

# Pharmaceutical Marketing

April 2, 2010 @ Karachi Expo Centre

**“New Opportunities, New Channels & New Markets”**



The pharmaceutical industry's marketing practices are the focus of increasing expectations from stakeholders today, in particular consumer advocacy groups. So, every pharmaceutical marketer needs to understand how their customers- including patients, physicians, caregivers, healthcare organizations, employers - make decisions everyday. Because of the changing landscape with smarter consumers, new technologies and media, and easier access to information, the pharmaceutical marketer needs to be smarter about the way their brand and product is represented.

Health Asia Conference on Pharmaceutical Marketing is the premier industry meeting place for Pharmaceutical executives with an objective to provide them a platform for networking and learning from industry experts in the area of marketing. The speaking faculty of the conference contains leading pharma & Healthcare businesses which make it a must-attend forum for executives engaged in pharma brand building and strategies for developing, implementing and monitoring marketing programs.

## TOPICS TO BE DISCUSSED

- Pharma marketing principles
- Brand positioning
- Pharma Marketing - Changing trends
- New drifts in Pharma Marketing - Challenges & Opportunities
- Challenges of eMarketing in Pharmaceutical Industry
- Integrate New marketing trends with traditional measures
- Understand the power of new media
- Future model for selling pharmaceutical products

## WHO SHOULD ATTEND?

- CEO's
- Marketing Directors
- Medical Directors
- Brand Managers
- Product Managers
- Business Development Managers
- Marketing Executives
- Other Sales Force

## 3 WAYS TO PARTICIPATE

- GAIN Maximum PROMOTION as "SPONSOR"
- EXPOSURE as a "TECHNICAL PROFESSIONAL"
- JOIN the Conference as "DELEGATE"

## CONFERENCE SECRETARIAT

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