

# Learn to be **Innovative** with your **Marketing Strategies**



*"Extraordinary session with very dynamic presenters!  
This session was a real eye-opener for me, a reality check  
for Pharmaceutical Marketers, and a call to action for us  
to bring Pharmaceutical Marketing into the 21st Century"*

*Christian Roy, Marketing Vice-President, Pfizer Canada Inc.*

**CEPM SYMPOSIUM IN TORONTO**

**June 3, 2009**

## **Looking outside of Pharma...**

Marie-Josée Lamothe, L'Oreal Canada (Montreal, CA)

Learn about ideas from outside of Pharma that could be adapted to your marketing plan

## **Physicians 2.0 how changes in our audience reward changes in our offerings**

Kent Anderson, New England Journal of Medicine (Boston, US)

Learn about new forms of editorial experimentation; new opportunities with social media; high value offerings and more

## **Promotional planning without the guesswork: Promotional Economics**

Dick Anderson, Promotional Economics Institute (Williamsburg, US)

Learn about Planning and projecting your promotional ROI

## **The impact of social networking and Web 2.0 on your brand communications**

Len Starnes, Bayer Schering Pharma AG (Berlin, DE)

Learn about the opportunities and the power of online communities

## **Reinvent yourself for the revolution**

Mike Lipkin, Environics/Lipkin (Toronto, CA)

Learn the Environics/Lipkin researched formula for thriving on massive change and influencing others to do the same.

**Location:** Delta Meadowvale Resort and Conference Center

**Date:** June 3, 2009

**Time:** 7:30AM - 12:45PM

**Cost:** \$455

Group Discounts  
Available



**For more information or to register online go to: [www.ce4pm.com](http://www.ce4pm.com)**