



# Marketing Pharmaceuticals in Canada

Maximize the success of your brand. Learn how to grow your brand from experienced industry executives no matter where it is in its life cycle.



## Learning Objective

- **Understand** the regulations that control promotion of products in the Canadian Pharmaceutical Industry
- **Develop** a better understanding of the Canadian Pharmaceutical Industry and environmental influences that impact commercialization of pharmaceuticals
- **Gain** an understanding of how pricing and reimbursement will significantly affect your brands' success
- **Identify** and apply strategies to make your brand more effective and shape its successful future
- **Pick up tips** on how to use data and digital media to maximize your brands' performance
- **Determine** the correct way to segment and target your audience for improved impact of your message and deployment of resources
- **Incorporate** new and unique ways to be more successful in your career and network with others within the industry
- **Network** with industry leaders and colleagues

## Facilitators & Guest Speakers: Learn From Experience

**Facilitators:** Kyra Trainor & Helen Kalra – The Pangaea Group

**Guest Speakers:** Various senior level executives within industry will join to provide their experiences and provide real life cases on commercializing pharmaceuticals in Canada

### Course Format

Topics are covered in several different formats including: pre-recorded lectures, interactive guest lectures, small group learning sessions and industry case based learning. **Sessions are offered virtually over 5 weeks on Friday mornings.** This format allows you to remain focused on your job priorities while making time for your personal development.

### Who Should Attend?

No matter your current role, if you are a pharmaceutical industry professional, you will have the opportunity to network with peers and senior leaders from across the industry. The course is designed for anyone who works on a cross-functional brand team.

### Previous Participant Backgrounds

Recently appointed product managers, other industry employees/ managers who contribute to brand planning (sales, regulatory, medical, continuing education, reimbursement) as well as employees from agencies and suppliers working with brand managers.



**Get in touch with The Pangaea Group**

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**Visit** [www.pangaea-consultants.com](http://www.pangaea-consultants.com)



# Marketing Pharmaceuticals in Canada

To register online please visit <http://www.pangaea-consultants.com/events/marketing-pharmaceuticals-in-canada-fall-2022> or complete the form below, scan and email to [info@pangaea-consultants.com](mailto:info@pangaea-consultants.com)

Name					
Title					
Organization					
Address					
City		Province		Postal Code	
Email Address			Phone Number		

## Payment Options

To pay by credit card please visit

<https://www.pangaea-consultants.com/events/marketing-pharmaceuticals-in-canada-fall-2022>

- Cheque enclosed\*** Payable to Pangaea Holdings Inc.  
\*Please mail to P.O. Box 60065, Glen Abbey Postal Station, Oakville, Ontario, L6M 3H2 Canada
- Invoice Company**

**Registration:** \$ 4,000.00 + HST

## Substitution / Refund Policy

Participant substitution is permitted up to and including the first day of the program. A full refund will be given for cancellations received 30 days prior to the event. Cancellations received less than 30 days prior to the start date will be ineligible for a refund; however 100% of the course fees can be deferred to the next Marketing Pharmaceuticals in Canada course.

## Please check the following:

I am taking this course as I am new to marketing, or want to get into a marketing role and am looking for a better understanding of the role and ways to be successful  
I currently support the brand planning process and would like to better understand the overall process of marketing pharmaceuticals in Canada

## Where did you hear about this course?

<input type="checkbox"/> My Manager	<input type="checkbox"/> Website	<input type="checkbox"/> Email	<input type="checkbox"/> Colleague	<input type="checkbox"/> Other
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Authorized Signature

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Print Name

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