

# IMS Academy Seminars

Our mission is to help pharmaceutical companies drive behavioural change. Our courses make use of the latest learning tools, combining conceptual content and exercises with real data to ensure maximum impact and retention. Application exercises with real field data equip participants to drive the changes that they consider most important to their business. To take one of our seminars:

- Register online at our website: [www.imshealth.com/learningsolutions](http://www.imshealth.com/learningsolutions)
- Or contact Ursula Meyer at (866) 330-1633 or by email at [registrar@ca.imshealth.com](mailto:registrar@ca.imshealth.com)

## 2009 Seminar Schedule

### Tactical Marketing (the *new* System 100)

**Montreal: March 31-April 2, 2009**

**Toronto: September 22-24, 2009**

Tactical Marketing is an introductory pharmaceutical marketing program which covers a broad range of topics from strategic considerations to the financial implications of the marketing plan. The program combines lectures with class discussions and a simulated case study that has been specifically developed to introduce the basic marketing skills and provide a systematic approach to the marketing of pharmaceuticals through the preparation of a detailed marketing plan for the launch of a product.

### Principles and Practice of Pharmaceutical Research (System 300)

**Montreal: September 15-16, 2009**

The System 300—Principles and Practice of Pharmaceutical Marketing Research seminar objective is to teach the basic principles of market research through numerous research examples of both qualitative and quantitative research designs ranging from simple desk research, focus groups, personal interviews and telephone/mail surveys, to complex experimental designs involving sophisticated analytical techniques.

### Strategic Marketing (the *new* System 400)

**Montreal: June 9-11, 2009**

Strategic marketing focuses on advanced marketing concepts and techniques to deliver long-term success and growth. This two-and-a-half day course examines portfolio management theory and techniques and offers some best practice examples related to the use of alliances in pharmaceutical marketing. The course also gives guidance on the basics of health economics and how this can affect marketing and legislative issues.

### A Practical Forecasting Workshop for the Pharmaceutical Industry (System 700)

**Toronto: March 24-25, 2009**

**Montreal: November 17-18, 2009**

The System 700—A Practical Forecasting Workshop for the Pharmaceutical Industry seminar objective is to focus on the needs and requirements of pharmaceutical companies. The two-day seminar covers a broad range of forecasting issues and practical techniques in response to the challenges commonly faced by pharmaceutical marketers and planners. In-line product forecasting, event-based forecasting, time series analysis, new products forecasting (both patient-based and quantitative modelling) are presented.

### Optimizing District Performance

**Montreal: May 5-6, 2009**

Optimizing District Performance focuses on how to create and execute an effective district business plan through a balance of business simulation, group discussion of industry best practices and interactive exercises. This three-day program is broken down into conceptual sessions each corresponding to a step in the planning process. Sessions accelerate learning by combining practice and theory and show managers how to transfer their knowledge to others within their organization.

### Senior Sales Management

**Montreal: October 6-7, 2009**

Senior Sales Management gives managers an in-depth analysis of the various strategic options open to senior management and are able to test them in a risk-free simulated environment. This two-day course provides several interactive exercises, simulation-work and case studies that provide theoretical background and practical applications.