

40 Conferences & Seminars for Pharma Companies

- Global Pharma Market insights
- French Pharma Market insights
- Pharma Companies Strategy & Management

“Better knowing, understanding to decide”

Introduction

- **We propose 40 unique Pharma Conferences and Seminars specifically designed to:**
 - Develop the knowledge
 - Strengthen the understanding
 - Improve the decision-making process
- **... of pharma companies' teams by sharing:**
 - Up-to-date data
 - Robust analyses
 - Innovative concepts
 - Practical methods and tools
- **Our Conferences and Seminars, which can be adjusted to each pharma company needs, are based on our:**
 - 100+ articles and position papers
 - 40 years of experience in the pharma sector
- **We propose several options for each topic:**
 - Conferences: 1- to 2-hour sessions (incl. lecture and Q&A)
 - Seminars: ½-day or 1-day sessions (incl. lecture, Q&A and workshops)

I will personally facilitate these conferences so that to:
stimulate exchanges – challenge the status quo – provide practical ideas

Jean-Michel Peny

Global Pharma Market Insights

1

Insights about the Pharma Industry

Truths & untruths

2

Global Pharma Market Trends

Strategic Implications for pharma companies

3

Estimating Drug Sales Potential

Application to anti-obesity medications

4

Future of the Orphan Drugs Market

Strategic insights for pharma companies

5

Value of Established Pharma Brands

How to get the best of it



French Pharma Market Insights (1/2)

6

French Pharma Market Trends

Strategic implications for pharma companies

7

The French Rare Disease Market

Perspectives & Key success factors

8

The French Hospital Market

Perspectives & Key success factors

9

Hospital Value-based Procurement

Applications to pharmaceuticals in France

10

French Drug Retail Distribution

Focus on voluntary trade organizations



French Pharma Market Insights (2/2)

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Economics of French Retail Pharmacies

What to know & understand to better decide

12

The French Biosimilars Market

Perspectives & key success factors

13

The French Generics Market

Perspectives & key success factors

14

The French OTC Market

Perspectives & key success factors

15

The French Food Supplements Market

Perspectives & key success factors



Pharma Companies Strategy & Management (1/5)

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Top 20 Pharma Companies

Understanding performance & strategies

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Pharma Companies Corporate Strategy

What to know & understand to better decide

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Pharma Companies Business Strategy

What to know & understand to better decide

19

Pharma Companies Operational Strategy

What to know & understand to better decide

20

Developing a Country Business Plan

Best practices



Pharma Companies Strategy & Management (2/5)

21

Pharma BD&L at Affiliate Level

From theory to practice

22

Boosting Corporate Reputation

Practical recommendations for pharma companies

23

Digitalization of the Value Chain

Application to pharma companies

24

Pharma Companies & Generative AI

Opportunities & limitations

25

Patient-centric Strategy

Services pharma companies should deliver



Pharma Companies Strategy & Management (3/5)

26

Medical Affairs Strategy & Execution

Best practices

27

KOL Engagement Planning

Method & tools

28

What Future for MSLs?

Vision & recommendations

29

High-performance Pharma Brand Plans

The 5 pitfalls to avoid

30

Brand Preference Strategy

The only one solution to gain market share



Pharma Companies Strategy & Management (4/5)

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Marketing Omnichannel Strategy

Application to pharma companies

32

Field Force Action Plans

How to develop high-performance plans

33

What Future for Medical Reps?

Vision & recommendations

34

High-performance Medical Calls

New approach for impactful calls

35

Storytelling in Business

Application to pharma companies



Pharma Companies Strategy & Management (5/5)

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Excellence in Execution

Application to pharma companies

37

Key Performance & Execution Indicators

Monitoring for continuous improvement

38

Management & Leadership

From theories to implementation

39

Pharma Companies 1st Line Managers

Best practices

40

Personal Branding Optimization

A lever to boost pharma companies' performance





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