

**Pharmaceutical Responsibility and Reputation, 2008**  
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**Join the second annual debate: Where is responsibility and reputation management within the pharmaceutical industry failing and not failing?**

**A one-day academic-conference, Friday, 7 March 2008,  
Thames Valley University, St Mary's Road, South Ealing  
Campus, London**

- 9.15** Registration and refreshments
- 9.45** Kunal Mehta, Conference Director and Corporate Communication Lecturer, Thames Valley University, Opening remarks
- 10.00** Roger Stubbs, Deputy Managing Director and Head of Business Research, Ipsos Mori:  
Pharmaceutical reputation - it matters
- 10.45** David Brickwood, Vice President, International Government Affairs, Johnson and Johnson:  
The matter of pharmaceuticals and reputation
- 11.30** David Lewis, Corporate Affairs Director, the ABPI:  
The ABPI and the reputation of the pharmaceutical industry
- 12.15** *Debate and interaction part one – chaired by Steven Gray Consultancy and Dr. Mark Chakravarty, Head of Government affairs, Procter & Gamble Pharmaceuticals*
- 13.00** Lunch and networking
- 13.45** Jennifer Garratt, Managing Director, Burson-Marsteller healthcare practice: The Essence of Corporate Reputation
- 14.15** Keith Schillings, Managing Director, Keith Schillings and associates: The Law and pharmaceutical media coverage
- 15.00** Refreshments

- 15.20** Geoff Beatty, Managing Director and Member of Global Board, Cohn and Wolfe: Social Responsibility (and Social Media and Web 3.0 Covered by Cohn and Wolfe Colleagues)
- 15.50** *Debate and interaction part two* chaired by Clive Wright OBE, Chair, Principles for those in Business: *Going Green in pharmaceuticals (led by Ipsos Mori and PriceWaterHouseCoopers)*
- 16.30** Kunal Mehta, Conference Director and Corporate Communication Lecturer, Thames Valley University, Closing Remarks

### Highlights

- This conference will provide you the opportunity to hear case studies from leading practitioners on what works and does not work in corporate reputation today. It will also present you with workable knowledge to assist your careers and organisation to prepare for future challenges.

### Why you should attend?

- Participation from the leading and most influential players in the industry
- Outstanding networking opportunities in what is now becoming known as the second largest healthcare PR gathering outside of the annual Communiqué Awards
- Post-graduate recruitment opportunities

### Who is attending?

- Healthcare PR staff, Pharmaceutical staff, senior business executives, MSc Corporate Communication and MBA students and teaching staff from Thames Valley University

### Who to contact to register and ask questions?

- Email the International Reputation Management module leader and conference director and producer, [kunal.mehta@tvu.ac.uk](mailto:kunal.mehta@tvu.ac.uk)

### Conference aims:

- Engage your staff and stakeholders in their commitment to CSR
- Promote the value of CSR
- Ethically enhance your own brand values and corporate reputation
- Encourage a wider take-up of CSR initiatives
- Promote business models and best practice which can be replicated more widely.

**Kunal Mehta dedicates the entire annual pharmaceutical responsibility and reputation conference, 2008, to the founder of the MSc Corporate Communication Programme, Emeritus Professor Sandra Oliver FCIPR**