

Have you seen the agenda for the 10th Annual Social Media in Pharma?

LONDON, UNITED KINGDOM, September 18, 2017 /EINPresswire.com/ -- Now in its 10th annual year, network and learn from the most senior industry thought leaders in pharma and social media such as Pfizer, Janssen, Roche Diabetes Care, CREATION, Bristol-Myers Squibb, GSK, DRG Digital, IBM and more!

Social media is the perfect channel for pharmaceutical companies to educate, market, listen and connect with customers, patients and physicians. Explore strategies in patient engagement in order to create a powerful social media strategy, digital marketing techniques, approaches to content creation and big data and wearable technologies.



How the pharmaceutical industry utilize social media is particularly complex as regulators such as the FDA have not yet written the rules about how pharmaceuticals can engage with potential customers and patients. www.social-media-pharma.com/ein

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Very thought provoking. Liked to hear the new ideas + understand how social media can continue to be intergrated”

Eli Lilly & Co

Featured Highlights:

- Hear how Janssen create powerful pharmaceutical social media strategies enabling patient engagement.
- Learn how to build integrated, impactful social media strategies with Pfizer.
- Discuss the potential of wearable technologies creating behavioural changes for patients with UCB.

- Discover with GSK how to make your social media content less “promotional” and more about storytelling.

- Examine how Bristol Myers-Squibb create an excellent digital strategy whilst engaging patients.

PLUS, don't miss...

The opening address will be presented to you by Aslihan Unal, Digital Strategy Group Manager, from Janssen. Gain a deeper insight into creating powerful pharmaceutical social media strategies enabling patient engagement. This will examine how you can build an effective social media strategy, the lessons learned and pitfalls on navigating today's social landscape, and how pharma social media can stay relevant and evolve into this evolving industry.

Not only this, put your learning into practise with our interactive half-day post-conference workshop! Get involved and learn from Timos Papagatsias, CEO and Elvira Dragas, Partner, from LucidQuest who will focus on how stakeholders can combine the latest advancements in Social Media / Social Networking and Strategic Competitive Intelligence in order to uncover opportunities and threats for their companies and brands.

Check out the [agenda](#) + full speaker line-up: www.social-media-pharma.com/ein

For those looking to attend there is currently a £400 [early-bird](#) saving!

SMi Presents the Launch of...
Social Media in the Pharmaceutical Industry
Date: 22nd – 23rd January 2017
Location: Kensington, London
Website: www.social-media-pharma.com/ein

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About SMi Group:

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