

Spring Session 2024

April 15 & 16, April 29 & 30

Four Points Sheraton, 2501 Argentia Rd. Mississauga, ON



Marketing Pharmaceuticals in Canada™ (MPiC)

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* 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
- *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 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 role, if you are a pharmaceutical industry professional, you will benefit by learning from other

experienced professionals in the industry. In addition, you will have the opportunity to network with peers and senior leaders from across the industry.

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.

\$ 5,250.00 + HST

[Register here](#)

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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