

Co-Marketing and Co-Promotion

09.00 - 09.45

Legal and regulatory issues

- Regulations and common practices regarding co-promotion and co-marketing agreements in the key European pharma markets
- Where co-marketing and co-promotion are permissible
- Constraints on packaging, labelling and trade dress
- Legal issues in relation to co-marketing and co-promotion

09.45 - 10.30

Marketing considerations

- Recent deals – co-marketing and co-promotion trends
- Consideration of issues relevant to entering co-marketing and co-promotion agreements at different points in a product's life cycle;

10.45 - 11.30

Finances and reward structures

- Agreeing a baseline for product valuation
- Various reward structures employed in co-marketing and co-promotion agreements (e.g. proportionality, establishing baselines, fixed returns, fee per detail, “hire” of sales force etc.)
- Criteria used in co-promotion agreements to determine the degree of profit sharing between participating parties;
- Setting performance criteria
- Optimal pricing strategies in co-marketing agreements

11.30 - 12.45

Management and implementation issues

- Management issues – eg joint marketing committees, planning for successful project management
- Training – commissioning promotion materials as part of co-marketing agreements