

Lions Health adds speakers

The upcoming Lions Health Awards at Cannes, 13 & 14 June 2014, has added more speakers to its lineup.



Leerom Segal

Leerom Segal, president and CEO, Klick Health and Dr Ron Cohen, founder and CEO, Acorda Therapeutics will share insights from Google, Whole Foods and other major brands to discuss the power of data to revolutionise healthcare and creativity. This seminar will discuss how industry can outperform the competition (and the machines) by reaching a new state of 'informed intuition', where data becomes a creative's sixth sense.



James Chase

James Chase, editor-in-chief, Medical Marketing & Media and speakers Matt Brown, GM, ICC Lowe and Alison Woo, director, Social Media, Bristol-Myers Squibb will discuss the agency/client relationship in the face of the continuing transformation of the pharmaceutical industry. Chase will chair a lively debate between healthcare agency executives and senior pharmaceutical marketers on managing expectations, choosing the right partner and what it takes to cultivate a relationship in which both parties win.



Kathy Calvin

Kathy Calvin, president, CEO, United Nations Foundation together with HE Toyin Saraki, former first lady, Kwara State Nigeria and founder of Wellbeing Foundation will present a thought-provoking seminar exploring the importance of creatively engaging consumers to stimulate demand for health products and services that will result in saving the lives of millions of women and children around the world.



Jacques Séguéla

France's foremost adman, Jacques Séguéla, founder of Havas is joining the speaker line-up for the Havas Health seminar that will explore the art of narrative methods in healthcare communications. Having started his career as a pharmacist, he went on to create campaigns such as Club Med's the best idea since the invention of happiness; Vuitton's the spirit of travel; and Dunlop's love-torture-test.

For more information, go to www.lions-health.com.

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