



EyeforPharma launches its 7th annual Pharma Marketing ROI Congress, October 25-26th, Barcelona

London, UK. - June 19, 2007 - EyeforPharma, the global source of information and education for the pharmaceutical industry, announced today the official launch of its 7th annual Pharma Marketing ROI Congress.

There are now 25 experienced marketing professionals speaking, from Pharma and beyond, representing a general desire to learn from both within and outside the industry. These professionals will be presenting challenging new ideas and many hard-hitting case studies.

The full brochure is available to download now at www.eyeforpharma.com/marketing07/tw

Keynote speakers at the 7th annual Pharma Marketing ROI Congress will include: Pankaj Oza, **Global Marketing Director**, Norgine; Fonny Schenck, **Executive Director CRM**, Janssen-Cilag; Malcolm Allison **Head of Strategic Marketing**, Actellion; James Macdonald, **Marketing Director**, Organon; and Keith Allan, **Head of Global Advocacy**, Novartis.

The event itself will comprise over 20 presentations, 3 panel sessions, 12 roundtables, 2 workshops, a networking evening and an exhibition. Some of the topics that will be explored at the Summit will look at building a successful global brand, measuring complex campaigns, and improving customer value with your campaigns. Other issues that will be discussed include change management and decision making based on ROI, eMarketing, alternatives to congress marketing, journal marketing, campaign integration, sales and marketing integration, as well as training and development.

Maritta Sauer, Head of Business Intelligence at Orion Pharma thinks that this is: "an exceptional opportunity to share hands-on knowledge and brain-storm best practice." While Malcolm Allison, *Head of Strategic Marketing*, Actellion, claims: "The Pharma Marketing ROI Congress is an important annual event for strategic thinkers to discuss future-facing strategies and to drive change within the pharma marketing world."

Mark Walker, the Director of the event says: "This year, a congress dedicated to pharma marketers seems more vital than ever before. It makes sense that as sales reps become less effective, pharma companies have no choice but to make better use of their other marketing channels – and this is precisely what the Marketing ROI Congress will help them achieve."

EyeforPharma is offering discounts to those who secure their place at the Summit early, with €400 deducted from the original price of the ticket to anyone registering before August 24th.

Further updates, full information on presentations and speakers, as well as details on ticket options can all be found by downloading the brochure at www.eyeforpharma.com/marketing07/tw

About EyeforPharma

EyeforPharma is a leading global source of information for the pharmaceutical industry. Its reputation has been built on quality, in-depth conferences that have distinguished it from its competitors by the depth and breadth of research it puts into each conference to ensure the hottest and most pertinent issues of the industry are being covered. Months are spent talking directly to senior executives in the industry, as well as relevant consultants, journalists and well respected solutions providers.

EyeforPharma also provides a fortnightly newsletter to over 11,000 leading executives from every major pharmaceutical company in the industry, as well as to leading consultants, sponsors and academics. The EyeforPharma wiki, launched last month, highlights the company's dedication to improving the communication between people in the industry and driving further learning and development within it.

Please visit www.eyeforpharma.com to find out more about us or contact:

Mark Walker
Global Event Director
eyeforpharma
+44 (0) 207 3757 201
US Toll Free: 1 800 814 3459 ext. 323
Email: mwalker@eyeforpharma.com

Website: www.eyeforpharma.com/marketing07/tw