A view from the wild side
Life in account management

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Background

• Biochemist by degree
  • A literate scientist

• Over 20 years in strategic medical communications
  • Copywriter → Account Manager → SAM → AD → SAD → CSD → Business Unit Director → Freelancer
How did I get here?

- I often ask myself that very question!
  - Why am I here?
  - What did I do to deserve this?

- Wanted to work in ‘science/medicine’ but did not want to work in research
  - Looked at the pharmaceutical industry
    - Did not really understand the job titles and suggested that for career advancement I would need to be a sales representative at some stage – which at that time did not appeal to me
  - Looked at writing jobs requiring ‘science’
  - Applied for position at what is now the MCA

- Became aware of the medical communications (medical education, PR and advertising) and career opportunities
Career Pathway

• There are many routes to a career in medical communications account management but the most traditional are:
  • Join as an Account Executive/Account Manager post-graduation with a science/medical degree or PhD
  • Join as an Account Executive/Account Manager post-graduation with a marketing/business degree
  • Join as a Medical Writer and move across to account management later

PLUS

• Join after working for a pharmaceutical company
Career Pathway

- Copywriting and editing → account management → meetings management → senior account management → strategic account management → **Everything!**
- Business range – projects, geography
- Mentorship
- Skillset development
- Career opportunities

**Agencies**
- Big, small, independent, huge network
- Culture, HR, training, accounts and projects
- Medical education, PR, advertising, branding, salesforce effectiveness
Variety is the spice of life!

- Disease areas
- Product life cycle
- Local/ international/ global
- Languages
- Publications/ meetings/printed materials/ new media
- Target audience
- Teamwork – internal and external
- Suppliers/partners/KOLs
Publications and written materials

- Peer-reviewed manuscripts
  - Data * White Papers * Consensus statements
- Sales aids and leave pieces
- Slide kits
- Product Monographs
- Training materials
- Media Packs
- Competitor reviews
Publications and written materials

- Writing/editing
- Strategic objectives
- Journal
- KOL authors
- Managing client expectations

Hypertension * Haemorrhoids * Genital herpes
Meetings

- Advisory Boards/Working Groups/Steering Committees
- Satellite symposia and congresses
- Stand-alone meetings
- Workshop roadshows
- Media training
Meetings

- Objectives
- Agenda
- Participants
- Support materials
- Presentations
- Venue and logistics
- Facilitation
- Meeting report
Meetings

• Advisory Boards/Working Groups/Steering Committees
  • Moscow * Hurricanes and Volcanic ash * Catamaran *
• Satellite symposia and congresses
  • Ninja operations * Stabbed onsite * Mickey Mouse * Paris car park *
  • Eclipse from back of a truck * TGV * Night in Evian
• Stand-alone meetings
  • 800 in Barcelona, when Gaudi became a rude word *
  • Logistics Queen/Tour guide/Arrivals * Tapas * 4 handbags in 20 minutes * 007 * Lost in Uppsala * Wedding planner *
• Workshop roadshows
  • Cats and cows!
• Media training
  • Movie stars
Presentations and videos

• Presentations
  • 35mm slides and data sticks
• Presenters
  • Missing speaker * Missing luggage *
• DVDs
  • Animation * Voiceovers * 007 again* Steamy in Estoril * But no George Clooney?
Media events and exhibitions

- When I pushed Dustin Hoffman aside
- Hilary Jones with breakfast
- Bruce Springsteen and the USA tennis team
- Worse than the Harrods sale!
Congresses

- Highlights
  - Newsletter
  - Slides
  - Overnight
  - Video highlights
- Competitor reviews
- Media event
- Twitters
Congresses

- Highlights in Chicago
  - Industrial action
  - The shining
  - Amputation
  - Fruit bowl
- Blue Peter poster and crushed binders
  - Room service burgers and hotel breakfasts
- Long weekend in Delhi
New Media

- Interactive CD-ROMs
- Web-based resources
- Webcasts
- i-Pad applications
Top tips

- Try and get a job description
- What are your strengths?
- Do your research
- Ask questions
- Stretch yourself
- Try and see the city

Start that career in account management, make a difference and enjoy yourself!
Thank you!

Any questions?