As the Pharmaceutical and Biotechnology industries have continued to evolve over the course of the past several years, so has the role and importance of public relations and corporate communications. Various high-profile incidents within the industry have required the deft handling of seasoned PR executives who know how to best handle any situation and deliver information without negatively impacting shareholder value. From communicating during product crises to furthering the corporate reputation through initiative aimed at higher levels of corporate social responsibility, the PR & corporate communications executive has a wide range of ever increasing responsibilities.

Coupled with increasing responsibilities is the challenge caused by instant access to information by the public through online resources and social media outlets. Understanding how to best manage this information within an unclear regulatory framework will be an essential component within this conference program, which will include various perspectives on how to maximize the use of social media while not overstepping these unclear boundaries. Also important to the program will be the concept of disseminating information in a timely and effective manner, which social media tools make much easier.

Throughout the program, participants will have a variety of opportunities for learning and knowledge share, through case-study driven presentations, high level keynote sessions, as well as many round table discussions, panels, and breakout sessions. By fostering a sense of collaboration and information share, this program will help bring clarity to PR executives that wish to further their corporate standing through effective and appropriate communication.
Q1 Productions upcoming event calendar:

**LIFE SCIENCE CHIEF EXECUTIVE FORUM**  
February 2-4, 2012 | JACKSONVILLE, FL

**EDISCOVERY FOR FINANCIAL SERVICES**  
February 6-7, 2012 | NEW YORK, NY

**6TH ANNUAL MEDICAL DEVICE CLINICAL RESEARCH**  
March 5-6, 2012 | BALTIMORE, MD

**THIRD ANNUAL DEVICE & DIAGNOSTIC SALES TRAINING**  
March 8-9, 2012 | PHOENIX, AZ

**3RD ANNUAL MEDICAL DEVICE CLINICAL TRAINING CONFERENCE**  
March 8-9, 2012 | PHONEIX, AZ

**PHARMACEUTICAL SALES TRAINING & DEVELOPMENT**  
March 19-20, 2012 | ATLANTA, GA

**LIFE SCIENCE CIO FORUM**  
March 22-24, 2012 | PHOENIX, AZ

**MAXIMIZING CLINICAL OPERATIONS IN PHASE I-III STUDIES**  
March 29-30, 2012 | CHICAGO, IL

**PHARMACEUTICAL SUPPLY CHAIN CONFERENCE**  
April 19-20, 2012 | PHILADELPHIA, PA

**2ND ANNUAL PHARMACEUTICAL MANUFACTURING FORUM**  
May 6-8, 2012 | JACKSONVILLE, FL

**PHARMACEUTICAL REGULATORY WRITING & SUBMISSIONS**  
May 14-15, 2012 | BALTIMORE, MD

**3RD ANNUAL EU DEVICE & DIAGNOSTIC SALES TRAINING**  
May 14-15, 2012 | BERLIN

**MEDICAL DEVICE PR & CORPORATE COMMUNICATIONS**  
May 14-15, 2012 | CHICAGO, IL

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**KEY SPEAKER SPOTLIGHT:**

Patrick Connelly  
Associate Director, Digital Strategy and Communications  
MILLENNium PHARMACEUTICALS

Pat is the Associate Director, Digital Strategy and Communications at Millennium: The Takeda Oncology Company. Pat has spent his entire 12 year career working exclusively in Oncology Biopharmaceuticals. He has spent the last eight years at Millennium working in various roles in Sales, Training, and Corporate Communications picking up some accolades along the way. Millennium was acquired by Takeda Pharmaceuticals in 2008 and concentrates on developing innovative oncology products throughout the world. Currently, Pat focuses exclusively on the integration of digital communications strategy at his company.

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**DAY ONE / MONDAY, JANUARY 30**

8:00 REGISTRATION & MORNING COFFEE

8:50 CHAIRPERSON’S OPENING REMARKS

9:00 CONSIDERATIONS AND DISCUSSION OF THE FUTURE OF PHARMACEUTICAL PR AND CORPORATE COMMUNICATIONS

Throughout the course of the past few decades, there have been dramatic changes to the way pharmaceutical companies communicate through their PR and Corporate Communications functions. From the traditional days of modest speeches and product launches, pharmaceutical PR and Corporate Communications have evolved not only in its methods of communication through the use of technology, but as well in its number of job functions. Through an in-depth analysis of the historical impact of PR & Corporate Communications in the pharmaceutical industry, and an examination of recent success stories, participants will have a better idea of the methods and opportunities that can be implemented within their organizations.

- Focusing on the creation of jobs and the future roles of communications executives
- Predictions and discussion from pharmaceutical key player
- Utilization of communication technology

Mary Stutts, Vice President, Global Communications  
BRISTOL-MYERS SQUIBB

9:50 REMAINING COMPLIANT IN THE EVER-CHANGING PHARMACEUTICAL REGULATORY ENVIRONMENT

PR and Corporate Communications executives within the pharmaceutical industry have found significant challenges involved with its ever-changing regulatory environment. Regulations regarding social media, press releases, product promotion and medical advertising in general have all left communications executives feeling vulnerable to the penalties of noncompliance. With the ever present Federal Government watching the actions of individuals within the industry, such as the FDA, FTC, DOJ, and OIG, leaders in communication roles must acknowledge and review the compliance issues that directly affect their organization’s business and public perception.

- Improving compliance within communication departments
- Working together as an industry to stimulate regulatory change
- Predicting the future of pharmaceutical compliance and regulatory trends

Laura S. Lester, Counsel  
ARNOLD & PORTER LLP

10:40 COFFEE & NETWORKING BREAK

11:10 PANEL DISCUSSION: NAVIGATING IN THE DARK? SOLUTIONS FOR SOCIAL MEDIA COMMUNICATIONS

PR and Corporate Communications executives understand the benefits of communicating to the public through social media; however the lack of proper guidelines provided by the FDA has made many pharmaceutical communications executives feel as if they are “navigating in the dark”. As the FDA continues to delay the release of social media guidelines, many pharmaceutical companies are creating their own codes of conduct to avoid non-compliance through social media communications. This panel discussion will allow for pharmaceutical companies to openly discuss their challenges and best practices in regards to communicating via social media outlets.

- How are companies monitoring & managing what is being said via social media?
- Focusing on the importance of engaging in social media
- Balancing the regulations of FDA without proper guidelines

**MODERATOR:**

Vernessa T. Pollard, Partner  
ARNOLD & PORTER LLP

**PANELISTS:**

Patrick Connelly, Associate Director, Digital Strategy and Communications  
MILLENNIUM PHARMACEUTICALS

Matthew Boyd, Director, US Regulatory Affairs  
EMD SERONO

12:00 LUNCHEON FOR ALL ATTENDEES, SPEAKERS & SPONSORS

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**About the Organizers...**

Q1 Productions designs and develops webinars, training courses, conference programs and forums aimed at specifically targeted audiences in order to provide strategic and timely information. Through a rigid production process focused on end-user research and design, our team is able to understand the immediate business concerns of today’s leading executives. Whether focusing on new or pending legislative issues, enhanced business processes or technologies that will drive efficiency and customer service, our programs provide solutions to the urgent needs of our attendees.
DAY ONE / CONTINUED

1:30 GROUP BREAKOUT SESSIONS
Prior to the conference, attendees will identify topics they wish to discuss further in smaller groups. During the breakout sessions, all attendees, speakers and sponsors are encouraged to become active participants allowing for better exchange of ideas, peer-to-peer learning, and open discussion.

2:20 COFFEE AND NETWORKING BREAK

TRACK ONE: EXTERNAL COMMUNICATIONS

2:30 LEVERAGING THE MEDIA THROUGH PHARMACEUTICAL PR AND CORPORATE COMMUNICATIONS
In a world where consumers look to medical journals and the media for product information, it is vital for pharmaceutical PR and Corporate Communications executives to focus on crafting media messages that keep in mind the intended audience. By understanding the interests of the media and the general public, communication executives can address key topics of interest and maintain a good standing with the media. Focusing on how the industry can better deliver their media message, while still maintaining compliant with both internal and external expectations and regulations, this in-depth discussion will provide insight on how the industry can utilize the media to further their message.
• Crafting media messages that connect with both the media and the public
• Understanding how the media perceives your message
• Meeting the communication needs of the media to ensure messages are appropriately depicted
Craig Stoltz, Director, Communications and Public Affairs
JANSSEN PHARMACEUTICALS, INC.

3:20 EFFICIENT COMMUNICATION OF PHARMACEUTICAL CORPORATE SOCIAL RESPONSIBILITY INITIATIVES
Self-regulated Corporate Social Responsibility initiatives have been frequently introduced into the business models of both small and large pharmaceutical companies. Pharmaceutical CSR initiatives act as a guideline for a company’s responsibility to the general public and encourage a positive impact through its activities with patients, employees, internal and external stakeholders, communities and the environment. Through discussion, we will outline the areas that one company excelled in through its use of communicating CSR initiatives. Attendees will have the opportunity to review real-time results and strengthen their impact and activities with the general public.
• Creating a better standing within the pharmaceutical industry through CSR
• Strengthening activities with patients through CSR communications
• Relaying a strong responsibility to the public
David Marbaugh, Director, Corporate Responsibility Communications
ELI LILLY AND COMPANY

4:10 ELIMINATING THE TUG-OF-WAR BETWEEN DEPARTMENTS: CREATING A COHESIVE ENVIRONMENT FOR LEGAL AND COMMUNICATIONS EXECUTIVES
Pharma companies often find themselves at a tug-of-war with their legal department when it comes to delivering authentic messages to the public on their behalf. Many executives within PR and Corporate Communications agree that if you “lawyer up” your message, your reputation will suffer. Whether the message is in regards to a crisis situation, clinical trials, financial information, investor relations or ethical issues, it is critical for pharmaceutical companies to create a cohesive environment between legal and communications departments. This real-time case study will provide one company’s best practices in delivering authentic and transparent messages to the public while remaining compliant to their internal legal corporate counsel.
• Understanding the importance of providing transparent messages to the public
• Delivering authentic messages & remaining compliant to legal corporate counsel
• Balancing the expectations of communications and legal departments
Rafael Casas-Don, Vice President, Public Affairs, Latin America & Canada BAXTER

TRACK TWO: INTERNAL COMMUNICATIONS

2:30 UTILIZING INTRANET COMMUNICATIONS TO CREATE A CULTURE WITHIN PHARMACEUTICAL COMPANIES
Many executives that are responsible for internal corporate communications find the use of intranet websites as a practical and effective way for employees to communicate within a company. Using social media internally allows for secure communication between a company while creating a culture and sense of community amongst its employees. Companies that have found tremendous success in using internal corporate communications to drive value out of HR initiatives, to increase compliance, and create a steady flow of information and dialogue through intranets and internal social media.
• Monitoring intranet communication to ensure information is sanctioned and appropriate
• Insight into intranet possibilities for pharmaceutical companies
• Taking internal awareness and communications to the next level
Patrick Connelly, Associate Director, Digital Strategy & Communications
MILLENNIUM PHARMACEUTICALS

3:20 CHANGE MANAGEMENT AND EMPLOYEE SUSTAINABILITY WITHIN INTERNAL PHARMACEUTICAL COMMUNICATIONS
Within the ever-changing and highly dynamic pharmaceutical industry, having an ample and ready communications workforce available for the future of a company is crucial. For leaders responsible for developing, organizing, and planning the structure of individuals and teams within the communications department, there are certain aspects and qualities within an individual that must be considered when planning for succession. Through discussion, we will examine the best practices in creating a positive work environment, encouraging employee creativity, corporate sustainability and change management within internal pharmaceutical communications.
• Preparing for the next decade of PR and Corporate Communications executives
• Developing critical leadership for the future of communications departments
• Keeping an engaged and motivated workforce
Lisa Adler, Vice President, Corporate Communications
MILLENNIUM PHARMACEUTICALS

4:10 TACKLING QUESTIONS OF MEASUREMENT: CORPORATE COMMUNICATIONS ROI IN THE PHARMACEUTICAL INDUSTRY
When many companies within the pharmaceutical industry are consolidating their corporate communications programs, fighting for resources can be a considerable challenge. To improve the impact pharmaceutical PR and Corporate Communications have on their patients, media relations, internal and external stakeholders it is important to measure which outlets work best in communicating the message. Once a pharmaceutical company can determine which outlets of communications reach their audience best, resources can be used appropriately to deliver the best connection and interaction with the public.
• Best practices and methods of monitoring and measuring ROI
• Making the case for spending and investing in communications programs
• Doing more with less and creating value out of a non-revenue generating department
Jon Richter, Senior Director, Reputation and Policy Communications
PFIZER

5:00 DAY ONE CONFERENCE CONCLUSION

A SPECIAL THANKS TO THE CONFERENCE SPONSORS:
DAY TWO / TUESDAY, JANUARY 31

7:30 REGISTRATION & MORNING COFFEE
7:55 CHAIRPERSON’S OPENING REMARKS

8:00 SHAPING PHARMACEUTICAL PR AND CORPORATE COMMUNICATIONS PROGRAMS IN DEVELOPING MARKETS

A significant area of interest for pharmaceutical PR and Corporate Communications executives is the building of communications programs for companies expanding in developing markets. The market of these areas such as Brazil, Russia, India, China and South Africa; or more commonly referred to as BRICS; have grown significantly within the last few years, and have many pharmaceutical companies questioning the best way to shape their communication initiatives in these areas. Through focusing on the success of one key player within the industry, this real time case study will examine the methods used to best communicate information to the media such as clinical trials, financial information and ethical issues in developing markets.
- Global perspective of the pharmaceutical growth market
- Consideration of regulations in developing markets
- Real-time case study examples of pharmaceutical growth market expansion
Scott Davies, Corporate External Communications
ABBOTT LABORATORIES

8:50 REDUCING PHARMACEUTICAL INDUSTRY MISCONCEPTIONS THROUGH COMMUNICATION OF ETHICAL STANDARDS

Pharmaceutical companies focus a great deal of their PR and Corporate Communications on communicating ethical issues to both internal and external stakeholders. There has been for some time now a feeling that pharmaceutical companies act in ways that are not considered ethical. This is simply not true, and much of pharmaceutical corporate communications focuses on turning people’s opinions around. Through a workshop presentation, attendees will develop an understanding of how to best communicate their company’s stance on ethics and overturn the common misconceptions that the public views on pharmaceutical companies.
- Providing internal and external stakeholders with proper communication of ethical standards
- Responding to external negative accusations related to ethical issues
- Coming together to raise the profile of the entire industry
Elton Greig, Director, Corporate Communications
AMGEN

9:40 COFFEE & NETWORKING BREAK

10:00 EFFECTIVE COMMUNICATION OF FINANCIAL INFORMATION AND INVESTOR RELATIONS

Throughout many pharmaceutical companies, the responsibility of communicating financial results and company milestones lies within the PR and Corporate Communications functions of the organization. Having a strategy for relaying financial information should be a priority, as there are a number of important factors to consider, ranging from how to react during a crisis situation, to overcoming challenges in developing press releases in a tight timeline. In an industry that is already under constant fire, managing investor relations and communicating financial information must be reported in a transparent manner to avoid further scrutiny of the industry. Whether a company is delivering information via press release, shareholder meetings and/or annual reports, this case study presentation will provide insight on how to successfully communicate financial information in the best possible manner to ensure continued growth of shareholder value.
- Discussion of communicating quarterly reports, annual reports, shareholder value and stock price
- Understanding the importance of communicating CSR policies when communicating to investors
- Communicating during a crisis while under a sensitive timeline
Amy Sullivan, Vice President, Investor Relations and Corporate Communications
AMAG PHARMACEUTICALS

10:50 COMMUNICATING PHILANTHROPIC SUCCESS: REACHING CONSUMERS THROUGH PATIENT ADVOCACY

Pharmaceutical PR and Corporate Communications executives are continuously shaping their communications initiatives to reach both internal and external stakeholders of a company. One of the best methods for reaching pharmaceutical consumers is by sharing philanthropic success with the general public and demonstrating patient advocacy within an organization. Philanthropic success stories reach the emotions of the public and provide an overall positive position and reputation for an organization, as well as define its corporate community and outreach.
- Demonstrating successful communications through patient advocacy
- Best practices in communicating philanthropic success
- Review of results from exhibiting philanthropic initiatives
Tieney Saccavino, Senior Vice President, Corporate Communications
ACORDA THERAPEUTICS

11:40 GROUP BREAKOUT SESSIONS

Prior to the conference, attendees will identify topics they wish to discuss further in smaller groups. During the breakout sessions, all attendees, speakers and sponsors are encouraged to become active participants allowing for better exchange of ideas, peer-to-peer learning, and open discussion.

12:30 LUNCHEON FOR ALL ATTENDEES, SPEAKERS & SPONSORS

1:30 PANEL DISCUSSION: DEMONSTRATING SUCCESSFUL COMMUNICATIONS AND REPUTATION MANAGEMENT

In this highly scrutinized industry, the role of communications executives has become increasingly relevant and important to the overall standing of a company. Reputation management is at the core of communications, and setting strategies for delivering both positive and negative news to the public, shareholders, internal stakeholders and employees is crucial. Over the course of the two-day program, executives have been introduced to a variety of communication best practices and successful management of the industry’s reputation. Through discussion, attendees will have the opportunity to openly discuss their challenges and solutions with the group, as well as hear reputation management solutions from key players within the industry.
- Improving the reputation of the pharmaceutical industry via communications
- Relaying transparent and consistent messages to the public
- Managing both positive and negative press
MODERATOR:
Matt Cabrey, Senior Director, Corporate Communications
SHIRE PHARMACEUTICALS

PANELISTS:
Dawn Kalmar, Director of Product Communications
VERTEX PHARMACEUTICALS
Cynthia Clayton, Sr. Director, Investor Relations & Corporate Communications
ALNYLAM PHARMACEUTICALS

2:20 COFFEE & NETWORKING BREAK

2:30 EXAMINING THE EXPECTATIONS OF SHAREHOLDERS AND END-USERS IN A NEW ERA OF MEDICINE

Personalized medicine has become a considerable trend within the pharmaceutical industry, and is not only impacting how new drugs are developed and commercialized, but is also significantly impacting the healthcare industry and improving standards of care. Rather than designing a pill to be used by potentially millions of patients, many organizations are now designing therapies that will meet the specific needs of patients. From a PR perspective, this dynamic change within the industry has many organizations re-thinking their traditional communications strategies and channels, as the need to target a far more specific audience is increasingly important.
- Understand the expectations of shareholders and the public
- Communicating personalized medicine and a company’s standards of care
- Repositioning a company’s CSR and image to the public
Jennifer Antonacci, Director, Media Relations
PFIZER™ PRESENTED VIA WEBCONFERENCE

3:20 BEST PRACTICES IN COMMUNICATING SCIENTIFIC RESULTS AND MEDICAL INFORMATION

While there are certainly individuals within pharmaceutical corporations that are solely responsible for communicating medical information, often communicating clinical and scientific results becomes the partial responsibility of executives involved within PR and Corporate Communications. Understanding the scientific and regulatory guidelines behind a company’s products becomes integral to these executives, but can be challenging for those that do not have a medical background. Having a firm understanding of the science behind a product allows executives to communicate the clinical benefits to the public and bring awareness to the company’s product innovations.
Lisa DeTora, Ph.D., Medical Publication Lead, Global Medical Affairs
NOVARTIS

4:10 CLOSING REMARKS & CONFERENCE CONCLUSION