

Attendee List Released for #pharmasocialmedia 2017

Registration for the 9th Social Media in the Pharmaceutical Industry conference closes in 2 weeks.

LONDON, ENGLAND, UNITED KINGDOM, January 4, 2017 /EINPresswire.com/ -- SMI's 9th Social Media in the Pharmaceutical Industry conference opens in London on 18th & 19th January.

The 2017 event has attracted a global audience of HCPs, marketers and social media experts from nations including Belgium, Denmark, France, Germany, India, Italy, UK, USA and more.

[A list of attendees has been released](#)

featuring representatives from companies pioneering digital healthcare innovation such as AbbVie, AstraZeneca, Chiesi, CREATION, Daiichi Sankyo, Dexcel Pharma, Digital Health and Care Alliance, Doctors.net.uk, Eli Lilly, Facebook, GE Healthcare, GE Healthcare, Grunenthal, GS1, LEO Pharma, Lundbeck, Medicines for Europe, MHRA, MSD, NSF Health Sciences, Pfizer, Pulsar, Stevanato Group, Sun Pharmaceutical Industries, and more. The full roster can be found on www.social-media-pharma.com.

Social Media in the Pharmaceutical Industry 2017 extends a platform to explore key topics such as leveraging social media to build stronger brands, digital content marketing; advancements in technology, mHealth apps, regulatory updates, patient engagement, and building social networks for HCPs.

Event highlights include the following:

- Social media giant Facebook to showcase how to optimise the channel for evidence-based healthcare conversations to reach and engage the right patients and creative best practices for branded and unbranded campaigns.
- Social media guru Julie O' Donnell to discuss understanding the big players and emerging opportunities on social channels and how to future proof digital strategies from content to platform to distribution.
- A spotlight on the EU Innovative Medicines Initiative's WEB-RADR project and current mobile apps used for data collection and pharmacovigilance, as well as policies and ethical guidance on



appropriate use with MHRA.

- Pfizer explores opportunities and challenges for dedicated social media digital services within the sector featuring case studies on how digital services can deliver value within pharma brands.
- AbbVie, Leo Pharma, Pfizer to discuss the benefits of using digital cross-platform strategies as a resource for clinical trial engagement and recruitment.
- Case studies and a panel discussion on the success of building online communities for HCPs and employee activation from GE Healthcare, MSD, Doctors.net.uk, Lupus UK, and Health Unlocked.

A detailed agenda and full speaker line-up can be viewed on the website.

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

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

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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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