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SMi present their 3rd conference on...
**Social Media in the
Pharmaceutical Industry**

Insight, strategy and imagination in successfully harnessing social and digital media

Tuesday 24th and Wednesday 25th January 2012

Copthorne Tara Hotel, London, UK

Successfully harnessing the power and reach of social media can transform the way pharmaceutical and healthcare organizations are able to interact with patients and healthcare professionals alike. But how can (and should) pharma be engaging in this conversation? SMi invites you to attend this conference to discover the best strategies for engagement with stakeholders through social media.

KEY SPEAKERS INCLUDE:

Francisco Abad-Marin

Marketing Manager, Respiratory Centre of Excellence, **GSK**

Juan Ramon Amoros

e-Business Manager, Spain, **Boehringer Ingelheim**

Alex Butler

EMEA Marketing Communications Manager, **Johnson & Johnson Pharmaceuticals**

Glenn Byrd

Senior Director, Regulatory Affairs, **MedImmune**

Sara James

Global Enrolment, EUMED, **Eli Lilly**

John Pugh

Director of Digital and Online Communications, **Boehringer Ingelheim**

Cressida Robson

Director, European Communications, **Eisai**

Andrew Widger

Director, Media Relations, EMEA, **Pfizer**

Senior Representative

Association of the British Pharmaceutical Industry

5 KEY BENEFITS OF ATTENDING:

- 1) **Explore** the ideas that are shaping new approaches to the use of social media by healthcare organizations, including pharmaceuticals, healthcare providers and healthcare charities
- 2) **Enhance** the quality of your communications to patients and healthcare professionals by learning how to build longer-lasting and better quality relationships, improving ROI
- 3) **Gain** an insight into how social media is being used to enhance patient recruitment and retention strategies for clinical trials
- 4) **Develop** a global perspective on how social media is being used to build ties and disseminate information in different ways throughout the world
- 5) **Network** with senior social media thought leaders

PLUS THREE INTERACTIVE WORKSHOPS

Monday 23rd and Thursday 26th January 2012

A: Social Media: Our Past, Present and the Future of Digital Health Online

Led by **Gigi Peterkin**, Vice President, Digital Health, **Edelman**
09:30 - 16:00

B: Facilitating Patient Engagement in Healthcare Issues Through Social Media

Led by **Deborah Mason**, Founder & Director, **Talkhealth Partnership**
08:30 - 12:30

C: Using Social Media to Facilitate Your Recruitment Strategies

Led by **Catherine Gutsell**, Digital Marketing Manager, **CK Group**
12:30 - 17:00

To attend, contact Fateja Begum on Tel +44 (0) 20 7827 6184, Fax +44 (0) 20 7827 6185, email fbegum@smi-online.co.uk or visit www.smi-online.co.uk/ts05.asp to register online

Social Media in the Pharmaceutical Industry

Day One | Tuesday 24th January

www.smi-online.co.uk/ts05.asp

08:30 Registration & Refreshments

09:00 **Chairman's Opening Remarks**
Andrew Widger, Director, Media Relations, EMEA, **Pfizer**

OPENING ADDRESS

09:15 **An overview of Boehringer Ingelheim's social media strategy**

- How we achieved over 2 million votes for our disease awareness campaign
- Our approach to Facebook, Twitter and Youtube
- How gaming is helping us raise disease awareness

John Pugh, Director of Digital and Online Communications, **Boehringer Ingelheim**

09:55 **Where can social media take the pharmaceutical industry and what are the opportunities and dangers?**

- The purpose and functions of social media in pharma; what role can and should it play?
- Navigating the minefield of regulation/lack of regulation in the area; where does it leave us?
- What ground-rules of best practice need to be established?
- What can we learn from the past and what can we do better in the future?

Senior Representative, Association of the British Pharmaceutical Industry

10:35 Morning Refreshments

11:05 **Navigating the regulatory highway: what might regulatory 'guidance' mean for the industry?**

- The current state of play
- Assessment and review of any key recommendations and their significance
- Status of social media efforts in the USA
- What is the impact of social media on the European market? The rest of the World?
- Ensuring compliance; advice and discussion on how the industry needs to respond and plan for the future

Glenn N. Byrd, Senior Director, Regulatory Affairs, **MedImmune**

11:45 **Assessing pharma's involvement in social media from a legal/regulatory perspective**

- Introduction & background
- Legal considerations & legal update
- Practical points & advice

Kate Smith, Solicitor, **Shoosmiths**

12:25 Networking Lunch

13:25 **Pfizer and social media - the Janus view**

- What has been done to date by the company in the social media space
- What's being achieved?
- Where are we heading in 2012?

Andrew Widger, Director, Media Relations, EMEA, **Pfizer**

14:05 **How the internet has changed society & what pharmaceuticals needs to do about it**

- The impact of networks and group forming
- How we build conversation, collaboration and collective action
- Moving beyond personal communication to developing public and civic good
- What is the broader impact on our business; will clinical data ever be the same again?

Alex Butler, EMEA Marketing Communications Manager, **Johnson & Johnson Pharmaceuticals**

14:45 **Panel Discussion: The state of play: where are we with social media in pharma and where are we heading?**

- Formulating the right strategy: exploring the use of social media by pharma. What should pharma use social media for?
- What should pharma expect to achieve and what is the best way to measure success?
- Is there a need for a clearer regulatory framework?
- Will a regulatory framework evolve that allows a global, unified approach to this area? Would such a situation be desirable?
- What is the value of social media to pharma?
- Aside from external communication and information dissemination with patient and physician groups, how else might and will social media be used by pharma?

John Pugh, Director of Digital and Online Communications, **Boehringer Ingelheim**

Andrew Widger, Director, Media Relations, EMEA, **Pfizer**

Alex Butler, EMEA Marketing Communications Manager, **Johnson & Johnson Pharmaceuticals**

Glenn N. Byrd, Senior Director, Regulatory Affairs, **MedImmune**

Cressida Robson, Director, European Communications, **Eisai**

Gary Monk, Managing Director, UK, **Across Group**

15:30 Afternoon Tea

16:00 **Case Study: 'Learning from the ground-up': first steps into social media for a global pharmaceutical company**

- Formulating the initial strategy: what do we want to achieve?
- Choosing the right social media platform
- Generating corporate buy-in and getting stakeholders involved
- Implementing the plan and organizing day-to-day responsibilities
- Assessing the results to-date
- Conclusions and reflections

Cressida Robson, Director, European Communications, **Eisai**

16:40 **Take Aim, Strategy & Engage**

- How do patients and physicians want to engage with pharma online and what does the industry need to consider before entering a dialogue?
- Understanding what patients want from pharma online: do they even want to talk to us?
- How and where do physicians want to interact with pharma online?
- Giving our stakeholders what they want, within a strategic context

Gary Monk, Managing Director, **UK, Across Group**

17:20 **Chairman's Closing Remarks**

17:30 Close of Day One

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Who should attend this conference?

Chief Executives, Executive Directors, Vice Presidents, Heads and Team Leaders of:

- Social Media
- Emerging Media
- eMedia/eCommunications
- Employee
- Communications/Engagement
- Communications Research
- Corporate Communications
- Marketing
- Information Services
- Brand Development
- Internal Communications
- Online Publication & Web Content
- External Relations
- Strategic Planning
- Global Communications
- Digital Media

Supported by



Social Media in the Pharmaceutical Industry

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Day Two | Wednesday 25th January

08:30 Registration & Refreshments

09:00 **Chairman's Opening Remarks**

Juan Ramon Amoros, e-Business Manager, Spain, **Boehringer Ingelheim**

OPENING ADDRESS

09:10 **The ups and downs of a disease awareness campaign in social media: a live example**

- Technical, commercial and ethical challenges of getting a project underway
- Choosing a digital agency to partner with
- The importance of insight
- Connecting insight, medicine and technology to build something useful

Nick Broughton, CEO, **Pharmaceuticaethics.com**

Francisco Abad-Marin, Marketing Manager, **GSK**

09:40 **Niche social media: using social media within a professional environment and why established platforms are not the answer**

- Assessing the difficulties of adopting platforms like Facebook for use in the professional sphere
- What is the alternative?
- Case study of building a cloud computing environment to create an expanded KOL network to support the launch of a new drug

Juan Ramon Amoros, e-Business Manager, Spain, **Boehringer Ingelheim**

10:10 **Social media and patient engagement: is there a valid role for pharma?**

- What can social media offer that other channels cannot?
- Compliance: what is possible in the current regulatory framework?
- Is there a need for pharma to 'get involved' in social media?
- How can pharma build trust?

Mat Phillips, CEO, **Engage Health Alliance**

10:40 Morning Refreshments

11:10 **Case Study: Final results/outcome of pilot using social media to recruit patients in diabetes**

- Details of pilot using social media to recruit cancer patients
- Lilly's current/future plan for using social media to recruit patients
- Review of the project and learnings for the future

Sara James, Global Enrolment, EUMED, **Eli Lilly**

11:40 **Panel Discussion: Engaging with patients in a new, effective and interesting way**

- The importance of reaching out to the public and raising awareness of health issues
- How useful can social media be in spreading information?
- Building a dialogue with patients and the general public
- Sustaining contact and interest
- What methods work the best?

Sara James, Global Enrolment, EUMED, **Eli Lilly**

Francisco Abad-Marin, Marketing Manager, **GSK**

Juan Ramon Amoros, e-Business Manager, Spain, **Boehringer Ingelheim**

Tova Turkel, Head of Social Media, **British Lung Foundation**

Lee Appleyard, Head of Digital Media and Partnerships, **NHS Choices**

12:25 **Update from the British Lung Foundation: effective online campaign best practice**

- What the BLF has done to date with social media
- The next steps we took in our Children's Charter campaign: strategy and tactics
- Results achieved through campaigning online
- Measuring success and getting the Board on board
- What will the BLF be doing next?

Tova Turkel, Head of Social Media, **British Lung Foundation**

12:55 Networking Lunch

13:55 **An update from the NHS**

- Where is the NHS with social media?
- What role could pharmaceutical companies play to help train NHS communicators in social media?
- Clinical commissioning groups and social media
- Social media, patient insight and care in the community

Alex Talbott, Communications Officer, **NHS London**

14:25 **From Nanny to Nudge?**

- How NHS Choices uses social media to talk with, not talk at the public
- The weather and weight loss: hot topics
- Examining our learning curve to success: steeper than first expected?
- Low budget, solid returns

Lee Appleyard, Head of Digital Media and Partnerships, **NHS Choices**

14:55 Afternoon Tea

15:25 **Turning health data into something meaningful for the public**

- What health data is available?
- Discussing the quality of the health data
- Data mashing
- Some examples of what can be done

Carl Plant, Community and Data Manager, **NHS Local**

15:50 **Online communities for health**

- How online communities can deliver better patient care
- Examples of online communities
- What are the key performance indicators and ROI?
- Who would be interested in developing such communities?

Rob Benson, eCommunications Manager, **NHS Birmingham**

16:15 **Q&A and discussion session**

Carl Plant, Community and Data Manager, **NHS Local**

Rob Benson, eCommunications Manager, **NHS Birmingham**

16:25 **Chairman's Closing Remarks**

16:30 Close of Day Two

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The website for the pharmaceutical industry

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MedNous

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-Pharmaceutical Internet-

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HALF-DAY POST-CONFERENCE WORKSHOP
8.30am – 12.30pm Thursday 26th January 2012, London

Workshop B: Facilitating Patient Engagement in Healthcare Issues Through Social Media

In association with



Workshop Leader: **Deborah Mason**, Founder & Director, **TalkHealth Partnership**

Programme

- 08:30 Registration & Refreshments
- 09:00 **Welcome and Introduction**
- 09:10 **Working towards a better service for patients: building partnerships across sectors**
- 09:20 **Engaging with patients on healthcare issues through social media: what is the potential?**
- 09:30 **Constructing a platform that works well and meets patients' needs**
- 10:30 **Social media tools and attracting an audience**
- 10:45 Refreshments
- 11:00 **Practical Session - Build your own social media campaign**
- 11:45 **Presentation of social media campaign to the group**
- 12:15 **Summary, conclusions and questions**
- 12:30 Close of Workshop

Overview of the workshop:

This workshop will provide delegates with a nuts-and-bolts analysis of what it takes to facilitate engagement between patients on healthcare issues using social media. Hosted by the creator of some of the UK's most successful online patients' forums, this workshop offers a highly interactive approach to learning how to succeed in encouraging patient discussion and involvement online.

The workshop will cover:

- Working towards a better service for patients: building partnerships across sectors
- Engaging with patients on healthcare issues through social media: what is the potential?
- Constructing a platform that works well and meets patients' needs
- Social media tools and attracting an audience

About your workshop leader:

Deborah Mason is the founding director of talkhealth, with the development of the first website, talkeczema in 2000. Prompted by her daughter's chronic eczema condition,

Deborah quickly realised there was a need for a platform that could better disseminate information on the condition and also allow patients to share their experiences with others.

About talkhealth:

talkhealth is a free, web-based patient support and information service dedicated to people facing everyday life with conditions such as eczema, allergies, asthma, psoriasis, acne and the menopause. talkhealth's aim is to provide practical support for these conditions through the provision of online membership communities. Sufferers and their supporters can meet with others and learn more about their condition and the latest advances and ideas in research and treatment. We provide the opportunity for people to take control in decisions concerning their health in a positive way.

For more information and the full agenda, please visit our website

HALF-DAY POST-CONFERENCE WORKSHOP
12.30pm – 5.00pm Thursday 26th January 2012, London

Workshop C: Using Social Media to Facilitate Your Recruitment Strategies

In association with



Workshop Leader: **Catherine Gutsell**, Digital Marketing Manager, **CK Group**

Programme

- 12:30 Registration & Refreshments
- 13:00 **Welcome & Introduction**
- 13:15 **Where you should be investing your time when using social media for recruitment**
- 13:45 **How to incorporate the most popular social media platforms/techniques within your recruitment strategies (Part I)**
- 14:45 Afternoon Refreshments
- 15:00 **How to incorporate the most popular social media platforms/techniques within your recruitment strategies (Part II)**
- 15:50 **How to deal with negative feedback**
- 16:15 **How to manage user generated content and protect your brand's identity online**
- 16:40 **Summary, conclusions and questions**
- 17:00 Close of Workshop

Overview of the workshop:

Recruiters and HR executives are rapidly realizing that social media has the potential to revolutionize the way they go about their day-to-day work and the struggle to stay ahead of the curve in understanding, adopting and utilizing new 'social recruitment' techniques has begun.

Key reasons to attend:

- Be introduced to social media, networking and social recruitment; and why it is important
- Get advice on where and how you should be investing your time in social media
- Explore the major social networking sites and how to use them as part of your recruitment strategy
- Examine some of the common tools that facilitate social networking, such as blogging and mobile phone apps
- Learn how to deal with negative feedback from those you connect with in the social space
- Investigate how to manage user-generated content and protect your brand's identity online

About your workshop leader:

Catherine Gutsell is the Marketing Manager at the CK Group – a family of science-based recruitment consultancies. Catherine has been instrumental in building CK's unrivalled reputation for their novel use of social media to facilitate their recruitment strategies.

About the CK Group:

CK Science is a leading independent scientific recruitment agency for science jobs. We successfully help some of the top scientific, chemical, biotechnology and pharmaceutical companies from around the world to recruit high calibre individuals to their science jobs. Our reputation for providing a high quality, honest and straightforward scientific recruitment consultancy service is well known.

For more information and the full agenda, please visit our website

Workshop A Social Media: Our Past, Present and the Future of Digital Health Online

Gigi Peterkin, Vice President, Digital Health, Edelman

In association with



Programme

09:30	Registration & Refreshments
10:00	Introduction and Welcome
10:15	The regulatory Ouija board:divining how best to proceed in unmarked territory
11:15	Morning Refreshments
11:30	Global Digital Health: Who's talking to whom, and how?
12:30	Lunch
13:30	Case studies & experts: A look at 2 global case studies and Skype discussions with some of the experts paving the way for the future of Digital Health
14:30	Afternoon Refreshments
14:45	Interactive session
15:45	Summary and conclusions
16:00	Close of Workshop

Overview of the workshop:

Through the use of extensive case studies and interactive presentations, this workshop will seek to furnish delegates with a comprehensive idea of where we have come from, where we are and where we are headed as far as the pharmaceutical industry's engagement in digital communication is concerned.

Delegates can expect to consider how their organization's use of social media can be aligned with the way end-users interact with healthcare conversations online and how their choice of tools, channels and messages needs to be tailored to particular target demographics and be appropriate to specific fora.

Led by one of the genuine pioneers and thought-leaders in healthcare digital communications, this session is an opportunity to truly enhance your understanding of this area in a relaxed and informal atmosphere where active participation is positively encouraged.

Don't forget to bring your laptop!

Key Benefits of Attending:

- Investigate the state of the regulatory framework across the world and gain an insight into what directions the regulations are headed and how this may affect your online programmes
- Explore the current state of healthcare communications and dialogues online: who is talking to who? Why? How?
- Discover when and how your organization can best be part of that conversation
- Engage, through Skype, with some of the leading lights in pharmaceutical communications - get the inside track on what works and what doesn't

- Gauge the potential value of digital communication to your campaign with our interactive tour through the metrics of real campaigns and the online communities where people congregate to discuss healthcare
- Define an online-engagement strategy that meets with the needs of your customer

About the workshop leader:

Gigi Peterkin has more than 15 years combined PR, communications and digital programming experience. A pharmaceutical industry veteran, she co-led the team that built and launched the AstraZeneca US Corporate Facebook page and the AZ US Corporate blog, integrating these new channels with existing digital assets to create a singular digital programme. This cohesive approach was recognized by Mark Senak at www.eyeonfda.com as the only one of its kind within the pharmaceutical industry.

Prior to her time at AstraZeneca, Gigi spent several years as a communicator and graphic designer at Centocor, Inc. (a subsidiary of Johnson & Johnson), worked as a communications professional for what was SmithKline Beecham and ran a successful design and PR firm serving pharma and consumer clients.

As Vice President Digital Health at Edelman, Gigi relies on her insider-knowledge of the pharmaceutical industry, as well as her expertise in creating digital programs and knowledge of PR to counsel health and consumer clients on building a comprehensive digital programme, and integrating a complete media strategy.

About Edelman:

Edelman is the world's largest independent PR Agency, with over 3,700 people in 53 offices worldwide. We provide strategic thinking and deliver high-impact campaigns, across the full spectrum of communications.

PHARMACEUTICAL FORWARD PLANNER

SEPTEMBER

Biomarkers in Clinical Trials
19-20 September 2011

Biosimilars and Biobetters
26-27 September 2011

KOL Management and MSL Best Practice
28-29 September 2011

OCTOBER

Partnerships with CROs
3-4 October 2011

Pharmaceutical mHealth
10-11 October 2011

GP Commissioning
12-13 October 2011

COPD: Novel Therapeutics and Technology Trends
19-20 October 2011

Point of Care Diagnostics - Market Opportunities and Technology Trends
24-25 October 2011

European Pharmaceutical Pricing and Reimbursement
31 October-1 November 2011 (Switzerland)

NOVEMBER

Cell Based Assays
21-22 November 2011
Clinical Trials in CNS
23-24 November 2011

DECEMBER

Cold Chain Distribution
5-6 December 2011

JANUARY

Biomarkers Summit
16-17 January 2012

Pre-Filled Syringes
18-19 January 2012

Social media in the pharma industry
24-25 January 2012

FEBRUARY

Parallel Trade
6-7 February 2012

Advances and Progress in Drug Design
20-21 February 2012

MARCH

Imaging in Cancer Drug Development
5-6 March 2012

Superbugs & Superdrugs - A Focus on Antibacterials
14-15 March 2012

Controlled Release
28-29 March 2012

APRIL

Asthma & COPD
16-17 April 2012

MAY

Generics, Supergenerics and Patent Strategies
14-15 May 2012

Clinical Trial Logistics
16-17 May 2012

Pain Therapeutics
21-22 May 2012

ADC Summit 2012
23-24 May 2012

JULY

KOL Management and MSL Best Practice in Europe
2-3 July 2012, (Switzerland)

ADMET
9-10 July 2012

Social Media in the Pharmaceutical Industry
9-10 July 2012

BioBanking
11-12 July 2012

SOCIAL MEDIA IN THE PHARMACEUTICAL INDUSTRY

Conference: Tuesday 24th and Wednesday 25th January 2012, Copthorne Tara Hotel, London, UK Workshops: Monday 23rd & Thursday 26th January 2012, London

4 WAYS TO REGISTER

ONLINE at www.smi-online.co.uk/ts05.asp

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PHONE on +44 (0) 20 7827 6184

POST your booking form to: Fateja Begum, SMi Group Ltd, Great Guildford Business Square, 30 Great Guildford Street London, SE1 0HS, UK

EARLY BIRD DISCOUNT

- Book by 30th September 2011 to receive a £300 off the conference price
 Book by 31st October 2011 to receive a £100 off the conference price

CONFERENCE PRICES

I would like to attend: (Please tick as appropriate)

	Fee	+ VAT	Total
<input type="checkbox"/> Conference & Full-Day Workshop	£1998.00		£2397.60
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Workshop A Workshop B Workshop C

PROMOTIONAL LITERATURE DISTRIBUTION

- Distribution of your company's promotional literature to all conference attendees **£999.00 + VAT £1198.80**

GROUP DISCOUNTS AVAILABLE

The conference fee includes refreshments, lunch, conference papers and access to the Document Portal containing all of the presentations.

VENUE

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Alternatively call us on +44 (0) 870 9090 711,

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DOCUMENTATION

I cannot attend but would like to purchase access to the following Document

Portal/paper copy documentation	Price	Total
<input type="checkbox"/> Access to the conference documentation on the Document Portal	£499.00 + VAT	£598.80
<input type="checkbox"/> The Conference Presentations – paper copy (or only £300 if ordered with the Document Portal)	£499.00 -	£499.00

PAYMENT

Payment must be made to **SMi Group Ltd**, and received before the event, by one of the following methods quoting reference **P-016** and the delegate's name. Bookings made within **7 days of the event** require payment on booking, methods of payment are below. Please indicate method of payment:

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Surname: _____

Job Title: _____

Department/Division: _____

Company/Organisation: _____

Email: _____

Address: _____

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Cancellation: If you wish to cancel your attendance at an event and you are unable to send a substitute, then we will refund/credit 50% of the due fee less a £50 administration charge, providing that cancellation is made in writing and received at least 28 days prior to the start of the event. Regrettably cancellation after this time cannot be accepted. We will however provide the conferences documentation via the Document Portal to any delegate who has paid but is unable to attend for any reason. Due to the interactive nature of the Briefings we are not normally able to provide documentation in these circumstances. We cannot accept cancellations of orders placed for Documentation or the Document Portal as these are reproduced specifically to order. If we have to cancel the event for any reason, then we will make a full refund immediately, but disclaim any further liability.

Alterations: It may become necessary for us to make alterations to the content, speakers, timing, venue or date of the event compared to the advertised programme.

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If you have NOT received registration confirmation within 48 hours of registering, please call +44 (0) 20 7827 6184