out series returns in January 2017 to explore social media as a strategic resource in the pharma sector.

LONDON, UK, September 8, 2016 /EINPresswire.com/ -- The agenda has been released for for SMi's 9th conference on [Social Media within the Pharmaceutical Industry](#). The two-day event, which takes place on 18th and 19th January 2017 in London, is set to provide a platform for social media experts to discuss the latest trends and technology in e-healthcare to help attendees develop a robust digital strategy.

Registration is now live on the event website at <http://www.social-media-pharma.com/EIN>.

The conference is tailored to explore the benefits of utilising social media within the healthcare industry. With mHealth revenue expected to reach \$26 billion by 2017* and the number of health apps increasing by the day, social media is playing a crucial role in gaining real-time insights into customer and stakeholder needs; reactions to news, studies and products; and in assessing the impact of changes within the competitive sector.

[The event agenda](#) will feature key opinion leaders and pharmaceutical companies at the forefront of cutting edge social media innovation including Creation Healthcare, MHRA, MSD, Lundbeck, Pfizer, AbbVie, GE Healthcare Life Sciences, Accenture and more.

Event attendees can expect to:

- Gain insights on MHRA's new mobile app, WEB-RADR, its development and use in pharmacovigilance, policy and ethical guidance on appropriate use
- Hear case studies on how to skilfully create engaging online content
- Discover ways to uses social media in crisis management and analytical predictions
- Explore how social media is being used in patient and employment advocacy.



9th Social Media in the Pharmaceutical Industry



Social Media in the PHarmaceutical Industry Brochure



"Content was excellent and presented different viewpoints."

Delegate 2016

The event will also feature two pre-conference workshops hosted by Stinesorensen Lundbeck and the Conversationalist Agency.

For more updates on the conference, follow SMi Group on [@smipharm](#) and join the conversation using [#pharmasocialmedia](#) on Twitter.

Contact Information:

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Social Media in the Pharmaceutical Industry
18 & 19 January 2017
Holiday Inn Kensington Forum, London, UK
<http://www.social-media-pharma.com/ein>

* - <http://bit.ly/1RvG3Ms>
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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. More information can be found at <http://www.smi-online.co.uk>

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