

REGISTER BY SEPTEMBER 30TH AND RECEIVE A £500 DISCOUNT  
REGISTER BY OCTOBER 31ST AND RECEIVE A £300 DISCOUNT

SMi presents the 7th annual conference on

# Social Media in the Pharmaceutical Industry

Reflecting on regulatory insights and customer focus as  
the vision for the industry

Marriott Regents Park Hotel, London, UK

21 - 22  
**JAN**  
2015



#### Benefits of attending:

- Gain an understanding of the recent **advances within the pharmaceutical and social media landscape**, requiring a shift to **customer-centric communications**
- Hear case studies reflecting the accurate use of **social media to scale the brand**
- Discover the use of social media not only as a marketing strategy but also as a medium to **serve the end users**
- Learn about the **regulatory** aspect involved in the application of social media within the business environment

#### Chairperson:

- **Charles Lowe**, Director, **Digital Health and Care Alliance (DHACA)**

#### Key Speakers Include:

- **Patricia Alves**, Social Media Community Manager, **Boehringer Ingelheim**
- **Lanre Bitoye**, Global Digital Interaction Management Business Partner, **Lundbeck**
- **Nick Broughton**, Managing Director, **Pharmaceuticalethics.com**
- **Gary Monk**, Director of Strategy and Innovation, **Havas Health**
- **Alexandra Fulford**, Founder & Consultant, **ZS Associates**
- **Tony Kane**, Managing Partner, **Tony Kane Consulting Ltd**

### PLUS AN INTERACTIVE HALF-DAY PRE-CONFERENCE WORKSHOP

Tuesday 20th January 2015, Marriott Regents Park Hotel, London, UK

## 5 Key Ways Pharmaceutical companies can generate new business with LinkedIn

Workshop Leader: **Miriam Shaviv**, Director of Content, **Brainstorm Digital**

8.30am - 12.00pm

[www.social-media-pharma.com](http://www.social-media-pharma.com)

Register online or fax your registration to +44 (0) 870 9090 712 or call +44 (0) 870 9090 711

ACADEMIC & GROUP DISCOUNTS AVAILABLE



@SMIPHARM

# SOCIAL MEDIA IN THE PHARMACEUTICAL INDUSTRY

Conference: 21st – 22nd January 2015, Marriott Regents Park Hotel | Workshop: Tuesday 20th January 2015, London

## 4 WAYS TO REGISTER

ONLINE [www.social-media-pharma.com](http://www.social-media-pharma.com)

FAX your booking form to +44 (0) 870 9090 712  
PHONE on +44 (0) 870 9090 711

POST your booking form to: Events Team, SMi Group Ltd, 2nd Floor  
South, Harling House, 47-51 Great Suffolk Street, London, SE1 0BS, UK

--	--

Unique Reference Number	
Our Reference	P-126

### DELEGATE DETAILS

Please complete fully and clearly in capital letters. Please photocopy for additional delegates.

Title: Forename: \_\_\_\_\_

Surname: \_\_\_\_\_

Job Title: \_\_\_\_\_

Department/Division: \_\_\_\_\_

Company/Organisation: \_\_\_\_\_

Email: \_\_\_\_\_

Company VAT Number: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Town/City: \_\_\_\_\_

Post/Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

Direct Tel: \_\_\_\_\_ Direct Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_

Switchboard: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

I agree to be bound by SMi's Terms and Conditions of Booking.

### ACCOUNTS DEPT

Title: Forename: \_\_\_\_\_

Surname: \_\_\_\_\_

Email: \_\_\_\_\_

Address (if different from above): \_\_\_\_\_

\_\_\_\_\_

Town/City: \_\_\_\_\_

Post/Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

Direct Tel: \_\_\_\_\_ Direct Fax: \_\_\_\_\_

### Terms and Conditions of Booking

**Payment:** If payment is not made at the time of booking, then an invoice will be issued and must be paid immediately and prior to the start of the event. If payment has not been received then credit card details will be requested and payment taken before entry to the event. Bookings within 7 days of event require payment on booking. Access to the Document Portal will not be given until payment has been received.

**Substitutions/Name Changes:** If you are unable to attend you may nominate, in writing, another delegate to take your place at any time prior to the start of the event. Two or more delegates may not 'share' a place at an event. Please make separate bookings for each delegate.

**Cancellation:** If you wish to cancel your attendance at an event and you are unable to send a substitute, then we will refund/credit 50% of the due fee less a £50 administration charge, providing that cancellation is made in writing and received at least 28 days prior to the start of the event. Regrettably cancellation after this time cannot be accepted. We will however provide the conferences documentation via the Document Portal to any delegate who has paid but is unable to attend for any reason. Due to the interactive nature of the Briefings we are not normally able to provide documentation in these circumstances. We cannot accept cancellations of orders placed for Documentation or the Document Portal as these are reproduced specifically to order. If we have to cancel the event for any reason, then we will make a full refund immediately, but disclaim any further liability.

**Alterations:** It may become necessary for us to make alterations to the content, speakers, timing, venue or date of the event compared to the advertised programme.

**Data Protection:** The SMi Group gathers personal data in accordance with the UK Data Protection Act 1998 and we may use this to contact you by telephone, fax, post or email to tell you about other products and services. Unless you tick here  we may also share your data with third parties offering complementary products or services. If you have any queries or want to update any of the data that we hold then please contact our Database Manager [databasemanager@smi-online.co.uk](mailto:databasemanager@smi-online.co.uk) or visit our website [www.smi-online.co.uk/updates](http://www.smi-online.co.uk/updates) quoting the URN as detailed above your address on the attached letter.

**EARLY BIRD DISCOUNT**  Book by 30th September to receive £500 off the conference price  
 Book by 31st October to receive £300 off the conference price

### CONFERENCE PRICES GROUP DISCOUNTS AVAILABLE

I would like to attend: (Please tick as appropriate)	Fee	Total
<input type="checkbox"/> Conference & 1 Workshop	£2098.00 + VAT	£2517.60
<input type="checkbox"/> Conference only	£1499.00 + VAT	£1798.80
<input type="checkbox"/> 1 Workshop only	£599.00 + VAT	£718.80

### PROMOTIONAL LITERATURE DISTRIBUTION

Distribution of your company's promotional literature to all conference attendees **£999.00 + VAT £1198.80**

The conference fee includes refreshments, lunch, conference papers, and access to the Document Portal. Presentations that are available for download will be subject to distribution rights by speakers. Please note that some presentations may not be available for download. Access information for the document portal will be sent to the e-mail address provided during registration. Details are sent within 24 hours post conference.

### VENUE Marriott Hotel Regents Park, 128 King Henry's Road, London, NW3 3ST

Please contact me to book my hotel

Alternatively call us on +44 (0) 870 9090 711,  
email: [hotels@smi-online.co.uk](mailto:hotels@smi-online.co.uk) or fax +44 (0) 870 9090 712

### DOCUMENTATION (Shipped 10-14 days after the event)

I cannot attend but would like to purchase access to the following Document	Price	Total
<b>Portal/paper copy documentation:</b>		
<input type="checkbox"/> Access to the conference documentation on the Document Portal	£499.00 + VAT	£598.80
<input type="checkbox"/> The Conference Presentations - paper copy (or only £300 if ordered with the Document Portal)	£499.00 -	£499.00

### PAYMENT

Payment must be made to **SMi Group Ltd**, and received before the event, by one of the following methods **quoting reference P-126 and the delegate's name**. Bookings made within 7 days of the event require payment on booking, methods of payment are below. Please indicate method of payment:

- UK BACS** Sort Code **300009**, Account **00936418**
- Wire Transfer** Lloyds TSB Bank plc, 39 Threadneedle Street, London, EC2R 8AU  
Swift (BIC): **LOYDGB21013**, Account **00936418**  
IBAN **GB48 LOYD 3000 0900 9364 18**
- Cheque** We can only accept Sterling cheques drawn on a UK bank.
- Credit Card**  Visa  MasterCard  American Express  
All credit card payments will be subject to standard credit card charges.

Card No:

Valid From   /   Expiry Date   /

CVV Number    3 digit security on reverse of card, 4 digits for AMEX card

Cardholder's Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

I agree to be bound by SMi's Terms and Conditions of Booking.

Card Billing Address (if different from above): \_\_\_\_\_

### VAT

VAT at 20% is charged on the attendance fees for all delegates. VAT is also charged on Document portal and literature distribution for all UK customers and for those EU Customers not supplying a registration number for their own country here \_\_\_\_\_