

Digital Marketing in Pharmaceutical Industry: Concept and Relevant Practice

LEARN HOW TO IMPLEMENT DIGITAL MARKETING WITH THE RIGHT CONCEPT AND RELEVANT PRACTICE FOR PHARMACEUTICAL INDUSTRY.

17 July 2019 (1-day program)



Program Highlights:

The Program focuses on Importance and Update on Digital Marketing Strategy and Relevant Tools in Practice for Pharmaceutical Industry. In this course, you'll learn with speakers who have experiences in Digital and Pharmaceutical Industry about:

- Why Digital Marketing is Relevant?
- Update on Digital Marketing: Consumer Behavior and Marketing Activity in Healthcare
- Effective Digital Tools for Thailand Pharmaceutical Marketing (Strategic Aspect)

You will be able to practice in the Workshop on Digital Tool with relevant case study.



Who Should Attend;

Marketing/Product Managers, Sales Managers, Medical Representatives who interested in Digital Marketing

Available Training Sessions;

- **17 July 2019** (1-day program)

Training Venue;

- Double Tree by Hilton Sukhumvit Bangkok

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 **21 June 2019**)

Registration & Contact Information

Please send your complete application to
panniporn@prema.or.th

For more information please call Panniporn at 02-619 0232-6 Ext. 32 or email to
panniporn@prema.or.th



Trainer Profile

Wirun Wetsiri

B.Sc. in Pharm
MBA (Thammasart)



Experience

Digital Startup Business

- Chief Pharmacist, “**Arincare: e-Pharmacy Platform for Pharmacy services**”
- Business Development Director, “**See Doctor Now: Telemedicine service company**”

Pharmaceutical Product Manager

- Pfizer (Thailand) Limited (Consumer department)
- Janssen- Cilag Ltd. (Pharmaceutical Company of Johnson & Johnson)
- Pharmedlink (Thailand) Limited (Current name is A.Mernarini Ltd)
- Baxter Healthcare (Thailand) Co., LTD

Industry Contribution

- Committee in “**Marketing Pharmacist Association of Thailand (MPAT)**”



Thanatip Rittiraksa

B.Sc. in Pharm
MBA (NIDA)

Experience

Digital Startup Business

- CEO and Founder of “**Beatgles**”

Pharmaceutical Product Manager

- Medical Representative at GSK
- Medical Representative at Pfizer
- Account Manager PMS agency
- IMC Manager S-26 IMC
- Founder of Beatgles: Digital Solution Services

Industry Contribution

- Page “**วางแผนเที่ยว**”
- Page “**อยู่เย็นเป็นสุข**”
- Podcast “**อยู่เย็นเป็นสุข**”
- Marketing Consultant & Speaker of **Digital Marketing and Innovation**