

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

- Insights about the Pharma Industry
 Truths & untruths
- Global Pharma Market Trends
 Strategic Implications for pharma companies
- Estimating Drug Sales Potential

 Application to anti-obesity medications
- Future of the Orphan Drugs Market
 Strategic insights for pharma companies







French Pharma Market Insights (1/2)

- French Pharma Market Trends
 Strategic implications for pharma companies
- 7 The French Rare Disease Market Perspectives & Key success factors
- The French Hospital Market
 Perspectives & Key success factors
- 9 Hospital Value-based Procurement
 Applications to pharmaceuticals in France
- French Drug Retail Distribution
 Focus on voluntary trade organizations





French Pharma Market Insights (2/2)

Economics of French Retail Pharmacies
What to know & understand to better decide

The French Biosimilars Market
Perspectives & key success factors

The French Generics Market

Perspectives & key success factors

The French OTC Market
Perspectives & key success factors



The French Food Supplements Market
Perspectives & key success factors



Pharma Companies Strategy & Management (1/5)

- Top 20 Pharma Companies
 Understanding performance & strategies
- Pharma Companies Corporate Strategy
 What to know & understand to better decide
- Pharma Companies Business Strategy
 What to know & understand to better decide
- Pharma Companies Operational Strategy
 What to know & understand to better decide



Developing a Country Business Plan
Best practices



Pharma Companies Strategy & Management (2/5)

- Pharma BD&L at Affiliate Level From theory to practice
- Boosting Corporate Reputation
 Practical recommendations for pharma companies
- Digitalization of the Value Chain
 Application to pharma companies
- Pharma Companies & Generative Al Opportunities & limitations







Pharma Companies Strategy & Management (3/5)

Medical Affairs Strategy & Execution

Best practices

KOL Engagement Planning
Method & tools

What Future for MSLs?

Vision & recommendations

High-performance Pharma Brand Plans
The 5 pitfalls to avoid



Brand Preference Strategy

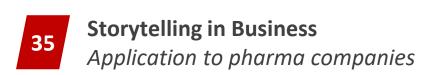
The only one solution to gain market share



Pharma Companies Strategy & Management (4/5)

- Marketing Omnichannel Strategy
 Application to pharma companies
- Field Force Action Plans
 How to develop high-performance plans
- What Future for Medical Reps?

 Vision & recommendations
- High-performance Medical Calls
 New approach for impactful calls







Pharma Companies Strategy & Management (5/5)

Excellence in Execution

Application to pharma companies

Key Performance & Execution Indicators

Monitoring for continuous improvement

Management & Leadership
From theories to implementation

Pharma Companies 1st Line Managers

Best practices



Personal Branding Optimization

A lever to boost pharma companies' performance

