
From: Richardson, Michael
To: Vitoc, Vlad
Sent: 8/8/2006 3:48:14 PM
Subject: FW: Launch Document
Attachments: FENTORA Sales Launch Meeting_8-6-06.doc

Michael H. Richardson
Group Director, Marketing
Cephalon, Inc.
41 Moores Road
Frazer, PA 19355
(610) 738-6683

From: Napoletano, Matthew
Sent: Tuesday, August 08, 2006 9:59 AM
To: Richardson, Michael
Subject: Launch Document



FENTORA Sales Launch Meeting

Logistics

- **Date:** August 21-25
- **Location:** Las Vegas
- **Facility:** Lake Las Vegas Hotel (Hyatt)
- **Leads:** Paul Vandevere & Dan Scott

Meeting Goals

- Best launch meeting in Cephalon history
- Effectively educate the Field Force on product knowledge in a highly motivation environment
 - Provide “Wow Factor” in a high energy, engaging, entertaining format
 - Inspire & motivate sales force
 - Program toward MTV Generation – dynamic, fast paced to retain attention (Anti-ADD)
 - Provide for rep involvement
 - Provide FUN factor – entertainment factor (not short on humor)

Meeting Objectives (takeaways)

- Provide ACTIQ closure – build on ACTIQ success & transition to FENTORA (close book on ACTIQ)
- Enhance product knowledge
 - OV Technology
 - PI and Clinical
 - Differentiate vs ACTIQ
 - RiskMAP
- Improve selling skills
 - Practice detailing – story flow
 - Learn to answer FAQ
 - Learn to handle objections
- Develop Plan of Action
 - Right messages – ACTIQ users at launch
 - Right targets – convert ACTIQ loyalists
 - Right frequency

Meeting Theme

“A Change is going to come... Effervescent Speed”

- See ADM concept document for details
- Need to incorporate throughout the meeting – common thread tying everything together
- All transitions should incorporate theme

ROLES & RESPONSIBILITIES

- **Core Planning Team:**
 - Paul Vandevere – Meeting Planning
 - Dan Scott – Sales Training
 - Cynthia Condodina – Sales Training
 - Randy Spokane – Sales Force
 - Chandler Tatum – Sales Force
 - Michael Richardson – Marketing
 - Terry Terifay – Marketing
 - Matt Napoletano – Marketing
 - Paula Castagno – Marketing
 - Dan Winkelman – Marketing
- **Internal Consultants:**
 - Mike Mulholland
 - Roy Craig – Sales
 - Chuck DeWilt – Sales Force

- Joe Datin – Sales Force
- Lynne Brookes – Marketing
- Content Development: General Session – Brand Team & ADM (CCX – Jim Welsh?)
Workshops – Sales Training & ADM
- Production: Carol Gentile: 516-484-6900 (W)
516-532-5996 (C)
Janine Hobbes: 516-484-6900 (W)
516-610-3342 (C)

Speakers

- **Internal Speakers:**
 - Corporate Message: Michael Mulholland
 - Marketing Messages: Lynne Brookes (commitment to Pain – Hx of ACTIQ, franchise commitment)
Michael Richardson (strategic vision)
Terry Terifay (theme, meeting overview, product overview vision)
Paula Castagno (Messaging & Tools)
Dan Winkelman (Messaging & Tools)
 - Sales Messages: Roy Craig (congrats, product portfolio, importance of PCS, forecast)
Randy Spokane & Chandler Tatum (congrats, motivational, targeting & sales expectations)
 - Clinical Messages: John Messina, PharmD
Arvind Narayana, MD
- **External Speakers:**
 - Docs: Neil Slatkin – clinical trial experience
Haresh Jhangiani – clinical trial experience
Jeff Gudin – clinical practice – FENTORA vs Actiq

Components

- **Videos**
 - Monday:
 - Looping video - ACTIQ through the years
 - Tuesday:
 - Change Montage
 - Opener (Fantastic Voyage – change from ACTIQ to FENTORA capped with effervescent reaction)
 - Media Montage (media coverage from acquisition to approvable)
 - CIMA Scientists (FENTORA inception & formulation changes)
 - Transition Videos
 - Glengarry Glenn Ross
 - A Few Good Men
 - Talk Show – David Letterman & Jay Leno
 - Man-on-the-street Rep Questions (5-10)
 - Stupid Actiq tricks
 - Other
 - Closer (elements from change video w/ upbeat music)
 - Wednesday:
 - Validation – key takeaways & rep montage from previous day
 - Patient & Investigator Testimonial Video
 - Jhangiani
 - Slatkin
 - Highlight video (components of entire meeting – quotes, takeaways, & rep excitement at meeting)
 - Bob Roche message
 - Napoleon Dynamite – TBD - dance video to kick-off the party
 - In-Room
 - Bob Roche Welcome

- Joe Datin & Chuck DeWilt message – 3 pillars, importance of product knowledge
- John Messina – clinical overview
- Taylor Testimonial Video
- Highlight Real
- Media Montage
- **ACTIQ Funeral – <1hr**
 - Outline
 - Dinner – 1hr
 - Procession – 5min
 - Welcome/Salutations – 5min
 - Eulogy
 - Rep Memories/Eulogies – 12min
 - Lynne Brookes – 10 min
 - Eulogy
 - Andy Pyfer – 5min
 - Michael Richardson – 5min
 - Toast
 - Step Dancers – 10 min
 - Props
 - Coffin
 - Flowers
 - Framed Actiq Pictures
 - Actiq Family Album
 - Sign-in Book
- **Tue General Session – 2hrs**
 - Outline
 - Opener – 5min
 - Welcome – 5min
 - Few Good Men Video – 5min
 - Bubbleologist – 5min
 - Roy – 10min
 - Lynne – 15min
 - Media Montage Video
 - Strategic Overview – 15min
 - GG GR Video
 - Bubbleologist – 5min
 - Talk Show – 50min
 - Walk out Video – 5min
 - Talk Show Outline
 - Outline
 - TBD
 - Props
 - Video of Reps for Man-on-the-street
- **Wed General Session – 1 1/2 hrs**
 - Opener Video – 5min
 - Welcome/Intro – 5min
 - Clinical Overview – 15min
 - Testimonials
 - Dr J – 10min
 - Dr Slatkin – 10min
 - FENTORA in Practice (vs Actiq) – 15min
 - Clinical Panel – 30min
- **ARS usage**
 - Risk Map Session (area or regional competition)
 - Workshop session (?)
- **Entertainment**
 - Fan Yang (Bubble Dude)

- Mentalist
- DJ (killer)
- Bag Pipers
- Step Dancers
- **Workshops**
 - PI Clinicals, OV Technology
 - Putting it all together (detailing & objection handling)
- **POA**
 - Targeting/Profiling

Time	Min	Segment	Description	Responsibility
Monday, August 21st				
7:00 - 2:00 pm		Sales Management and Sales Representatives arrivals		
1:00 - 4:00 pm		Sales Management Meeting	Meeting Overview & Preparation	Terry & Cindy
1:30 -5:00 pm		Sales Oncology Meeting		
6:30 -12:00 am		Opening Reception Dinner	ACTIQ Wake - bring closure to ACTIQ w/ levity	Paula & ADM
	60	Dinner - Video: Actiq Montage		
	5	Procession	Priests (Randy & Chandler, morners, casket, bag pipers (Roy)	
	5	Welcome/Salutations	Randy & Chandler	
	15	Rep Eulogies	Original Actiq reps read a couple lines	
	10	Lynne Brookes	Lynne kudos to Andy Pyfer	
	5	Andy Pyfer		
	5	Michael Richardson	Bust on Andy, up for the challenge, toast	
	10	Irish Step Dancers	Irish Step Dancers	
Tuesday, August 22nd				
7:00 - 8:00 am		Breakfast		
8:00 -10:00 am		FENTORA Launch Marketing General Session		
	0	Video: Change Montage	Change montage video playing when doors open	ADM
	3.5	Video: Fantastic Voyage Opener & Bubble Fountain	3D animation video with "WOW Factor" depicting change. ACTIQ to FENTORA, & Effervescent Speed	ADM, Matt & Brand Team
	5	Terry Welcome	Explain theme, meeting overview, set-up Few Good Men	Terry
	5	Bubbleologist	Fang Yang performs Vegas style bubble act	ADM
	8	Video: A Few Good Men	Terry sets up video	ADM
	2	Transition: Bubbleologist	Bubbleologist produces Roy Craig	ADM
	10	Roy Craig	Recognize importance of PCS - built BTP market Time to change & refocus our efforts. How far we've come & where we're going	Matt, Terry, & ADM
	15	Lynne Brookes - Video: Media Montage	Recognize importance of PCS - built market. Set stage for FENTORA via market conditioning (PR is one example). Introduce Michael	Matt, Terry, & ADM
	15	Michael Richardson Strategic Overview - Video: Glengarry Glenn Ross	Working Assumpt Timelines, critical path milestones, commitment to growing pain franchise, development plan teaser, Mkt-Sales synergy	Michael & ADM
	2	Transition: Bubbleologist	Bubbleologist distraction as change scene	ADM
	50	Talk Show - Marketing Strategy & Tactical Segment w/ Randy, Chandler, & Brand Team	Creative format to review key targets, key messaging & an overview of available tools Provide overview of workshops	Paula, Brand Team, Randy, Chandler & ADM
	5	Paula Castagno - Closer (takeaways & housekeeping)		
	5	Video: Jay walking		ADM
	0	Video: Walkout - Change Montage	Change montage video playing for walk-out	ADM
10:00-10:30 am		Break		

Time	Min	Segment	Description	Responsibility
Tuesday, August 22nd (cont)				
10:30-12:00 pm				
		Workshop - 1st Rotation		
		Package Insert (Black Box, Description, Clinical Pharmacology and Pharmacokinetics)	Group A	
		Package Insert (Clinical Trials)	Group B	
		Package Insert (Indications and Usage, Contraindications, Warnings, Precautions, Adverse Reactions, Dosage and Administration)	Group C	
12:00 - 1:00 pm		Lunch		
1:00 - 2:30 pm				
		Workshop - 2nd Rotation		
		Package Insert (Black Box, Description, Clinical Pharmacology and Pharmacokinetics)	Group C	
		Package Insert (Clinical Trials)	Group A	
		Package Insert (Indications and Usage, Contraindications, Warnings, Precautions, Adverse Reactions, Dosage and Administration)	Group B	
2:30-3:00 pm		Break		
3:00 - 4:30 pm				
		Workshop - 3rd Rotation		
		Package Insert (Black Box, Description, Clinical Pharmacology and Pharmacokinetics)	Group B	
		Package Insert (Clinical Trials)	Group C	
		Package Insert (Indications and Usage, Contraindications, Warnings, Precautions, Adverse Reactions, Dosage and Administration)	Group A	
4:30 pm - 5:30 pm		Review Recap Video		
6:00 pm - 12:00 am		Hospitality Suite		
Wednesday, August 23rd				
7:00 - 8:00 am		Breakfast		
8:00 - 9:30 am				
		KOL Panel	General Session	
	5	Video: Validation Opener		ADM
	7	Michael Richardson - Welcome Recap & Intro Clinical - Video: CIMA Video (inception & formulation changes)	Introduce & give kudos to Clinical, Tie back to strategic discussion & the impetus for change	Michael Richardson
	15	John Messina	Explain benefit of comprehensive development plan based on learnings from ACTIQ Top line review of PK/Pivotal Trail Top line review of non-CA Provide investigator feedback & intro investigators	Matt & John Messina
	10	Testimonial - Dr Jhangiani - Video: Jhangiani Testimonial	Investigator experience with FENTORA from the trials - impact on patients & patient feedback	Matt, Terry, John Messina
	10	Testimonial - Dr Slatkin - Video: Slatkin Testimonial	Investigator experience with FENTORA from the trials - impact on patients & patient feedback	Matt, Terry, John Messina
	15	Dr. Jeff Gudin - FENTORA in Practice		Matt, Terry, John Messina
	30	Clinical Panel & Q&A	Jhangiani, Slatkin, Gudin, & Narayana	Terry, Matt, & John
	2	Michael Richardson - Closeout & Housekeeping	Clinical summary & pick-up key pads	Michael & ADM
9:30 - 10:00 am		Break		
10:00 to 12:00 pm		RiskMap	4 Day Weekend - risk skit Area/Regional Competition w/ ARS Summary/takeaway messages	Sales Training, Mktg, & ADM
12:00 - 1:00 pm		Lunch		

Time	Min	Segment	Description	Responsibility
Wed, August 23rd (cont)				
1:00 - 2:00 pm		Workshop - Putting it all together - objections part 1	Group A	
		Sales Operations	Group B	
		Putting it all together - objections part 2	Group C	
2:00 - 2:15 pm		Break		
2:15 - 3:15 pm		Workshop - Putting it all together - objections part 1	Group C	
		Sales Operations	Group A	
		Putting it all together - objections part 2	Group B	
3:15-3:30 pm		Break		
3:30 - 4:30 pm		Workshop - Putting it all together - objections part 1	Group B	
		Sales Operations	Group C	
		Putting it all together - objections part 2	Group A	
6:30 - 12:00 am				
		Closing Session and Evening Dinner/Event		
	5	Michael Richardson - Welcome	Welcome (power packed 2 days) & intro MM	Michael
	5	Video: Bob Roche		
	10	Michael Mulholland	Corporate Perspective (importance of Pain) Commercial Machine (Importance of synergy - working together brought us to this point), toast	Matt, Terry, & ADM
	5	Video: Highlight		ADM
	60	Dinner		
	60	Mentalist - Gerry Mc Cambridge		ADM
	2	Terry - set-up Napoleon Video		Terry
	4	Video: Napoleon Dynamite Dance		ADM
		DJ		ADM
Thursday, August 24th				
7:00 - 8:00 am		Breakfast		
8:00 - 8:45 am		PCS East Regional Meeting		
		PCS West Regional Meeting		
8:45 - 9:00 am		Break		
9:00 - 12:30 pm		PCS POA Meetings		
8:00 - 12:00 pm		Oncology Sales Training sessions (2 rooms)		
12:00 - 2:00 pm		Box Lunch		
Afternoon		PCS Departs		
		Oncology POA Meetings		

FEBT SALES LAUNCH MEETING BUDGET	
Estimates from Paul Vandavere & Dan Scott (high estimates)	\$750,000
Standard Meeting Logistics	\$600,000
Misc Production Costs (set-up, etc. per PV)	\$150,000
ADM Estimate Breakdown	\$651,450
Production / Environment & Staging Package	\$325,600
Runway to Satellite Stage	\$3,500
Creative Support Package	\$96,200
Welcome Reception Staging Package	\$24,800
Workshop Management & AV Support	\$22,600
Opening 3D Video Creative Production	\$93,800
Creative Recommendations (line items):	\$84,950
ACTIQ Funeral (including video)	\$17,150
ACTIQ Funeral Bagpipers	\$3,000
ACTIQ Funeral Step Dancers	\$4,000
Welcome Reception Live DJ	\$1,000
Fan Yang Bubbleologist Performer	\$8,500
A Few Good Men Video	\$8,600
Glengarry Glenn Ross Video	\$4,200
ARS keypads	\$5,000
Evening Gala Entertainment - Gerry Mc Cambridge	\$11,500
Evening Gala Entertainment - local DJ	\$1,000
Post Event Interactive DVD	\$18,500
Highlight recap video	\$0
FbTv - 3 programs produced, shot & edited on site	\$0
Dr / Pt testimonial video on-site & post-production	TBD
CIMA scientific video location-production	TBD
Napoleon Dynamite Video	\$2,500
Additional Marketing Costs:	\$187,100
Dr Honorarium	\$25,000
Ancillary Videos (e.g. Wake Montage)	\$30,000
Room Drops:	\$132,100
IPOD Case with Speakers	\$6,250
Sparkling Wine in Wine Bag	\$6,250
Leather Journal w/ pen	\$3,000
Spa Kit	\$4,500
Personalized Note Pads	\$7,100
IPOD	\$105,000
Total Estimated Budget	\$1,588,550

File Provided Natively

File Provided Natively

File Provided Natively

File Provided Natively