



Ημερίδες Ε.Ε.Φα.Μ.

Τα 3"Μ"
του φαρμάκου



Ημερίδες
market access Ε.Ε.Φα.Μ.



Ημερίδες
medical Ε.Ε.Φα.Μ.



Ημερίδες
marketing Ε.Ε.Φα.Μ.

SPEAKERS



Sofia Nasiou,
President of the Board,
EEFaM



Aggelos Baxevanis,
VP Marketing Communications
& Marketing
Excellence, Global,
Smith & Nephew



Nektarios Giatas,
Head of Oncology Franchise,
Novartis



Nikos Lambridis,
Results Coach



Aspa Baltopoulou,
Business Unit Lead,
Innovation & Digital Lead
BU General Medicine,
Amgen



Panos Pachatouridis
Head of Facebook API,
EMEA



Fondas Tsigris
EMEA Omnichannel Manager,
Janssen



Christos Antonopoulos
Oncology Business Unit Director,
AstraZeneca



Kostas Varsamos
Managing Partner,
Get2Work

SPEAKERS



Christos Slimistinos

South Europe
Marketing Manager,
GSK CH



Daniela Malo

Product Manager Depon,
Vian



Vasilis Kollaras

CEO,
Advisable



George Alevizopoulos

General Manager,
Aenorasis



Elizabeth Sofianou

Health Economics - Market Access J&J
Medical Devices - Privacy Compliance
J&J Consumer, Pharma, MD&D



Nektarios Manatos

International Business
Development Manager,
RMS Medical



Ilias Stenos

Ethics & Compliance Officer,
Greece Pharma,
GSK



Antonis Evangelidis

Compliance Officer & DPO,
Vianex-Vian



Charis Tsevis

Visual Designer & Artist

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HEALTHCARE BUSINESS DEVELOPMENT



E.E.Fa.M. marketing Conference

**You have to be an innovator,
to make a difference.**

**E.E.Fa.M. Marketing Conference unveils all that you need to know
in order to stand out in Life Sciences world.**

Generating value for brands in the world of Pharma: The opening session will navigate us through the successful implementation of a brand plan. You will have the opportunity to sneak peek “behind the scenes” of Global Brand Development, learn more for Strategy, Positioning, Campaign, Messaging and how this is brought to life in local markets.

Customer Engagement & Solutions: The session will present the new trends connected with a “digitized” life and how this creates new ways to engage with customers and stakeholders. The omnichannel strategy reinvents the go-to-market model, by enabling the personalized information delivery and commercial innovation while we will also reveal “beyond the pill” strategies and how this puts us closer to the heart of patient-centricity.

Health management and the CHC industry’s role: New consumer trends in building loved and trusted brands will be discussed in detail. We deep dive into the essentials of Consumer Communication, Category Management, Shopper Marketing and all that governs the world of Consumer Health Care.

Medical Devices & Diagnostics innovation in future medical care: This session will present new ways to leverage technological innovation that upgrade health services delivery by putting the spot light on MD&D market.

Transparency & efficiency: dos and don’ts: During this session, we hear about Marketing in the GDPR era and the evolution of EFPIA Codes and Congresses.

Our **Keynote Speaker Charis Tsevis**, will take us on a journey about how we build a brand and create authority around it, by becoming “the Restless Rock”.

09:00 - 10:00

Registration

1

Generating value for brands in the world of Pharma



Chair

Sofia Nasiou

President of the Board, EEFaM

10:00 - 10:25



Behind the scenes of Global Brand Development: Strategy, Positioning, Campaign, Messaging



Aggelos Baxevanis

VP Marketing Communications & Marketing Excellence, Global, Smith & Nephew

10:25 - 10:50



Do it like a local: Opportunities & Challenges



Nektarios Giatas

Head of Oncology Franchise, Novartis

10:50 - 11:15



The Five Key Capabilities to succeed in cross-functional collaboration with the Brain in Mind



Nikos Lambridis

Results Coach

11:15 - 11:30



Q&A session

11:30 - 11:45

BREAK

2

Customer Engagement & Solutions



Chair

Aspa Baltopoulou,

Business Unit Lead, Innovation & Digital Lead, BU General Medicine, Amgen

11:45 - 12:10



Digitization & Trends: time for a new bond with customers and stakeholders



Panos Pachatouridis

Head of Facebook API, EMEA

12:10 - 12:35



Omnichannel reinvents the go-to-market model: deliver personalized information and reach commercial innovation



Fondas Tsigris
EMEA Omnichannel Manager, Janssen

12:35 - 13:00



How patient-centric do we build our brands? The new areas Pharma should be investing beyond the pill



Christos Antonopoulos
Oncology Business Unit Director, AstraZeneca

13:00 - 13:15



Gamification: an innovative customer engagement solution



Kostas Varsamos
Managing Partner, Get2Work

13:15 - 13:30



Q&A session

13:30 - 14:15

LIGHT LUNCH

3

Health management and the Consumer Healthcare industry's role



Chair

Christos Slimistinos
South Europe Marketing Manager, GSK CH

14:15 - 14:35



Building loved & trusted brands: decoding consumer trends and how you make it happen



Sofia Nasiou
President of the Board, EEFaM

14:35 - 14:55



The essentials of CHC Marketing: Consumer Communication, Category Management, Shopper Marketing and all that makes it work



Daniela Malo
Product Manager Depon, Vian

14:55 - 15:15



Convenience is everything: pharmacist as the first health aid meets e-commerce and e-platforms



Vasilis Kollaras
Digital Strategist, Advisable

4

Medical Devices & Diagnostics innovation in future medical care



Chair

George Alevizopoulos

General Manager, Aenorasis

15:15 - 15:45



Medical Devices market overview and health care policy context



Elizabeth Sofianou

Health Economics - Market Access J&J Medical Devices -
Privacy Compliance J&J Consumer, Pharma, MD&D

15:45 - 16:00



How medical devices can bring health care delivery at home



Nektarios Manatos

International Business Development Manager, RMS Medical

16:00 - 16:15

BREAK

5

Transparency & efficiency: dos and don'ts

16:15 - 16:30



Marketing in the GDPR era



Ilias Stenos

Ethics & Compliance Officer, Greece Pharma, GSK

16:30 - 16:45



EFPIA Codes evolution and Congresses



Antonis Evangelidis

Compliance Officer & DPO, Vianex-Vian



KEY NOTE SPEAKER



The Restless Rock

16:45 - 17:30



Charis Tsevis

Visual Designer & Artist

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