

Digital Pharma Innovation Week

Agenda at a Glance - Friday, October 30 EDT

PLENARY SESSIONS	30-Oct
9:30AM - 10:00AM	Networking in Lounge and Partner Hall
10:00AM - 10:05AM	Chairperson Opening Remarks Bob Allen, <i>Lead, Digital Operations Global Public Affairs</i> , Bristol-Myers Squibb
10:05AM - 10:30AM	Keynote Seema Kumar, <i>Global Head, Office of Innovation, Global Health and Scientific Engagement</i> , Johnson & Johnson
10:35AM - 11:00AM	Case Study Presentation Daemion Johnson, <i>Director of Specialty Marketing</i> , GSK
11:00AM - 11:20AM	Networking in Lounge and Partner Hall
11:20AM - 12:05PM	Panel: Pharma Creativity: Going Beyond Bike Rides and Beach Walks Raymond F. Kerins Jr., <i>Senior Vice President, Head of Corporate Affairs</i> , Bayer Marc Meachem, <i>Head of External Affairs, North America</i> , ViiV Healthcare Beth Bulik, <i>Senior Editor</i> , Fierce Pharma Marketing
12:05PM - 12:20PM	Meet the Fierce Pharma Marketing Winners
12:20PM - 1:00PM	Networking in Lounge and Partner Hall  Pandora Leaning on Sound: SoundBath Experience
DEEP DIVE SESSIONS	30-Oct
	MEDIA STRATEGY
1:00PM - 1:10PM	Media Strategy Chairperson Opening Remarks Amanda DeVito, <i>Vice President, Marketing & Growth</i> , Butler/Till
1:10PM - 1:55PM	Why Pharma Brands Do Not Need a TV Campaign, They Need a Progressive Video Strategy Scott Ensign, <i>Vice President, Client Solutions</i> , Butler/Till Lina Sheilds, <i>Chief Media Officer</i> , Eli Lilly Dario Floris, <i>Country Launch Lead & Alliance Manager</i> , Merck Group
2:00PM - 2:25PM	How to Integrate a Digital Media Plan as Brands Grow to Include New Indications Anne Marie Robertson, <i>Vice President, Oncology External Engagement, former Ipsen</i> Paul Murasko, <i>Senior Director, Head of Digital Customer Interaction for North America</i> , Ipsen
2:25PM - 2:35PM	Chairperson Closing Remarks Amanda DeVito, <i>Vice President, Marketing & Growth</i> , Butler/Till
2:35PM - 3:00PM	Networking in Lounge and Partner Hall Zoom Rooms - Media Strategy Focus  Pandora Leaning on Sound: AudiOM for Kids