

Digital International Healthcare Marketing

TOPICS

- International Marketing Strategy: Focus digital
- How to set a digital Multichannel Strategy?
- Putting the customer into the core of your strategy
- Budget and controlling
- Speed is the new capital: Working agile

YOUR SPEAKERS

Simon Philip Rost

GE Healthcare,
Munich

Monika Blauburger

Pfizer Pharma GmbH,
Berlin

Alexander Almerood

BioNTech Europe GmbH,
Berlin

Aims and objectives

Building an international marketing strategy is a crucial competitive factor for a company. Successful international marketing requires comprehensive market knowledge. An essential point is the systematic and strategic market development.

After participation in the online training course you will be familiar with the key strategy considerations for digital global marketing, international brand management and multi-/omni-channel marketing.

Take the chance to discuss with our three long-term experienced digital marketing experts and your colleagues from the industry.

Who should attend?

The seminar is aimed at both beginners and professionals working in Healthcare Marketing with focus on global digital transformation.

Individual questions

You are welcome to send us your individual questions prior to the training. We will be happy to forward them to the speakers in order for them to know better about your personal training requirements.

Please send your questions to b.wessels@forum-institut.de

YOUR SPEAKERS

Simon Philip Rost

GE Healthcare,
Munich
Marketing Executive

Alexander Almerood

BioNTech Europe GmbH,
Berlin
Director Marketing & Sales

Monika Blauburger

Pfizer Pharma GmbH,
Berlin
Sr. Manager,
International Customer Facing Agile Team

Benefits of an online training

- Digital, modern, flexible and interactive
- Intensive exchange during each session
- Use of live engagement tools to ensure a sustainable learning effect
- Our online seminars are continuously accompanied by us

Best practice - tips and hints for your marketing

Your programme from 9:00 am - 4:30 pm

Welcome, introduction, expectations

International Marketing Strategy: Focus digital

Simon Philip Rost

- Strategy first! Key strategy considerations for digital global marketing
- Market Selection, Market Access, Market Development
- Derivation of strategies from analyses
- Product positioning
- International brand management
- Adaptation of marketing and sales instruments

How to set a digital Multichannel Strategy?

Alexander Almerood

- People, process and technology
- Digital landscape: Best of breed
- Evidence based decision making

Putting the customer into the core of your strategy

Monika Blauburger

- Customer-centric marketing
- From mono- to multi- to omni-channel marketing
- Speed is the new capital: Working agile

Budget and controlling

Simon Philip Rost

- Global marketing budget planning tips
- Progress reviews and performance measurement

Summary and outstanding questions

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REGISTRATION UNDER

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REGISTRATION FORM

Yes, I will attend

- ☐ Digital International Healthcare Marketing
- ☐ Yes, I agree that FORUM Institut may inform me about events by:
☐ email; and/or ☐ telephone.
I may withdraw my consent at any time.

Date

Friday, 28 April 2023
9:00 am - 4:30 pm online training
You may dial in 30 min. before the session

Fee

€ 1150.00 (+ German VAT)
incl. course documentation for download and a certificate

Name

Position, department

Company

Street

Post code, city, country

Tel. no./Fax no.

E-mail

Contact person at office

Date, signature

How does an online training work?

- You will find brief instructions on how to use Zoom, your course documentation, the access link and a meeting ID in your personal customer account.
- Use a headset, loudspeakers or the telephone for audio.
- Listen to the speaker and follow the presentation.
- Feel free to switch from silent to audio mode by yourself any time to ask your questions.

CANCELLATION POLICY

Our general terms and conditions (as of 01 November 2021) apply and are available upon request. We can send them to you at any time. Alternatively, you can access them online at www.forum-institut.com/t&c

YOUR CONTACT



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