



The categories in this flagship competition have been designed so marketers at all levels of their career can enter, develop their skills and be rewarded for their efforts.

Visit www.pharmatimes.com/moy to find out more and submit your entry!

Aspiring Marketer

Someone who is not currently in a marketing role but wishes to make that move into marketing in the future

New Marketer

An individual who is new to marketing, or a secondee to a marketing role

Senior Marketer - In-country (Non-UK)

An experienced marketer based outside the UK who has overall responsibility for the brand/product in their country/affiliate

Senior Marketer (UK)

An experienced marketer who has strategic responsibility for the brand/product

Brand/Product Manager

An individual in a marketing role who is responsible for the brand/product

Cross-Functional Team

A marketing team of up to 5 people with cross-functional responsibilities

Above Country Marketer (International / EMEA)

A senior marketer with international responsibilities working above country

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Many thanks to sponsors Binley's, PI Partnership, Redbow Consulting, CHASE, Star Medical and Oberoi Consulting for all their support.



For competition queries:
hannah.smith@pharmatimes.com
Tel: 020 7240 6999

For sponsorship opportunities at this key industry event, contact
gill.chalk@pharmatimes.com

PHARMATIMES
MARKETER OF THE YEAR

MIYY 2015
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MARKETER OF THE YEAR AWARDS

Healthcare Communications agencies can enter the **PharmaTimes Communications Team of the Year** at www.pharmatimes.com/CTY.

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PHARMATIMES MARKETER OF THE YEAR 2015



This is the only international pharmaceutical marketing competition that pits marketers head-to-head in a real life challenge against their peers.

What's in it for you?

Designed to both assess and reward the competence and potential of pharma marketers, the PharmaTimes Marketer of the Year competition provides a crucial opportunity to identify and benchmark talent within your organisation against others in the industry.

Following an initial screening process, the competition assesses the core capabilities of individual marketers and teams, and helps develop them further. It provides a way to challenge marketers, whether aspiring or experienced, and highlights the critical role marketing plays in our industry.

Whilst other awards schemes measure output retrospectively, the prestigious PharmaTimes Marketer of the Year competition calls on entrants to demonstrate a dynamic combination of knowledge, creativity and strategic thinking in real-time challenges within a protected environment. It's a unique opportunity to sharpen their skills and showcase their talents against marketers industry-wide.



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How it works

June-August

Marketers and teams can register their entries online at www.pharmatimes.com/moy

September

Entries are screened by the **executive steering group** and finalists are announced

October

Finalists compete in real-life challenges devised and judged by senior marketing and healthcare leaders at the **Individual and Team Finals Days**

November

The PharmaTimes Marketer of the Year awards ceremony and gala dinner takes place on **12 November**

December

All finalists receive qualitative and quantitative feedback from the judges, and a signed Certificate of Achievement. Includes a competency spidergram benchmarked against the other contestants



Don't miss out!
Visit www.pharmatimes.com/MOY
to enter for free now!

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