



OCTOBER 26, 2017 ▪ 230 FIFTH ▪ NEW YORK

CONFERENCE AGENDA

THURSDAY OCT. 26, 2017

9:15 - 9:30 Welcome to DTC Forum on TV & Print

9:30 - 9:45 Print Spending Analysis

Dave Emery, VP/General Manager,
Healthcare Research, Kantar Media

This industry analysis will delve into the print media channel specifically. See what sections of print are most utilized by brands, which are more effective than others, and what is projected for on the horizon. Also learn, by disease state, what consumers want and where for Rx print communications.

9:45 - 10:15 Magazines: Driving Rx Conversion & ROAS

Britta Cleveland, Senior Vice President,
Meredith Research Solutions

Mark Miller, SVP & GM, Audience and
Media, Symphony Health

Meredith Corporation, the leader in proving the effectiveness of print advertising on brand sales, in partnership with Symphony Health Solutions, set out to measure the impact print ads have on Rx sales conversions and overall Return On Ad Spend (ROAS). Publicly released for the first time at DTC Forum, Mark Miller, SVP & General Manager, Audience and Media from Symphony Health, and Britta Cleveland, Meredith SVP of Research, will share the results that print marketing efforts have on new-to-brand patients, compliance among current brand users, and therapy switchers.

10:15 - 10:45 Print Executive Panel

Moderator: **Melissa Andrews**, Vice
President, Client Service, Targetbase
Heidi Anderson, SVP, Healthcare,
Time Inc.

David Chavern, President & CEO,
News Media Alliance

Jeff Hamill, EVP, Hearst

Jennifer Mormile, Chief Industry Officer,
Health, Condé Nast

Our media executives from the leading print asset holders will discuss what trends they are seeing in their print-based channels and how they are innovating to improve their offerings for your brands and its patients.

10:45 - 10:55 Networking Break

10:55 - 11:35 Print Creative Assessment Panel

Moderator: **Phil Sawyer**, President &
Communications Consultant, PW Sawyer
Consulting

Ellen Hoenig Carlson, Founder,
AdvanceMarketWoRx

Cheryl Horsfall, Executive Creative
Director, DDB New York

Dora P. Shankman, President & CEO,
Shankman Marketing and Media Resources

Led by a prime research expert, hear from top agency creative minds as they evaluate recent and current print marketing efforts. Learn what works and what doesn't as they share their recommendations for producing strong creative that resonates with patients. Discussions will include both branded and disease education marketing.

11:35 - 12:05 The Power of Print Advertising in the Digital Age

Shin Sawada, Director, CNS Marketing,
Otsuka America Pharmaceutical, Inc.

Terri-Lynne Jones, Associate Director,
Psychiatry Marketing, Lundbeck LLC

Print plays a crucial role in reaching and educating patients. Leading marketers, Shin Sawada and Terri-Lynne Jones will help debunk common misconceptions and myths about this media channel, share some considerations for setting realistic goals, and discuss developing effective print ads. Then, learn how the team put these lessons into practice. To inspire your advertising further, Shin and Terri-Lynne will also share examples from outside the industry that go beyond the traditional when it comes to print communications.

12:05 - 1:05 Networking Lunch

1:05 - 1:20 Television Spending Analysis

Dave Emery, VP/General Manager,
Healthcare Research, Kantar Media

The afternoon portion of our agenda will begin with an in-depth analysis on television spending. Find out what brands are spending, as well as effective tactics for improving ROI that you can implement into your planning. Research will also share how patients consume this media and what you should be on the lookout for in the future for TV advancements.