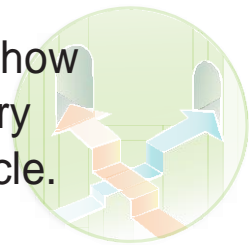




# Marketing Pharmaceuticals in Canada™

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 Objectives

- 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 digital marketing, market research and data to maximize your brands' performance
- Determine the correct way to position, 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
- 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 join and provide their experiences and provide real life cases on commercializing pharmaceuticals

## Course Format

Topics are covered in an interactive format and presented with application exercises. Case based examples provide for the summation and review of the brand planning process. Sessions are offered in two – 2-day sessions to allow for practical implementation and ease impact of time out of office.

## Who Should Attend?

No matter your current function, if you are a pharmaceutical industry professional looking to expand your knowledge of the industry, you will benefit by learning from other experienced professionals. In addition, you will have the opportunity to network with peers and senior leaders from other companies.

## Previous Participant Backgrounds

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



Get in touch with The Pangaea Group  
Phone 416-516-3524  
Email [info@pangaea-consultants.com](mailto:info@pangaea-consultants.com)  
Visit [www.pangaea-consultants.com](http://www.pangaea-consultants.com)



# Marketing Pharmaceuticals in Canada™

To register online, please visit  
<https://www.pangaea-consultants.com/events/marketing-pharmaceuticals-in-canada-2023-spring>

or complete the form below and email to [info@pangaea-consultants.com](mailto:info@pangaea-consultants.com)

Participant Name	
Title	
Organization	
Email Address	
Dietary Restrictions	

Four Points Sheraton, 2501 Argentia Rd. Mississauga, ON L5N 4G8

**Registration:** \$ 4,995.00 + HST

## Payment Options

To pay by credit card: <https://www.pangaea-consultants.com/events/marketing-pharmaceuticals-in-canada-2023-spring>

or

Invoice my organization

## 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.



Get in touch with The Pangaea Group  
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Visit [www.pangaea-consultants.com](http://www.pangaea-consultants.com)