



## MPiC™ 2026 Fall Montreal

October 7, 8 & 28, 29

Novotel Montreal Airport, 2599 Alfred Nobel, Montreal, QC

Pangaea Academy™

# 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:** Sylvie Pilon & Jeff Martens – 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. **Sessions are offered in two - 2-day sessions** to allow for practical implementation and ease impact of time out of office.

will have the opportunity to network with peers and senior leaders from across the industry.

## 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

## 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.

**\$ 5,500.00 + GST/QST**

[\*\*Register here\*\*](#)



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