

Omnichannel Pharma Certificate Program

Master Omnichannel excellence

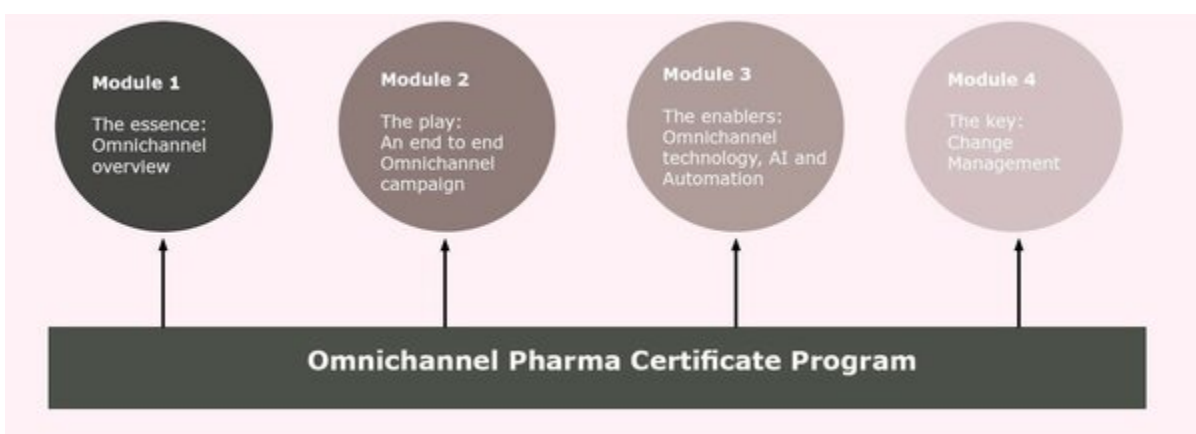
The digital revolution is reshaping the pharmaceutical industry and the omnichannel approach is essential for creating meaningful customer and broader stakeholder relationships and engagements.

Whether you aim to deliver targeted content, enhance customer experience, or drive higher ROI from campaigns, mastering and operationalising omnichannel strategies is key and insights to drive your organization's efforts confidently.

The Omnichannel Pharma Certificate Program provides a broad introduction and hands-on exercises to master omnichannel engagement, equipping you with practical skills and insights to drive your organizations efforts confidently. By focusing on actionable strategies, you'll be prepared to deliver measurable outcomes in a competitive landscape.

4 Modules to the Omnichannel Pharma Certification

The program consists of 4 Modules to get full certification. Module **1** is **mandatory** to be able to attend other modules. Modules **2 – 4** can be **booked individually**.



Omnichannel Pharma Certificate Program

Wählen Sie jeweils das gewünschte Datum aus.

Module 1: The essence

Kosten pro Person (exkl. MwSt.)

CHF 980.00 (für shqa Mitglieder)

CHF 1480.00 (für Nichtmitglieder)

Datum auswählen ▾

Module 2: The play

Kosten pro Person (exkl. MwSt.)

CHF 1960.00 (für shqa Mitglieder)

CHF 2960.00 (für Nichtmitglieder)

Datum auswählen ▾

Module 3: The enablers

Kosten pro Person (exkl. MwSt.)

CHF 980.00 (für shqa Mitglieder)

CHF 1480.00 (für Nichtmitglieder)

Datum auswählen ▾

Module 4: The key

Kosten pro Person (exkl. MwSt.)

CHF 980.00 (für shqa Mitglieder)

CHF 1480.00 (für Nichtmitglieder)

Datum auswählen ▾

Hier anmelden

Sprache

English

Art der Veranstaltung

Zertifikatslehrgang

Alle Module finden als Präsenzseminare statt

Kosten pro Person (exkl. MwSt.)

CHF 4'900.- (für shqa Mitglieder)

CHF 7'400.- (für Nichtmitglieder)

In diesen Kosten inbegriffen sind: Seminarpräsentation und Teilnahmebestätigung



Gerne berate ich Sie persönlich!

Corinne Wild

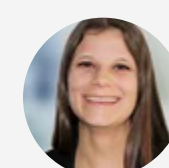
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Kontaktpersonen



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Target audience

The Certificate Program is designed for professionals from Pharma RX/OTC, Medtech and Diagnostics:

- Brand / Product / Medical Manager
- Digital Leaders / Managers
- Chapter / Squad Leaders
- Communication Manager
- Marketing / Sales Managers
- Commercial Excellence Leaders
- Sales Force Effectiveness Leaders / KAM
- Business Unit Heads

Module

Module 1 - The essence: Omnichannel overview

This Module is a 1 day seminar and mandatory to be able to attend other modules.

Module content

- Introduction to omnichannel
- The equation: 3 Cs and 1 E of Omnichannel: Customer + Content + Channel = Engagement
- Tools from the toolbox: Personas and Customer Journeys
- Value of Omnichannel

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Trafo Baden Kultur und Kongresszentrum

Brown Boveri Pl. 1 5400 Baden

[Lageplan](#)

Dozentinnen & Dozenten



Julian Hohendorff

Consultant & Coach

JH Consulting & Coaching

Module 2 - The play: An end to end Omnichannel campaign ^

This Module is a 2 day seminar

Module content

- Agency collaboration models
- Designing and planning an Omnichannel measure
- Developing engagement objectives and key messaging
- Texting basics and Persona-specific
- Developing a content + channel mix
- Developing a user journey
- Creating a success measurement framework with the right KPIs

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Module 3 - The enablers: Omnichannel technology, AI and Automation ^

This Module is a 1 day seminar

Module content

- Omnichannel technology overview and landscape
- Overview of relevant technology players
- AI as a key enabler for omnichannel
- Automation potential for small teams and limited budgets

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Module 4 - The key: Change Management ^

This Module is a 1 day seminar

Module content

- Six stages of change
- Logical layers impacting change
- Behaviour change wheel
- Interventions to drive change
- Breaking down silos: cross-functional omnichannel engagement
- Change tracking

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Steckbrief

