

AUDIENCE INSIGHT EBOOK



**PICK THE BRAINS OF
PHARMA MARKETING
EXPERTS**

WWW.DIGITALPHARMASUMMIT.COM

LEARN A LITTLE MORE ABOUT YOUR POTENTIAL LEADS.

With large opportunities to generate profitable leads, the value of sponsoring the Future of Pharma Marketing Summit is at an all time high. We gathered insights from our audience to learn about their challenges and needs to understand what is top of mind.



AUDIENCE THOUGHTS ON THE SPEAKERS

The Agenda is filled with industry sessions designed to be hosted by industry leaders like you. Audiences attend the event to gather inspiring knowledge from the speakers of the event.

Here's some thoughts audiences have on the speakers of the Future of Pharma Marketing Summit.





“ Nice that agenda is full with bite size sessions. People can follow-up with presenters during cocktail and breakfast.

- Tamara Lovi, **Sanofi**

“ Hearing leaders in pharma share their approaches/ practices in digital marketing helped me learn what is at the forefront of capabilities from vendors and agency partners.

- Jeff Tam, **LEO Pharma**

“ Very good speakers and interaction with timely and important topics.

- David Laros, **Aptus Health**

“ Great speakers and conversations. Good size. Easy to network. One of the more enjoyable conferences I have attended.

- Sarah Clark, **Delta Eight Pharmaceuticals**

“ The morning session was impactful as they discussed and presented real and practical information, sharing case studies and thought-input.

- Michael Son, **GC Biotherapeutics Inc.**

“ Great common challenges/mistakes/opportunities faced by marketers from other companies.

- Anisah Mobin, **Novo Nordisk**





THE TOP 3 ISSUES FACING THEIR INDUSTRY

We asked our audience members to list the top 3 issues facing their industry or organization today. Here are the latest challenges our audience face today so that you can determine if your brand is their solution.



36%

say they struggle with adapting content quickly in a highly regulated environment due to PAAB's rules and regulations.

23%

say they find it difficult to not only acquiring patients, but also retaining patients,



20%

say they can't seem to compete against a sea of other companies - bringing their brand to the top-of-mind of consumers.



OTHER ISSUES OUR AUDIENCE FACE INCLUDE...

- Implementing a digital strategy
- Reaching HCP stakeholders within Canada
- Adapting to new generation technology
- Determining KPIs for this industry
- Interacting with customers in a digital interface - using engagement tools on a small scale
- Ability to customize via data and analysis
- Building MCM knowledge/capabilities across all stakeholders
- Building infrastructure/capabilities to leverage digital analytics





WHAT AUDIENCES LOOK FORWARD TO WHEN ATTENDING THE EVENT.

There's an expectation when attending the Future of Pharmam Marketing Summit and that is being able to return with a solution.

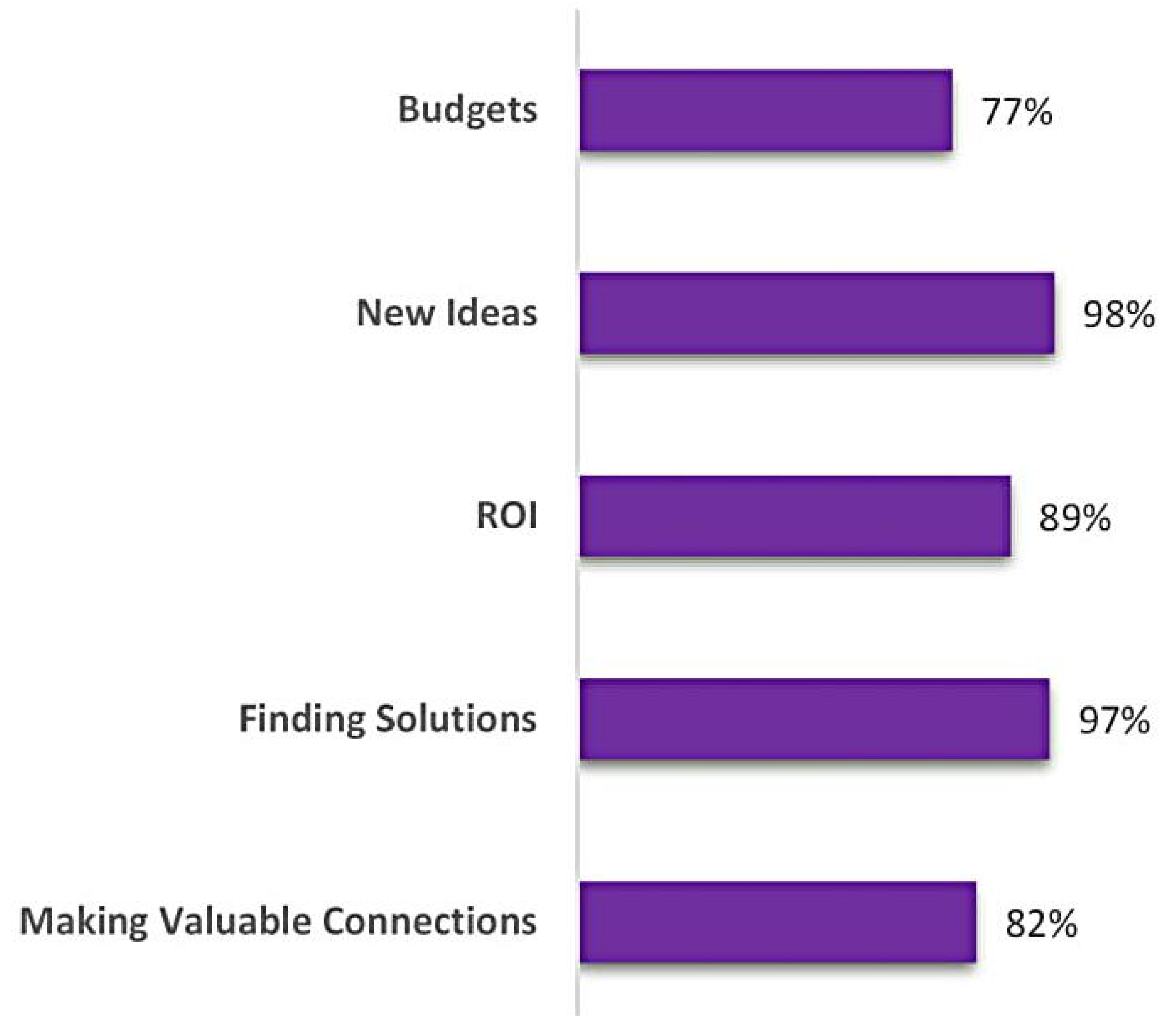
These expectations include:

- RX Case Studies
- Digital Marketing in Services, Marketing to Pharmacists and Pharmacy Chairs
 - Patient Blogging Strategies & Tools
- Tools offering the digitization of the pharma sales force, transition/change in the pharma sale rep/model
 - More on Medical Cannabis Sector
 - Privacy and Data Security tools
- Valuable networking and discussion session

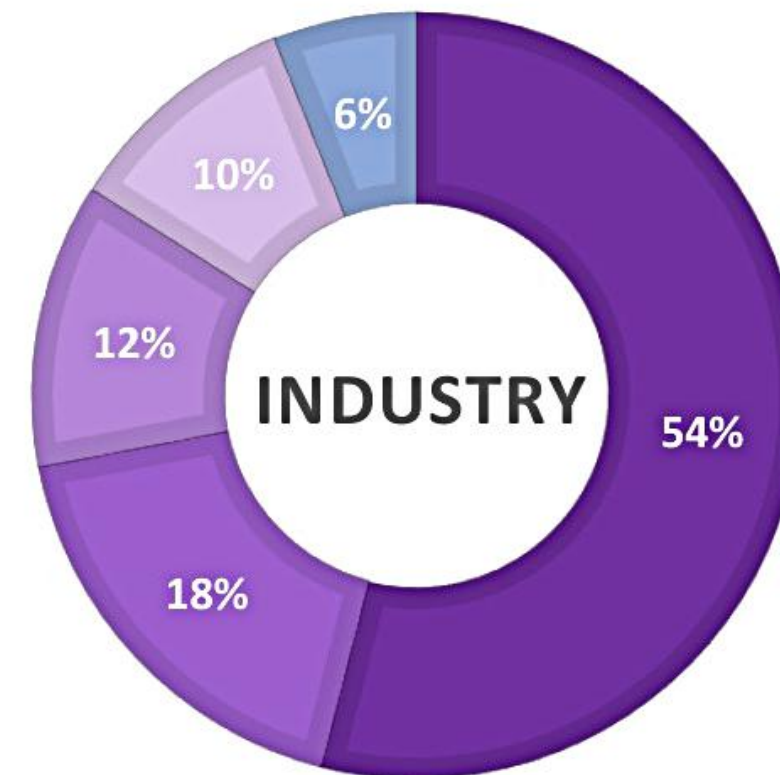
WHAT AUDIENCES LOOK FORWARD TO WHEN ATTENDING THE EVENT.

To sum up some of the priorities
Audiences have when attending this
event, we've gathered valuable
information in an easy-to-digest chart.

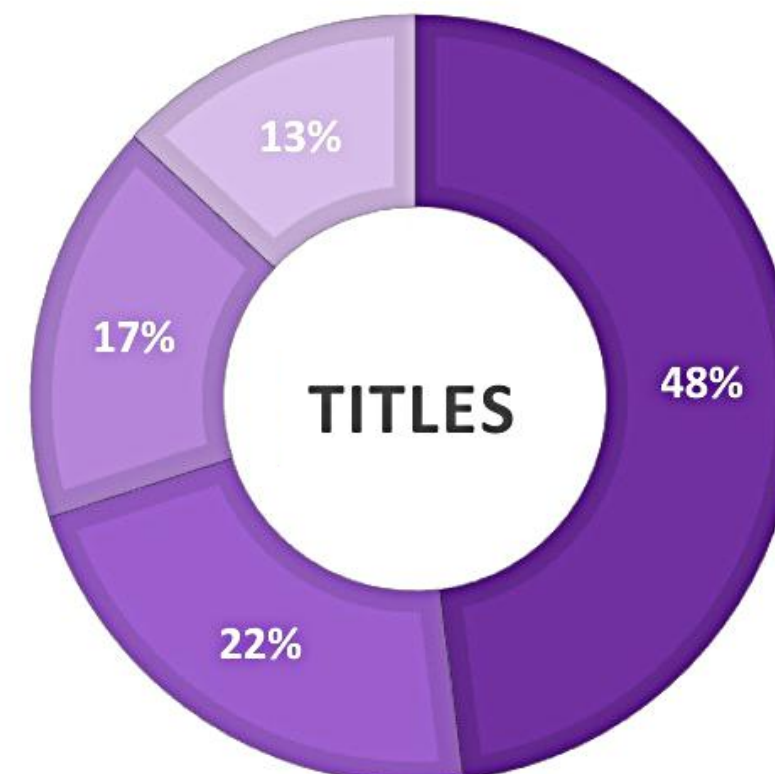
Audience Priorities



- Pharma
- Medical Product manufacturers
- Gvt/Reg/Research
- Regional Health Authority
- Consultants



- Director/Manager Marketing
- Director/Specialist Digital Marketing
- Director Product Marketing - Disease Specific
- C-suite/VP



WHO YOU CAN MEET...

This key summit attracts senior decision-makers from high-profile companies. See a breakdown of you who can meet.



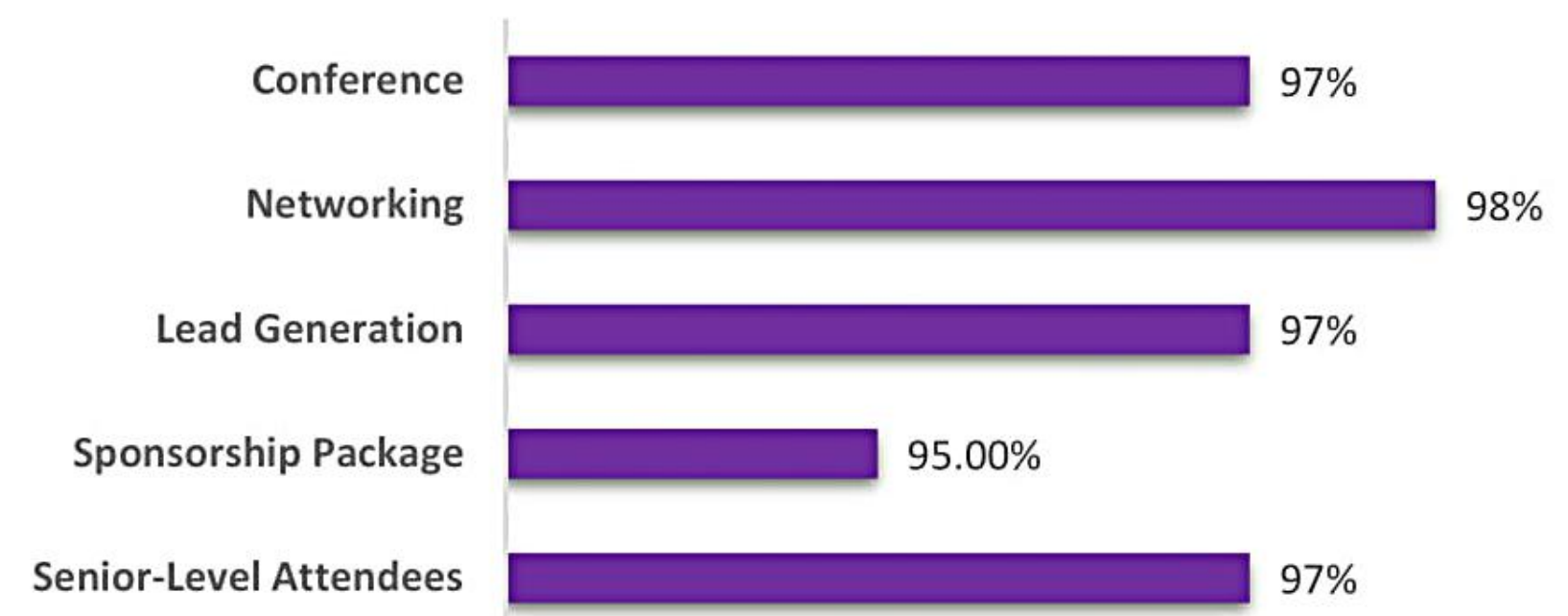
SPONSOR FEEDBACK

We thank all our past sponsors for being a part of our Future of Pharma Marketing Summits. We aim to improved the Sponsorship experience per event, and by doing so, we've gathered feedback from our sponsors. See the results below.

Sponsorship Success of the Event



Sponsorship ROI



SHOWCASE YOUR BRAND AS A SOLUTION

There are superior sponsorship opportunities available for reaching senior decision-makers and clients to your business. With an audience that each have more than \$1 million annual spend on the latest digital marketing solutions, don't miss being at the forefront of these senior decision-makers.

Want to learn more? Download the Media kit for the event which outlines the past attendee list, testimonials, and different sponsorship packages: www.digitalpharmasummit.ca/download-media-kit/

INTERESTED IN SPONSORING?



Contact

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