

## IDMA Marketing and Sales Conference 2017

### Building and Sustaining a “Brand” under the new Indian market dynamics

22 November, 2017: Mumbai, INDIA

	Topic & Expert
09:45	Registration & Coffee
10:00 – 10:15	Welcome Remarks by Conference Convener
10:15 - 11:00	<p><b>Brand Management in the era of UCPMP guidelines: Ushering a new era of opportunities and challenges in Pharma marketing</b></p> <p>With the new guidelines, Indian Pharma marketers have to change age-old practices that soon will get legally deemed as ‘unethical’. What are the new avenues that are available for brand awareness and marketing initiatives? Followed by Q&amp;A</p> <p><b>Speaker: V Shantakumar – Former Chairman &amp; CEO, Saatchi &amp; Saatchi</b></p>
11:00 - 12:00	<p><b>Impact of GST on Pharmaceutical Sales Management &amp; Effectiveness</b></p> <p>GST – the biggest tax reform since independence could now make it easier for firms to do business across the country, and could bring a more level playing field for SME/MSME’s. But what impact will it have for sales management, field force deployment, incentive planning, etc? Followed by Q&amp;A</p> <p><b>Speakers: Prem Sethi &amp; Hari Natarajan –Offering Development, Field and New Projects, IMS</b></p>
12:00 - 13:00	<p><b>Transform your Brand through Innovative Product development</b></p> <p>Take your brand to the next level by introducing a better drug delivery systems with the purpose of maximize therapeutic activity and minimizing side-effects. This talk will describe various advanced drug delivery systems suited for India in brief – like sustained &amp; controlled, targeted systems, ocular drug delivery, transdermal drug delivery, trans-mucosal drug delivery through novel routes as Intranasal, parenteral routes, buccal routes, tropical routes with some focus on managing process development &amp; regulatory approvals. Followed by Q&amp;A</p> <p><b>Speaker: To be confirmed</b></p>
13:00 - 14:00	Lunch break
14:00 - 15:00	<p><b>How can a marketer help manage the New Product Development process efficiency?</b></p> <p>The topic will cover the key aspects to efficiently managing the NPD process from an end to end perspective. Topics covered will include: creating a sense of importance for the new product, forming the right cross functional team, defining the brand vision and the supply chain strategy, risk management in the NPD process, managing the product portfolio pipeline, importance of regular communication.</p> <p><b>Speaker: Javin Bhide – CEO, Syncore Consulting</b></p>
15:00 - 16:00	<p><b>For new product pipelines, how can we leverage academics and research partners?</b></p> <p>To successfully innovate pharma companies cannot exclusively rely on internal R&amp;D departments. Can marketers along with their technical teams work with external partners like Indian Universities that could allow them to access to different technologies and pools of knowledge can could offer high promise. Followed by Q&amp;A</p> <p><b>Speaker: Dr. Vandana Patravale – Professor, Dept of Pharmaceutical Sciences &amp; Technology, ICT, Mumbai.</b></p>
16:00	<p><b>Q&amp;A on a closing topic summarising the day</b></p> <p><b>Guest panel: To be finalised</b></p> <p>Closing remarks and end of day</p>