

# MARKETING PLANNING FOR PHARMACEUTICAL PRODUCTS

## (PROCESS, TIPS & TECHNIQUES)

18-19 JULY 2019



In the wake of transformation of the pharmaceutical industry, one question needed to be answered is what pharmaceutical companies can and should be doing to transform the marketing dynamics in order to improve productivity and efficiency in their commercial approaches.

This comprehensive program is tailored to equip you with the knowledge and understanding to effectively develop a marketing plan by creating a synergy between data analysis and business strategy through a range of techniques focusing on marketing planning process. Its integrated offerings include process, tips and techniques.

### *Included in the program*

- Marketing planning template
- Excel template for developing a marketing plan

### **Program Highlights:**

- Understand marketing planning process, template and common language in marketing terms
- Develop a compelling brand positioning by creating value proposition and differentiating your brands from competitors
- Translate fact & data into insights, define and prioritize opportunities based on the insights, set objectives and corresponding strategies and action based on the opportunities
- Develop and create an effective Marketing Plan to increase sales
- Ensure proper monitoring in place

## Who Should Attend;

Marketing Manager, Product Manager, Marketing related personnel

## Available Training Session;

- **18-19 July 2019** (2-day program)

## Training Venue;

- TBC

## Training Fees;

- PReMA Member 11,900 Baht / person
- Non-PReMA member 13,900 Baht / person
- **Early-bird registration (PReMA member only) 8,900 Baht / person** (Registration with payment before 27 June 2019)  
**Special Offer! Register 3 Get 1 Free!**

## Registration & Contact Information

Please send your complete application to

[panniporn@prema.or.th](mailto:panniporn@prema.or.th)

For more information, please call Panniporn at 02-619 0232-6 Ext. 32 or email to

[panniporn@prema.or.th](mailto:panniporn@prema.or.th)



## Trainer Profile;

Dr. Viroj Thipviboonchai, D.M.

### QUALIFICATION HIGHLIGHTS:

- Doctor of Management with concentration in Business Management, MBA, B.Sc. (Physical Therapy)
- 25 years of experience in pharmaceutical and healthcare industry with 17 years in managerial level

### PROFESSIONAL MEMBERSHIP:

- Chairman of Pharma Professional Development Task Force (PPDTF), PReMA

### PROFESSIONAL EXPERIENCES:

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| <ul style="list-style-type: none"> <li>• Assistant General Manager, Sales &amp; Marketing Excellence</li> <li>• Senior Executive Manager, Sales &amp; Marketing Excellence</li> <li>• Business Unit Manager</li> <li>• Sales &amp; Marketing Effectiveness Manager</li> <li>• Sales Force Effectiveness Manager</li> <li>• Marketing &amp; Sales Effectiveness Manager</li> <li>• Sales &amp; Marketing Effectiveness Manager</li> <li>• Sales Force Effectiveness Manager</li> </ul> | <ul style="list-style-type: none"> <li>DKSH (THAILAND) LIMITED</li> <li>DKSH (THAILAND) LIMITED</li> <li>DKSH (THAILAND) LIMITED</li> <li>DKSH (THAILAND) LIMITED</li> <li>DKSH (THAILAND) LIMITED</li> <li>MSD (THAILAND) LTD.</li> <li>PHARMALINK</li> <li>GLAXOSMITHKLINE (THAILAND) LTD.</li> </ul> |
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### PROFESSIONAL CERTIFICATION:

- Certified Practitioner, MBTI® Step I and Step II
- Certified Practitioner, FIRO-B® and FIRO Business™ instruments
- Certified Practitioner, MBTI Master Class Series: Type and Change, Type and Coaching
- Certified Practitioner, Neuro Linguistic Programming (NLP), NLP Coaching, Time Line Therapy™
- Gallup-Certified Strengths Coach
- ICF Credential: Associate Certified Coach (ACC)