



EWMD International Conference 2017
“Brave New Media World – a subject of daily challenges”
September 22-24, 2017 in Ingelheim / Germany

Workshop 2:

The Transformation of Corporate Media Relations

Gone are the days when we would write a press release in the Corporate Communications department and fax it to all target media outlets. These days, any modern communications team worth its salt follows a two-pronged approach using both analogue and digital communications. At Boehringer Ingelheim, we still provide all conventional communication materials as well as websites in a variety of languages and, of course, social media channels such as Facebook, Twitter, YouTube, Pinterest, Instagram and LinkedIn. We are proud to count ourselves among the trendsetters in the pharmaceutical industry, trying out new tools such as Facebook Live, multimedia storytelling on external platforms and the use of Chatbots. Social media involvement is the new currency by which we measure the success of our activities. Actively engaging our users and speeding up our response times while observing all relevant legal requirements are fundamental elements of our work. A fascinating task focusing on the most important topic for everyone: health.

Judith von Gordon – Head of Media & PR, Boehringer Ingelheim