

OPENING KEYNOTE

9:40 AM - 10:05 AM



Mary Sheehan
VP, category solution, Disney
Advertising
The Walt Disney Company



Katrina Gary
Senior director, patient
marketing and engagement
Argenx

For pharma marketers, MM+M Media Summit is valuable because it's focused on the media, measurement and technology decisions that are reshaping commercial strategy — not just broad marketing trends. The agenda emphasizes practical challenges around AI adoption, privacy, omnichannel media, retail media, connected TV (CTV) and performance measurement.

Why Pharma Marketers Should Attend:

- **Learn how AI is changing media planning** - Hear how leading pharma brands are moving beyond AI pilots to real-world implementation and measurable business impact.
- **Prepare for a privacy-first future** - Understand how to reach HCPs and patients as regulations evolve and traditional targeting becomes more challenging.
- **Build smarter omnichannel strategies** - Learn how to connect fragmented channels — including CTV, social video and retail media networks — for a more unified customer experience.
- **Rethink measurement** - Discover the emerging metrics and approaches marketers are using to prove media effectiveness in today's complex environment.
- **Hear from industry leaders** - Gain practical insights from pharma, agency and media executives tackling the same commercial challenges you're facing.
- **Network with decision-makers** - Connect with peers and partners across the pharma marketing and healthcare media ecosystem.

GET TICKETS**LEARN MORE ABOUT THE CONFERENCE****Event information + Ticket fees:****Standard Individual Ticket: \$629****Pharma: FREE****Event date: October 29, 2026****Event time: 8:00 AM - 6:00 PM****Event location: Convene, One Liberty Plaza****1 Liberty Street****New York, NY 10006****Thank you to our sponsors!****Avalere Health™**
EVERY PATIENT POSSIBLE.**haylo****CMI**
MEDIA GROUP**PERFORM**
MEDIA **FLORA™** **Wolters Kluwer****Questions?****Questions about the event:**

Please contact Amanda Hassler at
amanda.hassler@haymarketmedia.com

Questions about complimentary pharma tickets:

chaeli.marinelli@haymarketmedia.com

Questions about sponsorship:

Please contact Molly Sawyer at
molly.sawyer@haymarketmedia.com

Please contact Mark Siebel at
mark.siebel@haymarketmedia.com

Please contact Tyler Glavocich at
tyler.glavocich@haymarketmedia.com



Haymarket Media, Inc.

275 7th Ave, 10th fl, New York, NY 10001

[Privacy Policy](#) | [Terms & Conditions](#)

To unsubscribe from messages on Live Events/Recognition Programs/Awards,
[click here](#) to manage your MM+M email preferences.

[Unsubscribe](#) from all emails from MM+M.