SMi present their 4th annual UK conference on...

**KOL Liaison and MSL Best Practice**

The UK's original and premier KOL/MSL event - relationship building for the 21st Century

**Wednesday 28th and Thursday 29th September 2011**
**Copthorne Tara Hotel, London, UK**

**KEY SPEAKERS INCLUDE:**

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
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<tbody>
<tr>
<td>David Gillen</td>
<td>Head of International Medical Affairs, Gilead Sciences</td>
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<tr>
<td>Arun Mistry</td>
<td>European Medical Director, Pfizer</td>
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<tr>
<td>Petr Seidl</td>
<td>Medical Director, East and Central Europe, Genzyme</td>
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<tr>
<td>Richard Barker</td>
<td>Director General, Association of the British Pharmaceutical Industry</td>
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<tr>
<td>Eddy Wu</td>
<td>Medical Director, MAX and Ophthalmics, Novartis</td>
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<tr>
<td>Rav Seeruthun</td>
<td>Head of Clinical Affairs, Napp</td>
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<tr>
<td>Tobias Gantner</td>
<td>Head of Market Access, Germany, Bayer</td>
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<tr>
<td>Alex Butler</td>
<td>EMEA Marketing Communications Manager, Johnson &amp; Johnson Pharmaceuticals</td>
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</tbody>
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**KEY TOPICS INCLUDE:**

- Learn from some of the leading experts in identifying, approaching and building relationships with KOLs and managing KOL programmes
- Explore how to increase your ROI by having a strategic and structured MSL programme
- Navigate the increasingly diverse role of the MSL and take back to your work new approaches to achieve success
- Discover the best ways to manage your medical and scientific advice output for the long-term benefit of your brand

**Sponsored by**

**PLUS A FULL-DAY PRE-CONFERENCE WORKSHOP**

**Tuesday 27th September 2011, London**

**Opinion Leader Development**

Led by Neil Kendle, Managing Director, Kendle Healthcare
09:30 - 16:00

To attend, contact Stuart Mclaren on Tel +44 (0) 20 7827 6110, Fax +44 (0) 20 7827 6111, email smclaren@smi-online.co.uk or visit www.smi-online.co.uk/ts03.asp to register online

**GROUP DISCOUNTS AVAILABLE**
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>08:30</td>
<td>Registration &amp; Refreshments</td>
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<tr>
<td>09:00</td>
<td>Chairman’s Opening Remarks</td>
<td>Samuel Dyer, former Senior Medical Director, Genentech and CEO/Founder of MSL World</td>
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<tr>
<td>09:10</td>
<td>Opening Address: Changing the relationship between the industry and the medical research community</td>
<td>Richard Barker, Director General, Association of the British Pharmaceutical Industry</td>
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<tr>
<td>09:50</td>
<td>Defining the role of KOLs in contemporary pharmaceutical development and communications</td>
<td>Arvind Agrawal, former Clinical and Scientific Affairs Director, Reckitt Benckiser</td>
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<tr>
<td>10:30</td>
<td>Morning Refreshments</td>
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<tr>
<td>11:00</td>
<td>Reflecting on the ethics of the use of KOLs by pharmaceutical companies</td>
<td>Nick Broughton, Managing Director, PharmaceuticalEthics</td>
</tr>
<tr>
<td>11:40</td>
<td>Assessing the impact of the Bribery Act on relationships between pharmaceutical companies and KOLs in the UK</td>
<td>Rosanna Cooper, Global Head, RT Coopers</td>
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<tr>
<td>12:20</td>
<td>Networking Lunch</td>
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<tr>
<td>13:20</td>
<td>Market access and KOL engagement in Germany</td>
<td>Tobias Gantner, Head of Market Access, Germany, Bayer</td>
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<tr>
<td>14:00</td>
<td>The lifecycle management of key opinion leaders from Phase I to the end of exclusivity</td>
<td>Rav Seeruthun, Head of Clinical Affairs, Napp Pharmaceuticals</td>
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<tr>
<td>14:40</td>
<td>Afternoon Tea</td>
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<tr>
<td>15:10</td>
<td>A new KOL model in the rare diseases area</td>
<td>Petr Seidl, Medical Director, Genzyme</td>
</tr>
<tr>
<td>15:50</td>
<td>European fair market value KOL compensation: benchmark study</td>
<td>Samuel Dyer, former Senior Medical Director, Genentech and CEO/Founder of MSL World</td>
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<tr>
<td>16:30</td>
<td>Chairman’s Closing Remarks and close of Day One</td>
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</table>

**THE EVOLVING LANDSCAPE OF KOL LIAISON AND THE WORK OF MSLs**

- **Opening Address**
  - Changing the relationship between the industry and the medical research community
  - Reviewing the state of the relationship between pharma and the medical research community
  - Developing positive new routes of engagement
  - Evolving new approaches to working together for the benefit of medicine
  - Richard Barker, Director General, Association of the British Pharmaceutical Industry

- **09:50** Defining the role of KOLs in contemporary pharmaceutical development and communications
  - What is a key opinion leader in today’s pharmaceutical community?
  - Assessing the need for physicians to be involved with the industry
  - What are the natural boundaries of this involvement; how can and should pharma work with KOLs?
  - What impact are these relationships having on medicine and healthcare?
  - In what directions is the area evolving?
  - Arvind Agrawal, former Clinical and Scientific Affairs Director, Reckitt Benckiser

- **11:00** Reflecting on the ethics of the use of KOLs by pharmaceutical companies
  - Is the use of relationships built with senior physicians to secure a competitive advantage in selling drugs strictly ethical?
  - Analysing the ethical pitfalls of the current system
  - Can pharmaceutical companies work with physicians in an ethical manner?
  - Nick Broughton, Managing Director, PharmaceuticalEthics

- **11:40** Assessing the impact of the Bribery Act on relationships between pharmaceutical companies and KOLs in the UK
  - Overview of the main aspects of the Bribery Act likely to affect the pharmaceutical industry in its relationships with KOLs
  - How is the Act likely to be interpreted and what will be the practical implications for KOL liaisons?
  - What will need to change in order to ensure relationships are conducted in a legal manner?
  - Rosanna Cooper, Global Head, RT Coopers

**To attend, contact Stuart McLaren on Tel +44 (0) 20 7827 6110, Fax +44 (0) 20 7827 6111, email mmr@mmr-g.com**

**Medical Marketing Research Group**
At MMRG, we deliver incisive biopharmaceutical stakeholder intelligence by identifying, profiling, assessing and engaging with key stakeholders globally, helping our clients build the foundations to expedite brand success. [www.mmr-g.com](http://www.mmr-g.com)
Establishing effective internal communication and co-ordination of KOL engagement
- Co-ordinating KOL engagement between global functions and affiliates
- Assigning responsibilities and ensuring effective co-operation between scientific and commercial functions
- Planning global and affiliate KOL engagement to stay within a ‘fees for services’ cap, prospectively not retrospectively
- Segmenting KOL listings and advocacy mapping to ensure effective choice of KOLs across geographies

Neil Kendle, Managing Director, Kendle Healthcare

Cross-country/regional KOL management
- How can resources be maximized?
- Assessing collaborations between local and regional/global organizations
- Building a roadmap of KOL development: from local to regional and global
- Facing the challenges for smaller organizations

Eddy Wu, Medical Director, Novartis Pharmaceuticals

Social and digital media and MSL communications
- Harnessing the social media to build stronger relationships with stakeholders
- Exploring the requirements for a successful social media strategy
- Social media as part of a larger digital and non-digital communications strategy

Alex Butler, EMEA Marketing Communications Manager, Johnson & Johnson Pharmaceuticals

Opinion leader strategy and its role in New Pharma Marketing
- Examining the difference between opinion leader management and opinion leader strategy
- New Pharmaceutical Marketing and the role of key opinion leaders
- Profiling of opinion leaders to ensure their optimal engagement
- Opinion leader planning in the New Pharmaceutical Marketing environment

Rob Barker, Managing Partner, The Central Group

Measuring the ROI of KOL mapping exercises
- How can the ROI of a KOL mapping research study be assessed?
- How much better is independent KOL identification than in-house ‘collective wisdom’?
- Is it worth the fees being asked?

Peter Joshua, Partner, Medical Marketing Research Group

Networking Lunch

Social and digital media and MSL communications
- Harnessing the social media to build stronger relationships with stakeholders
- Exploring the requirements for a successful social media strategy
- Social media as part of a larger digital and non-digital communications strategy

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Rob Barker, Managing Partner, The Central Group

Who should attend:
Chief Executives, Vice Presidents, Heads, Directors, and Project Leaders of
- Medical Science Liaisons, MSLs
- Medical Affairs, Scientific Affairs
- Medical Advisors, Scientific Advisors
- KOL Development, KOL Relationships
- Key Opinion Management
- External Speaker Faculty Management
- Medical Communications
- Clinical Outcomes
- Scientific Affairs
- Medical Education
- External Stakeholder Management/Liaison
- Programme/Product/Brand Management
- Marketing
- Professional Education

Great discussion and conversations.
Interesting and stimulating.
Delegates from Knowledge Leader Partnerships 2010
Overview of workshop
The importance of the use of opinion leaders for successful development and commercialization of pharmaceuticals cannot be overstated – it is widely acknowledged. However, creating the right balance in your partnerships with opinion leaders can be more complicated. As this workshop will show, a systematic approach to the identification, mapping and development of opinion leaders brings enormous benefits to your organization.

This workshop will look at strategies and tactics for building long-term relationships with opinion leaders, taking into account the needs of both the company and the opinion leaders themselves.

The workshop will cover:
• Establishing and maintaining long-term relationships
• Internal co-ordination and objective setting to ensure optimum KOL management across functions and geographies
• Choosing the right KOL for the right task
• Setting up open and transparent frameworks for industry-KOL interaction
• Appropriate KOL activities for each stage of the product lifecycle

Timetable:
09:30 Registration and Refreshments
09:45 Welcome and Introduction
10:00 Developing long-term, mutually beneficial relationships with KOLs. What do we want from them; what do they want from us?
10:20 Group exercise: What type of opinion leader when?
• Building relationships with the right mix of opinion leaders for trial and marketing activities
11:00 Identification and evaluation of opinion leaders
• Rising stars, profiling and network and stakeholder mapping
11:40 KOL partnership plans
12:30 Lunch
13:30 Group exercise: KOL activities for each stage of the product lifecycle
14:15 Using KOL data to help decision-making
14:55 Afternoon Tea
15:10 Group exercise: Co-ordinating between functions across geographies
15:50 Discussion and questions
16:00 Close of workshop

About the workshop host:
Neil Kendle, Managing Director, Kendle Healthcare
Neil is one of the most experienced healthcare communications consultants in Europe with over 25 years of consultancy experience. After working as a clinical psychologist, Neil moved to the pharmaceutical industry. He worked in various capacities in sales, clinical trials and marketing before moving into PR, initially at Burson Marsteller, then the largest PR agency in the world. In 1987 he established Fusion Communications. Fusion became one of the most successful and highly-regarded UK-based consultancies, working on UK, pan-European and global programmes. It was during this time that Neil pioneered many ground-breaking initiatives that have subsequently become standard practices in healthcare communications. In 1998 Fusion was acquired by the Lowe Group, becoming Lowe Fusion Healthcare.

About the organisation
Kendle Healthcare concentrates exclusively on opinion leader development including strategic consultancy, opinion leader identification and profiling and stakeholder mapping.

www.kendlehealthcare.com
MAY 2011
11/12 Generics, Supergenerics and Patent Strategies
16/17 Clinical Trial Logistics

JUNE 2011
01/02 Pain Therapeutics
27/28 RNAi, miRNA, siRNA
29/30 Pharmaceutical Portfolio & Product Lifecycle Management
29/30 Pharmaceutical Nanotechnology
29/30 KOL Management and MSL Best Practice in Europe (Munich, Germany)

JULY 2011
06/07 ADMET
06/07 Social Media in the Pharmaceutical Industry
11/12 BioBanking
18/19 Clinical Trial Logistics Asia (Singapore)
20/21 Pre-Filled Syringes Asia (Singapore)

SEPTEMBER 2011
19/20 Biomarkers in Clinical Trials
26/27 Biosimilars and Biobetters
28/29 KOL Liaison and MSL Best Practice

OCTOBER 2011
03/04 Partnerships with CROs
10/11 Pharmaceutical Mhealth
12/13 GP Commissioning
19/20 COPD: Novel Therapeutics and Management Strategies
24/25 Point of Care Diagnostics - Market Opportunities and Technology Trends

NOVEMBER 2011
31st Oct/
01 Nov European Pharmaceutical Pricing & Reimbursement (Switzerland)
16/17 Clinical Trials in CNS
21/22 Cell Based Assay

DECEMBER 2011
05/06 Cold Chain Distribution

All conferences take place in central London, UK – unless indicated otherwise in brackets

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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. CD ROMs will not be dispatched 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 Conference documentation on CD ROM 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 on CD ROM 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.

Alternations: 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.

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EARLY BIRD DISCOUNT
Book by 31st May to receive £300 off the conference price
Book by 30th June to receive £100 off the conference price

CONFERENCE PRICES

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<tr>
<td>Conference &amp; Full Day Workshop</td>
<td>£1998.00 + VAT £2397.60</td>
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<td>Conference only</td>
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<td>Distribution of your company’s promotional literature to all conference attendees</td>
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GROUP DISCOUNTS AVAILABLE

The Conference fee includes refreshments, lunch, conference papers and CD ROM containing all of the presentations.

VENUE

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- The Conference Presentations on CD ROM £499.00 + VAT £598.00
- The Conference Presentations - paper copy (or only £300 if ordered with a CD ROM)

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<td>Wire Transfer</td>
<td>Lloyds TSB Bank plc, 38 Threadneedle Street, London, EC2R 6AE</td>
</tr>
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<td>Cheque</td>
<td>Swift (BIC): LOYDBGB1013, Account 00936418</td>
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