



July 20/21, 2024



Raddison, Hyderabad



www.brikacademy.com

Fundamentals of Competitive Intelligence in Pharma

Unlock Competitive Readiness in Pharmaceutical Companies with our workshop, tailored for ambitious professionals seeking to elevate their careers and gain insights into industry dynamics.

Register now

Limited seats available



Context

In the ever-evolving landscape of pharmaceuticals, staying ahead requires mastering the craft of Competitive Intelligence (CI).

It's more than merely keeping tabs on competitors; it's about delving deep into their strategies, foreseeing their next moves, and using that intelligence to drive our own competitive strategy.

In this dynamic sphere, every piece of information holds transformative potential, guiding decisions that shape the future of healthcare. With an unwavering dedication to insight and innovation, we're not just keeping up with the competition — we're setting new standards.

Join us at BRiK Academy, where we lead the charge in discovery. Here, knowledge isn't just power; it's the lifeline that saves lives and shapes the destiny of medicine.



About Workshop

During the workshop, you will learn from seasoned professionals about the significance of CI in the pharmaceutical industry and its place in strategic decision-making. The following points will be covered:

- Why you do what you do? Understand the concept and its advantage
- What tools and techniques are used?
- Understand strategic models and techniques
- What is the difference between primary and secondary CI? Learn about various databases and the conference process
- How can CI techniques be applied to any business operations?
- What skills does one need to make a successful career in competitive strategy?





Who Should Attend?

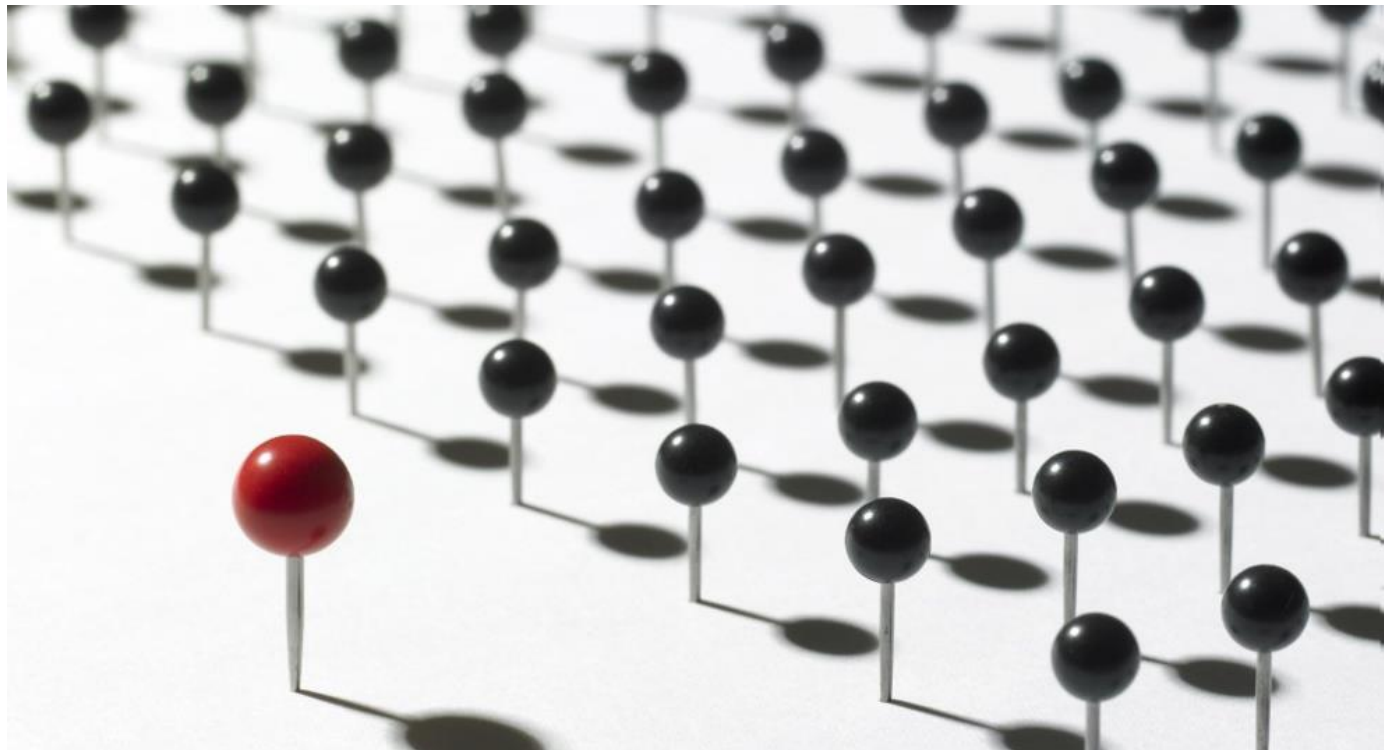
- Mid stage or early-stage Pharma professionals who want to give their professional career a CI advantage
- Early-stage associates who want to grow in the value chain
- Other commercial /regulatory/clinical professionals who wish to make a switch to the commercial side of the Pharma business

REGISTER NOW

Complete your registration with following Link - APPLY NOW

[Apply Now](#)





Leverage BRiK Academy

01

Expertise

Outstanding professionals and experts in their fields ensure participants receive high-quality education and insights

02

Practical Learning

Designed to provide hands-on experience & practical skills immediately applicable in real-world scenarios, offering a competitive edge in careers

03

Future Readiness

Dynamic CI workshop with interactive activities to outpace competitors

04

Networking

Access to a diverse network of peers, mentors, and industry leaders, fostering valuable connections that can propel professional growth



Workshop Benefits

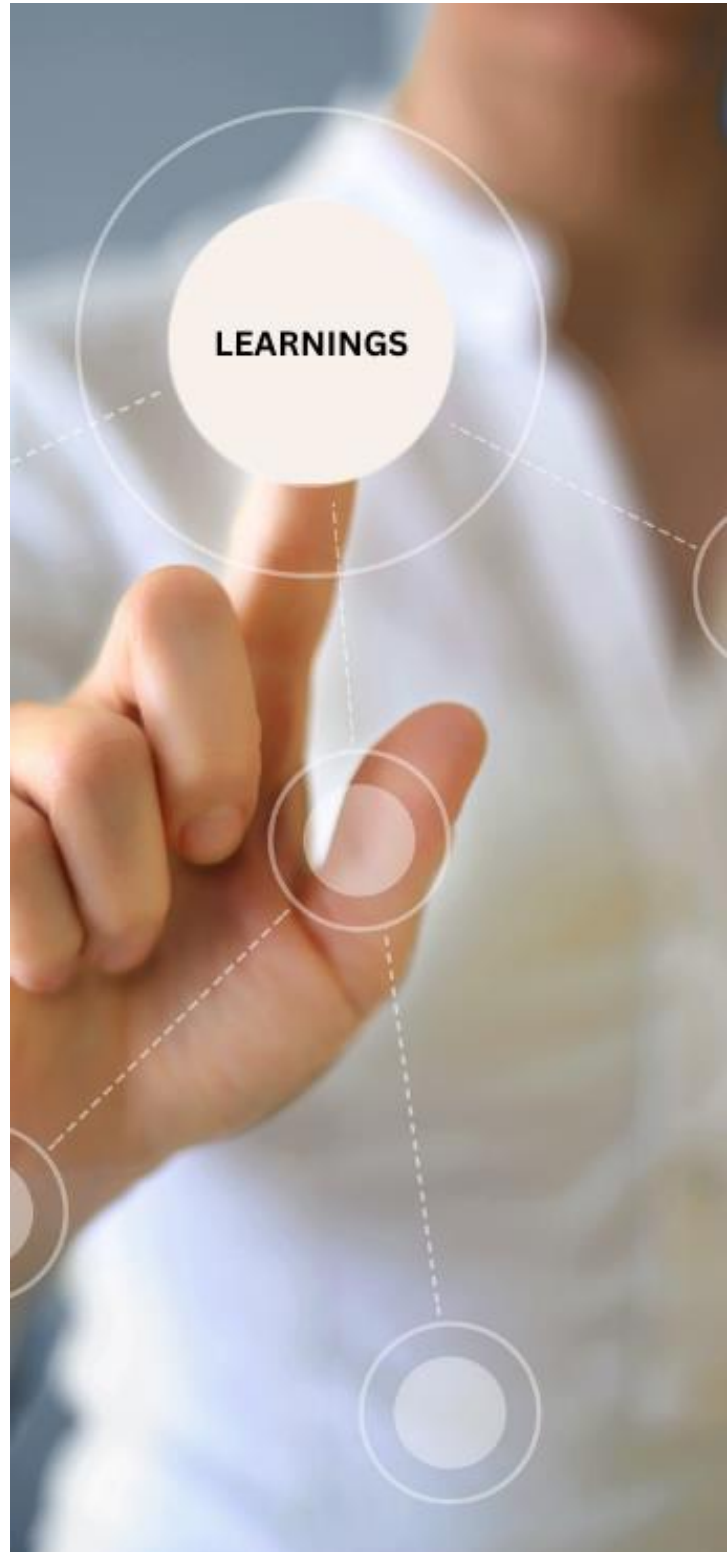
The workshop will provide the advantageous opportunity to engage in networking with seasoned professionals, fostering meaningful connections that can extend beyond the duration of the workshop.

Free Webinar Series

Join our free online introductory webinars starting from April 2024, open to professionals and students as well.

Stay tuned for webinar links on BRiK Academy's LinkedIn and Instagram page.

DON'T MISS OUT!!



Our Academic Collaboration

We are thrilled to offer a truly exceptional opportunity to expand your knowledge and skills in the pharmaceutical industry. The renowned IIHMR-Bangalore has teamed up with BRiK Academy to create a program that seamlessly integrates theoretical concepts with practical applications. We invite you to join us and discover your full potential through an engaging and dynamic curriculum. Get ready to transform your career and achieve your goals with us.



Workshop Agenda – Day 1, July 20 (Saturday)

Time	Agenda	Speaker
9:00 – 09:30	Registration and welcome coffee/tea – Group allocation	
09:30 – 10:00	Introduction and warm-up activities [NASA test] Understand audience objectives and set expectation for the day	Atul and Faheem
10:00 – 11:00	Introduction – Competitive Intelligence in Pharma Strategic tools and business analysis process Understand the various steps in a CI process Drug development process and significance of CI at each stage Cross functional collaboration of CI	Atul
11:00 – 12:30	Analysis Tools – 4 corners / SWOT etc Breakout session	Atul/Faheem
12:30 – 14:00	Lunch break & networking	
14:00 – 14:30	Teams Presentation - Pharma CI Case Study To test the groups on their application of 4 Corners	Faheem
14:30 – 15:30	Data-collection in pharma CI Difference between primary and secondary CI Paid/Public data sources used in secondary CI	Faheem
15:30 – 16:00	Tea break & networking	
16:00 – 17:00	CI Journey – Novartis / Vendor	Viren
17:00 – 17:30	Strategic Scenario Case Study for overnight To test the groups developing a strategic plan	Atul
18:00	End of day and Networking	



Workshop Agenda – Day 2, July 21 (Sunday)

Time	Agenda	Speaker
9:00 – 09:15	Welcome coffee/tea	
09:15 – 09:30	Recap	Atul
09:30 – 11:00	Group Presentations – Strategic CI Case Study Each group presents their strategic plan to the case study	Groups
11:00 – 12:00	How to conduct ethical Primary Research To learn how to and how not to conduct research	Faheem
12:00 – 13:00	Role Play Enables each participant to practice the theory	Groups
13:00 – 14:00	Lunch break & networking	
14:00 – 15:00	Example projects (CI Project, Conference Coverage) Gives the experience of different types of CI projects	Viren/ Atul/ Faheem
14:00 – 16:00	Guest Speakers - How Companies use CI Inputs? Recent Trends	TBD
16:00 – 16:30	Tea break & networking	
16:30 – 17:30	Panel Discussion (all speakers) –Q&A	Viren/ Atul/ Faheem/ Panel members
17:30	Conclusion and End of Day 2- Value of CI Professionals - Testimonials	



Our Speakers/Moderators

Atul Banerjee

Atul is a former strategy consultant with Accenture and ZS Associates, based in London, specializing in therapeutic area research, treatment landscape benchmarking and competitive positioning studies for Pharma and Biotech clients.

He has >30 years of experience in managing global research and consulting projects, leading teams in secondary and primary research, attending medical conferences, and facilitating war games and scenario analysis workshops. Atul is also a mentor for International students at the London Business School and a Case lecturer at the University College of London for their MBA program. He has also presented the Basics of Business Strategy for Forethought India, an educational platform for students across India.



Faheem Rasheed

Faheem is an established life sciences professional with over 15 years of experience working within competitive strategy and business intelligence.

He has successfully supported high-profile pharmaceutical and biotechnology clients to develop actionable solutions to support critical commercial decisions. Within this time, he has built a thorough understanding of competitive strategy, market analysis & other decision-based support methodologies.

Faheem achieved his Masters of Technology Exploitation & Management degree from University of London and a Bachelors of Chemical & Process Engineering at the University of Surrey.



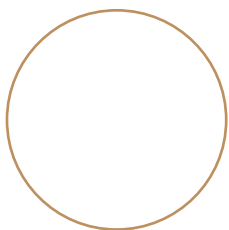
Virendra Kumar

Co-founder and Managing Director AdametNext. Virendra has more than 15 years of experience in supporting global pharmaceutical companies' business insights and analytics functions. He has served as Global Insights Manager of the Respiratory portfolio at Novartis Healthcare, and his core expertise was to drive actionable insights from the various CI initiatives.

Virendra holds an MBA from NIPER, Mohali, and has acquired specialized knowledge in Competitive Strategy and Innovation from The London School of Economics and Political Science (LSE). Additionally, he possesses expertise gained through the completion of the Credential of Readiness program at Harvard Business School.

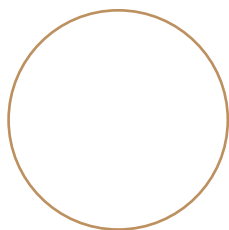


Industry Partners for Panel Discussion (TBD)



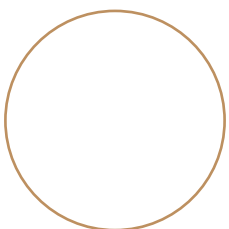
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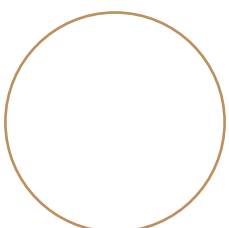
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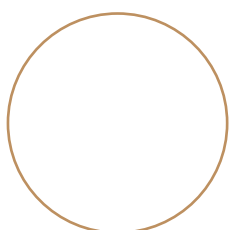
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*Due to the business schedule of industry professionals, the final list of panel discussion participants will be published in June 2024.



Registration Details

Without Accommodation

INR 70,000 + 18% GST

With Accommodation

INR 90,000 + 18% GST

No Stay



Silver Package Details:

- Lunch and snacks included (Saturday and Sunday)
- BRiK learnings resources
 - Pre-read & notes
- Workshop certificate (powered by IIHMR)
- Networking with pharma professionals

Gold Package Details:

- 2-night stay at Radisson Hyd (single room), BF/Lunch/Dinner included
- BRiK learnings resources
 - Pre-read & notes
- Workshop certificate (powered by IIHMR)
- Networking with pharma professionals

Contact Us



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