



# Marketing Pharmaceuticals in Canada

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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 market research and data 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

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## Facilitators & Guest Speakers: Learn From Experience

**Facilitators:** Wayne Childs & 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

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## 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 management from other companies.

## 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://pangaea-consultants.com/events/marketing-pharmaceuticals-in-canada-fall-2018>  
 or complete the form below, scan and email to [info@pangaea-consultants.com](mailto:info@pangaea-consultants.com)

## Participant Information

Name					
Title					
Organization					
Address					
City		Province		Postal Code	
Email Address			Phone Number		
Manager's Name			<b>Dietary Restrictions</b>		

Location - Alt Hotel Toronto Airport, 6080 Viscount Rd, Mississauga, ON L4V 0A1

## Payment Options

To pay by Credit Card please visit

<http://pangaea-consultants.com/events/marketing-pharmaceuticals-in-canada-fall-2018>

**Cheque enclosed\*** Payable to Pangaea Holdings Inc.       **Invoice Company**

\*Please mail to P.O. Box 60065, Glen Abbey Postal Station, Oakville, Ontario, L6M 3H2 Canada

Registration: \$ 4495.00 + 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 applied to a future Marketing Pharmaceuticals in Canada course within an 18 month period.

## Please check the following:

- I am taking this course as I am new to marketing, or want to get in to 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

Print Name

Date