

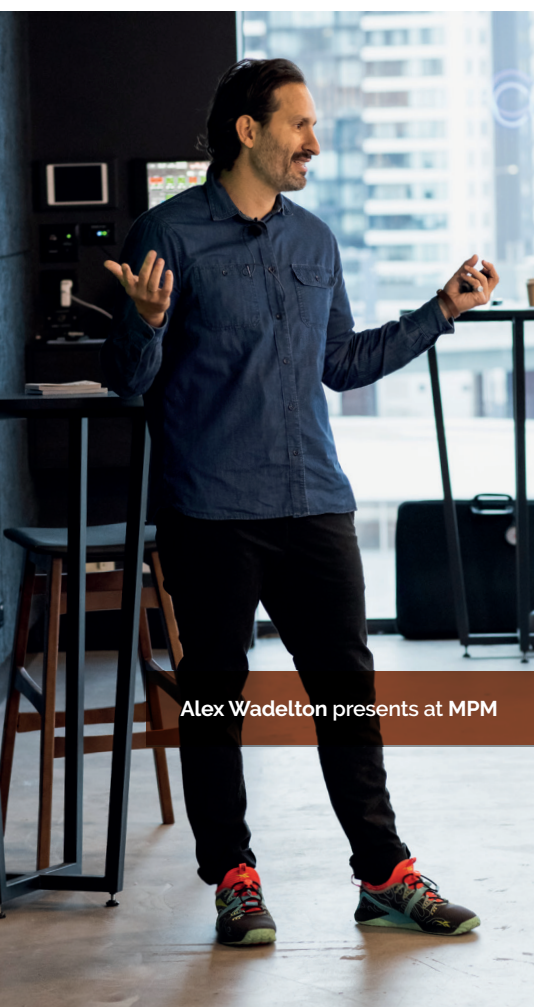
Your mpm

 **MPM** Melbourne
Pharma Marketing
Professional Development & Networking Group

June 2022

MPM opens minds to creative thinking

WITH ALEX WADELTON AS KEYNOTE SPEAKER, THE MELBOURNE PHARMACEUTICAL MARKETING GROUP WERE TREATED TO A FASCINATING AND ENLIGHTENING PRESENTATION ON THE POWER OF CREATIVITY IN MARKETING AND BUSINESS. NOW IN ITS 7TH YEAR, 52 MARKETERS FROM MELBOURNE-BASED PHARMACEUTICAL COMPANIES GAVE WADELTON AN ENTHUSIASTIC AND APPRECIATIVE RECEPTION.



Alex Wadelton presents at MPM

Held on Wednesday 8th June at CreativeCubes.Co in South Melbourne over a working breakfast, the MPM meeting was cited a major success.

Alex Wadelton's presentation titled 'The Power of Creativity for your Business' reacquainted the audience with the priceless role of creativity in business innovation, longevity, and capacity to affect positive change across the world. To begin, Alex presented an uncomfortable fact: the reality of declining human capacity for creativity with age from birth where research reveals that at 5 years of age 98 percent of people are considered to be highly creative (at genius level) but by the age of 10 only 30% of people are still considered highly creative, and alarmingly by adulthood only 2% are still considered to be highly creative. Non-creative thinking, it appears, is a learned behaviour.

Given many of the most successful companies in the world today - Apple, Tesla, Google, Amazon - are focussed on creativity, the world and our own businesses clearly need more of it. Maximising opportunity frequently

harnesses great creativity. To simply illustrate the point Alex presented some of the 'Runners-up' in the competition that was run to select the design of the Sydney Opera House. Thankfully, with all the benefits bestowed on Sydney and Australia since and way into the future, high creativity won out! The principle applies to all our businesses. Alex then took his audience on an enlightening exercise of how to improve our own creative capability, and through it, our capacity for competing in a highly competitive business world. A fascinating and rewarding presentation!





Sylvie Jemali opens MPM and welcomes Alex Wadelton as keynote speaker



Alex Wadelton presents 'The power of Creativity in Your Business'

Melbourne Pharma Marketing Group (MPM): how it works

Responsible for the organisation of **MPM** is a steering committee of highly experienced pharma marketers, from across the breadth of industry and limited to one per company. The committee is chaired by one of them on a rotational basis. The chairperson for the successful recent meeting was Sylvie Jemali, Marketing Manager at Glutagen.

The steering committee is responsible for determining topics and invited speakers on the basis of relevance, educational value and interest to pharma marketers.

Sponsors Gavin Walsh, GM Princeton Health and Simon Davies, MD Bastion Brands took a moment to express their organisations' commitment to ongoing support for funding MPM.

Our sincere thanks to both.



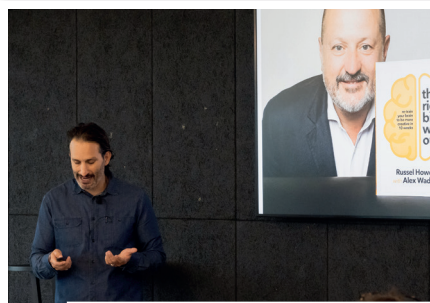
The Steering Committee is:

- **Berkan Akyol** - (Chiesi)
- **Olivia Eckel** - (Gilead)
- **Sylvie Jemali** - (Glutagen)
- **Chris Downes** - (GSK)
- **Rob Williams** - (Seqirus)
- **Sunny Dhillon** - (Seqirus)
- **Gavin Walsh** - (Princeton, Platinum partner)
- **Simon Davies** - (Bastion Brands, Gold partner)

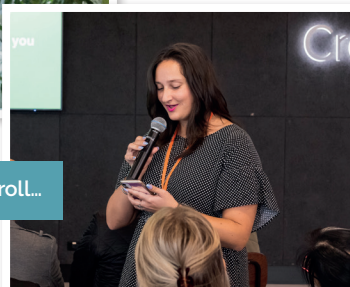




Question Time



And the questions roll...



LinkedIn Group

The **Melbourne Pharma Marketing** LinkedIn Group enables members to be kept informed of events and developments around **MPM**. There are now more than 150 MPM members. You are invited to join by sending a request through LinkedIn. Just search for Melbourne Pharma Marketing Group and click on **'Join'**.

Sponsorship

There are two financial sponsors of **MPM, Princeton Health and Bastion Brands**, who are responsible for the funding of quality speakers, staging and logistics associated with events. Together they bring a formidable experience of the pharmaceutical industry, coupled with invaluable expertise in organising and delivering such events to a proven standard of excellence.

We extend our sincere thanks to both of these companies for their support enabling procurement of speakers of such high quality to be available to the **MPM** meetings.

Reciprocal Membership

Following establishment of the Sydney Pharma Marketing Group in October 2018, you are now cordially invited to attend meetings of the **Sydney Pharma Marketing Group** whenever you are in Sydney, when it fits into your schedule. You will be kept informed of upcoming events in both cities through LinkedIn. Another great reason for joining **MPM**!

Sylvie Jemali closes another successful and stimulating MPM



Next Meeting: Speaker Greg Hunt!

'The Honorable Greg Hunt, former Minister for Health will be the keynote speaker at the next MPM meeting which will be held on Tuesday 11th October, 2022.

An event not to be missed.

As Minister for Health from 2017 to 2022, Greg Hunt oversaw Australia's response to the global COVID-19 pandemic, established Telehealth as a permanent and universal centrepiece of Medicare, reformed private health and established long-term plans for mental health, aged care, medical research and primary care and listed over 2,000 medicines for public access.

Be sure to put the date in your calendar now and come with your questions.

To book your tickets now, go to: melbournepharmamarketers.com.au





Networking opportunities abound at MPM



If you attended **Alex Wadelton's** presentation at **MPM**, we trust that you enjoyed it.
If you missed it, we hope to see you at the next **MPM** in October for **Greg Hunt**!

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**WHERE
SCIENCE &
EMOTION
COLLIDE**