Tuesday, October 17, 2017

10:00 – 11:30 am

Gaylord Palms Resort & Convention Center

**Implementation Planner**

Introduce Yourself: Developing Your Pharmacy Branding Message to Make Profitable Connections

Jay Williams, Marketing Communications Lead, CPESNSM USA

**Pharmacist and Pharmacy Technician Learning Objectives:**

Upon completion of this activity, participants will be able to:

1. Discuss the importance of creating a clear message for the value of your brand for potential partners and customers.
2. Outline the process of establishing marketing targets based on their needs and desires.
3. Create a messaging map that describes your value and creates your plan for capitalizing on opportunities.

**Slides and resources to share with your team can be found at** [www.ncpanet.org/convention](http://www.ncpanet.org/convention)

**Disclosures:**

Jay Williams declares no conflicts of interest or financial interest in any product or service mentioned in this program, including grants, employment, gifts, stock holdings, and honoraria.

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**What do you want to walk away with from this session?**

**Notes:**

**Take-Away Points:**

**Questions that I have:**

**Speaker Bio:**

An enthusiasm for helping businesses improve their go-to-market strategy and a strong belief in independent community pharmacists collided for **Jay Williams** nearly 20 years ago. Since then, he has been working directly with independent community-based pharmacy owners to help them tell their story. As the Director of Marketing Communications for CPESN USA and a Consultant for Creative Pharmacist, Jay continues along that journey.

Prior to joining CPESN USA, Jay served as the Vice President of Marketing for Prescribe Wellness, Vice President of Marketing for Cardinal Health, and Director of Marketing for AmerisourceBergen. In each of these roles, he was responsible for all of the marketing strategy and communications deliverables impacting independent community-based pharmacies.

After earning his Bachelor’s degree in marketing from Ohio Northern University, Jay began his career working as a writer and proofreader for a small advertising agency in his hometown of Dublin, Ohio.