



IATI MARKETING MANAGERS FORUM

For marketing professionals in the life science and Hi Tech

New Trends in Medical Marketing

May 15 2014, 8:30-11:00

WHERE :

The Academic College of Tel Aviv-Yafo, 2 Rabenu Yeruham St.
Management and Economics building, 1st floor

Plenty of free parking

AGENDA :

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|---------------|---------------------------------------------------------------------------------------------------------------------------|
| 08:30-09:00 | REGISTRATION & NETWORKING |
| 09:00 - 09:15 | OPENING WORDS & ATTENDEES INTRODUCTION Karin Mayer Rubinstein CEO, IATI |
| 09:15 - 10:00 | ONE IN A HUNDRED: HOW TO STAND OUT IN A COMPETITIVE ENVIRONMENT Daniel Berliner CEO, Berliner Design |
| 10:00 - 10:45 | DIGITAL MARKETING IS DEAD. LONG LIVE DIGITAL MARKETING! Uri Goren General Manager and Blogger, e-pochondriac |

FREE REGISTRATION : by May 13, 2014

priority given to IATI members

[To join IATI - join here](#)

Seats are very limited. **Please register here**

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