THIRD ANNUAL
PHARMACEUTICAL SALES TRAINING & DEVELOPMENT CONFERENCE

Capitalizing on Technological Innovations in Virtual Learning, Maximizing Resources while Maintaining an Effective Sales Training Department and Continuously Coaching Sales Representatives and Managers

PROGRAM OVERVIEW:
Throughout the Pharmaceutical industry, executives responsible for the training, education and development of highly diversified sales forces are constantly working to evolve their training and educational programs in order to meet the needs of their organizations. The development and execution of educational programs that meet the needs of trainees as well as managers, coaches and executives is a continual challenge, especially during times of economic restriction, where keeping training a priority is more difficult than ever before. As the Pharmaceutical industry continues to face changes, especially those caused by healthcare reform and shifting priorities of healthcare professionals, trainers must evolve their training practices in tandem in order to effectively and appropriately deliver training that meets the needs of the corporation.

The 2013 Q1 Pharmaceutical Sales Training & Development Conference will address a wide variety of the challenges and opportunities that exist today, and which have changed dramatically over the past twelve months. As the trends towards doing more with less resources and funds has continued, management development, coaching and leadership have emerged as some of the most essential topics that must be discussed during this program. While technology is also at a forefront of importance for pharmaceutical trainers and educators, the focus of technology has shifted to understanding how to measure effectiveness of training as well as create a blended learning environment that is flexible and meets the evolving needs of the organization.

Throughout the 2013 program, sessions will meld formal presentations and case studies as well as adult learning and hands-on educational sessions to provide participants with the greatest possible learning opportunity. As with all Q1 meetings, a variety of perspectives will narrate the program content, providing both industry leaders as well as key thought leaders from outside of the pharmaceutical industry, including academics and legal points-of-view; this will allow for a well-rounded and compressive learning opportunity.

CONFERENCE SPONSORS:

DISTINGUISHED PRESENTERS INCLUDE:
Dorothy Leeds
Author, Trainer & Keynote Speaker
ORGANIZATIONAL TECHNOLOGIES, INC.

Ronald Schanze
Senior Director & Team Leader, Representative Training
PFIZER

Bob Holliday
Director, Product Training & Curriculum Development
BOEHRINGER INGELHEIM PHARMACEUTICALS, INC.

Marci Bloch
Senior Director, Training & Development
GENZYME

Dan Skoubye
Associate Director, Sales Learning
BRISTOL-MYERS SQUIBB

Kim Catania
Senior Director, Commercial Training & Leadership Development
ACORDA THERAPEUTICS

Sonja Bjork
Director, Sales Training
PRUDENTIAL

Tom Schenckner
Director, Sales Training
WALGREENS

Ke Zhang
Associate Professor
WAYNE STATE UNIVERSITY

Carl Abbott
Senior Manager, Training & Development
TEVA RESPIRATORY

Mike Ballas
Senior Director, Client Solutions
BIG COMMUNICATIONS

Paul Short
Director, Field Training & Development
VERTEX PHARMACEUTICALS

James Romigh
Director, Sales Training
LUPIN PHARMACEUTICALS

Jeff Taylor
Senior Director, Strategic Capabilities
SANOFI-AVENTIS

Michael Edwards
Director, Sales Training
LEO PHARMA

Natasha Velikoselskiy
Senior Manager, Learning & Development
OTSUKA AMERICA PHARMACEUTICAL, INC.

Jeff Day
Associate Director, Sales Training & Development
WARNER CHILCOTT

Vanice Hayes
Director, Sales Training & Development
DELL

Eduardo Bryant
Director, Training – Global
APRICUS BIOSCIENCES

Eric J. Brand
Director, Sales Operations
ARCHIMEDES PHARMA

Jewell Tonkel
Senior Training Manager, Collaboration
Field Enablement
CISCO SYSTEMS

Daniel Kaplinski
Director, Training & Development
BAYER HEALTHCARE PHARMACEUTICALS

Dr. Braydon Johnson-McCormick
Chief Executive Officer
RVIBE

Deborah Reid
Senior Director, Commercial Training & Development
REGENERON PHARMACEUTICALS

MEDIA PARTNERS:
As the pharmaceutical industry continues to evolve and technology continues to advance, sales training curriculum that addresses selling skills and strategies should evolve quickly to match current customer and marketplace needs. Although companies are anxious to incorporate new digital media into training initiatives, trainers should not let the novelty of technologies such as eLearning and virtual learning jeopardize the need for continuing focus on proven selling skills and strategies. Sales trainers, alongside sales management, strive to identify appropriate strategies for the current customer and encourage sales reps to trade in old habits for successful selling techniques. In addition to modifying curriculum, trainers and senior management must alter expectations and criteria for sales competencies in new-hires, so that a pharmaceutical company is always hiring and training with the current and future marketplace in mind.

**8:45 SELLING SKILLS AND STRATEGIES IN A WORLD OF ADVANCING TECHNOLOGY**

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**Paul Short, Director, Field Training & Development**

**VERTEX PHARMACEUTICALS**

**10:45 PLANNING AND IMPLEMENTING AN EFFECTIVE PRODUCT LAUNCH TRAINING CURRICULUM**

With ever decreasing timelines and budgets to execute effective training for new launch products, it is more critical than ever for training teams to be partners in the overall launch planning process, as well as to effectively plan long before the actual launch event. Partnering with internal Marketing, Legal, Regulatory and Medical teams and others, as well as external vendor/partners is critical to the success of the launch and the overall Training Plans.

- Launch planning timelines
- Setting clear expectations with broader team
- Creating curriculum for new product launches
- Launch training vendor selection and partnering

**Bob Hollliday, Director, Product Training & Curriculum Development**

**BOEHRINGER INGLEHEIM PHARMACEUTICALS, INC.**

**11:30 ENSURING EFFECTIVE COMPLIANCE TRAINING FOR SALES REPRESENTATIVES**

Sales trainers create a robust training curriculum on compliance matters to ensure sales representatives are meeting regulatory requirements put forth by the FDA and other regulatory bodies. Guaranteeing that a sales representative engages in compliant discussions with physicians becomes especially difficult with an experienced sales force which previously did not work under a strict compliance environment. Sales trainers must develop an effective training format, establish appropriate training frequency and institute reinforcement activities in order to drive home the severity of remaining compliant.

- Incorporating compliance into all parts of training
- Utilizing internal compliance executives during training
- Engaging physicians in a compliant manner
- Reinforcement activities to ensure a sales rep’s understanding

**Kim Catania, Senior Director, Commercial Training & Leadership Development**

**ACORDA THERAPEUTICS**

**3:15 COFFEE & NETWORKING BREAK**

**3:45 PANEL DISCUSSION: BEYOND INITIAL TRAINING: CONTINUOUS DEVELOPMENT THROUGH COLLABORATION WITH SALES MANAGERS**

As the cornerstone for impacting and changing selling behaviors lies in reinforcement and continuous training, sales trainers must work closely with sales managers in coaching and further developing representatives. A Wilson Learning study shows that sales training becomes 67 percent more effective when accompanied by improvements in the sales environment, including sales managers coaching and supporting application of the learning and the implementation of tools such as skill sets. A lively discussion between training and sales executives shows that top sales managers will provide attendees with strategic ideas for effective collaboration that increases retention rates and transforms selling behaviors.

- Building rapport with sales managers
- Strengths-based coaching and valuable feedback
- Sales manager perspective on training initiatives

**TBD, BIG COMMUNICATIONS**

**Deborah Reid, REGENERON PHARMACEUTICALS**

**Paul Short, VERTEX PHARMACEUTICALS**

**Bob Hollliday, BOEHRINGER INGLEHEIM PHARMACEUTICALS, INC.**

**Sonja Bjork, PRUDENTIAL**

**4:30 INOVIGATING VIRTUAL LEARNING TO MAXIMIZE TRAINING OUTCOMES**

As cost constraints continue to increase, companies are placing a greater focus on developing virtual learning courses, with some companies even replacing face-to-face training with virtual learning. Distance learning provides companies with a solution for reducing cost and minimizing time that sales representatives spend outside of the field. Although studies show that face-to-face training environments offer better results in retention, sales trainers seek to energize virtual curriculum design to achieve similar or greater results. The key to overcoming challenges associated with virtual learning lies in the identification of effective ways to engage a learner virtually.

- Type of content most suitable for self-paced eLearning
- Type of content most suitable for virtual learning
- Engaging exercises and content to increase retention rates
- Balancing virtual and face-to-face learning

**4:30 SANOFI-AVENTIS CASE STUDY**

**Jeff Taylor, Senior Director, Strategic Capabilities, SANOFI-AVENTIS**

**Dr. Braydon Johnson-McCormick, Chief Executive Officer, RVIBE**

**5:15 PFIZER CASE STUDY**

**Ronald Schanze, Sr. Director & Team Leader, Representative Training, PFIZER**

**5:45 DAY ONE CONFERENCE CONCLUSION**
DAY TWO / FRIDAY, APRIL 5
THIRD ANNUAL PHARMACEUTICAL SALES TRAINING & DEVELOPMENT CONFERENCE

7:30 REGISTRATION & CONTINENTAL BREAKFAST
7:50 OPENING REMARKS
8:00 BEST PRACTICES FOR EFFECTIVELY TRAINING A SALES FORCE WITH IPADS AND OTHER DIGITAL MEDIA
Many pharmaceutical companies have now completely transitioned to digital assets with sales forces using iPads to display clinical and promotional materials and sales trainers conducting learning activities through mobile platforms. With the novelty of implementing iPads slowly passing, companies now need to take a step back and employ a thoughtful, comprehensive strategy for iPad utilization. This session will begin with a case study that will provide attendees with key considerations for adapting in an iPad-driven environment, followed by a panel discussion that will highlight successful strategies for additional digital media.

8:00 CASE STUDY: NEXT STEPS IN IPAD UTILIZATION TO MAXIMIZE SALES TRAINING
• Identifying a strategy for iPad usage
• Learner engagement through mobile learning
• Challenges faced in training with iPads
Daniel Kaplinski, Director, Training & Development
BAYER HEALTHCARE PHARMACEUTICALS

8:30 PANEL DISCUSSION: ORGANIZATIONAL STRATEGIES FOR TECHNOLOGY INTEGRATION
• Keeping up with technology trends
• Technologies used in a virtual learning environment
• Examples of successfully integrating digital assets
Michael Edwards, Director, Sales Training
LEO PHARMA
Daniel Kaplinski, Director, Training & Development
BAYER HEALTHCARE PHARMACEUTICALS

9:15 BIG COMMUNICATIONS’ CASE STUDY PRESENTATION
Product launches are among the most challenging assignments for nearly any training department. They can be filled with ambiguity, changing timelines, diverse learner needs, multiple stakeholders - often with competing priorities - and budget constraints, to name a few. To take advantage of this by taking on the first branded launch for a company with all eyes focused on success by senior management in a brand new disease state and formulation and one can begin to understand the challenges faced by TEVA Respiratory and Big Communications. During this session, attendees will understand the magnitude of this assignment, the multiple considerations in play as well as the unique approach and solution executed to ensure the success of the launch. The objective is to provide attendees with information and strategies to utilize in a complex product launch.
Carl Abbott, Senior Manager, Training & Development
TEVA RESPIRATORY
Mike Ballas, Senior Director, Client Solutions
BIG COMMUNICATIONS

9:30 WORKSHOP: ORGANIZATIONAL PSYCHOLOGY: UTILIZING CROSS-DISCIPLINARY KNOWLEDGE TO ENGAGE ADULT LEARNERS
Research indicates that using stories, analogies and examples enhance training, and to embrace this principle means changing the way trainers teach with unexpected impact in the classroom. Practical coaching is all many trainers need to get started. Surprisingly, applying this principle can even change the way trainers build workshops that are handed off to others (e.g., district managers) to facilitate.

9:45 COFFEE & NETWORKING BREAK

10:00 ESTABLISHING EFFECTIVE COMMUNICATION SKILLS & COACHING SALES REPS TO BECOME A VALUABLE CLINICAL RESOURCE
The success of sales representatives can be directly linked to value demonstrated during interactions with physicians and medical staff. As the healthcare landscape continues to evolve, sales executives must be aware of factors that influence a physician’s decision to purchase. Sales representatives should be confident with engaging physicians in a limited amount of time and tailoring a message for physicians based on background product knowledge. Additionally, training should address how to effectively respond to clinical questions regarding a product and facilitate a patient-centric rather than a product-focused discussion.
Jeff Day, Associate Director, Sales Training & Development
WARNER CHILCOTT

10:45 DELIVERING RESULTS TO SENIOR MANAGEMENT AND MEASURING TRAINING OUTCOMES
Measuring the success of a training program continues to be a chief topic of interest and concern amongst sales trainers. Trainers seek strategies for measuring training efforts beyond traditional product knowledge tests, through identifying changing behaviors in selling skills and practices. Additionally, demonstrating to upper management the positive impact and benefits of training to the sales rep and the overall business growth can be a considerable challenge. Cultivating a better relationship with senior management can provide trainers with the opportunity to be involved in top-level business and sales discussions.

11:30 PANEL DISCUSSION: DOING MORE WITH LESS: MANAGING A DEPARTMENT WITH MINIMAL RESOURCES
In recent years, the pharmaceutical industry has experienced severe budget cuts creating considerable challenges for sales training departments including reductions in resources, capacity and time. Sales trainers struggle to balance reduced budgets with senior management’s raised demands for training. Whether it is a small pharmaceutical company with a training department of one or a multi-national enterprise tightening budgets, trainers look for examples and success stories in maximizing resources while still creating effective learning curriculum that produces superior training results.
Eduardo Bryant, Director, Training - Global
ACORDA THERAPEUTICS
WHO SHOULD ATTEND:

Executive sales leadership from organizations looking to enhance and continue the development of the sales training function within their organizations will be the primary target participant for the Q1 2013 Pharmaceutical Sales Training & Development Conference. Executives with the following job title or function will be of the most appropriate match:

- Sales Training
- Education
- Learning & Development
- Leadership
- Sales Management
- Sales Force Effectiveness
- Performance Development
- Sales Strategy & Operations

SPONSORSHIP OPPORTUNITIES:

At this time, there are a variety of sponsorship and exhibition opportunities available to organizations looking to enhance their exposure to this exciting and evolving group of executives. Packages range from table-top displays through to keynote presentations, sponsorship cocktail hours as well as personalized packages to suit every budget. At this time services and products being researched include:

- Sales Strategy & Training Consultants
- eLearning Solutions
- Mobile Learning Solutions
- Vendor Credentialing Software & Solutions
- Sales Force Effectiveness Strategies
- Virtual Learning Solutions
- Performance Measurement Solutions
- Business Intelligence Tools & Software
- Content Development & Management
- Instructional Design & Development
- Adult Learning Expertise

PREVIOUS ATTENDEES INCLUDE:

Dir., Training & Development, ABBOTT LABORATORIES
Training Manager, ACTELION PHARMACEUTICALS
Manager, Sales Training, AMAG PHARMACEUTICALS
Director, Sales Operations, ARCHEMIDES PHARMA
Director, Sales Training, ASTELLAS PHARMACEUTICALS
Senior Manager, Learning Technologies, ASTRAZENECA
Group Dir., Comm. Dev. & Training, BAXTER BIOSCIENCE
National Sales Trainer, BAYER CANADA
Dir., Sales Training & Development, BAYER HEALTHCARE
Deputy Director, Sales Analytics, BAYER HEALTHCARE
Associate Director, Sales Leadership Development, BMS
Associate Director, Sales Learning, BMS
Director, Sales Training & Development, BMS
Instructional Designer, Global Learning Dev., BMS
Associate Manager, Sales Learning, Virology Team, BMS
Sales Training Manager, BOEHRINGER-INGELHEIM
Senior Manager, Sales Training, CSL BEHRING
Director, Training & Development, EISAI
Director, Oncology Sales Training, ELI LILLY
Associate Director, Sales Training, EMD SERONO
Director, Sales Training, EMD SERONO
Sr. Mgr., Management Dev., ENDO PHARMACEUTICALS
Sr. Mgr., Sales Training & Dev., ENDO PHARMACEUTICALS
Corporate Account Director, ENDO PHARMACEUTICALS
Senior Training Manager, ENDO PHARMACEUTICALS
National Sales Training Mgr., ISTA PHARMACEUTICALS
Sr. Dir., Sales Training & Development, JANSSEN BIOTECH
Dir., Academic & Site Care Training, JANSSEN BIOTECH
Director, Immunology Training, JANSSEN BIOTECH
Director, Training & Dev., JANSSEN PHARMACEUTICALS
Director, Sales Training, JANSSEN PHARMACEUTICALS
Sales Training Manager, LUNDBECK
Sales Training & Development Manager, LUNDBECK
Director, Sales Training & Development, LUNDBECK
SVP, Sales & Marketing, LUPIN PHARMACEUTICALS
Director, Sales Training, LUPIN PHARMACEUTICALS
Manager, Brand Learning Curriculum, MERCK & CO.
Senior Manager, Sales Training, MYRIAD GENETICS
Sr. Dir., Sales & Marketing Operations, MYRIAD GENETICS
Manager, Sales Development, MYRIAD GENETICS
Head, Training/Adult Education Specialist, NOVARTIS
Manager, Sales Training & Development, NOVARTIS
Senior Director, Advanced Skills, NOVARTIS
Senior Director, Field Training, NOVARTIS
Senior Manager, Sales Training & Development, OTSUKA
Sr. Dir., Team Leader, Representative Training, PFIZER
Director, Sales Learning & Development, PRONova
National Sales Manager, PROSTRAKAN
Executive Director, Sales Training, PURDUE PHARMA
Director, Strategic Capabilities, SANOFI AVENTIS
Area Training Director, SANOFI AVENTIS
Senior Director, Diabetes Training, SANOFI AVENTIS
District Manager, SHIONOGI
Director, Sales Training, SHIRE
Director, Sales Training & Development, SHIRE
Associate Director, Sales Training, SHIRE
Senior Training Director, TAKEDA PHARMACEUTICALS
Sales Training Manager, TRIAX PHARMACEUTICALS
Sr. Mgr., Training & Dev., VERTEX PHARMACEUTICALS
Director, SFE, WATSON PHARMACEUTICALS
Mgr., Sales Training & Dev., WATSON PHARMACEUTICALS

KEY SPEAKER HIGHLIGHT:

Dorothy Leeds
Author, Trainer & Keynote Speaker
ORGANIZATIONAL TECHNOLOGIES, INC.

- Dorothy integrates proven theatrical, creative learning techniques to multiply and accelerate your learning and retention.

She is the only sales training speaker in the business who combines an 8-year Broadway career with 22 years of hands-on business experience – as an executive, a business owner, and a consultant.

- In each of her presentations, Dorothy covers many new and essential points not covered by any other speaker, anywhere else.

- A worthy role model, Dorothy Leeds is a wife and mother, has had several successful careers, has triumphed over cancer, is an avid jogger, and overcame a passive, depressed, unassertive childhood to become an inspirational, energetic, internationally acclaimed author and keynote speaker.