

## **EyeforPharma announces new speakers and podcast series for their Pharma Marketing Congress**

London, UK. -30 August 2007 -EyeforPharma, the global source of information and education for the pharmaceutical industry, announced today that they have recruited new speakers for the 7<sup>th</sup> annual Pharma Marketing ROI Congress in Barcelona on 25<sup>th</sup> and 26<sup>th</sup> October.

Since launching the conference, 3 excellent and insightful pharma executives have agreed to speak at Marketing ROI. They are:

- Marta Wieldonk, Global Brand Manager, Novartis
- Paul Hooper, Marketing Director, Lundbeck
- Dave Clarke, Global eMarketing Manager, Established Brands, Astra Zeneca

In addition, EyeforPharma warmly welcomes the participation of IMS as Global Sponsors.

The latest updated brochure is available to download now at

[www.eyeforpharma.com/marketing07/tw](http://www.eyeforpharma.com/marketing07/tw)

EyeforPharma are also working with their Gold Sponsors DigiRedo to produce a series of insightful podcasts with leading thinkers in the pharma industry. The first, with Fonny Schenck, is set to be ready before the end of August, with more to come in September. Updates will be sent to anyone asking to be kept updated: <http://www.eyeforpharma.com/marketing07/info.shtml>

EyeforPharma's Early Bird discount is also set to expire soon, on September 28<sup>TH</sup> with the €200 discount.

The secure registration page is:

<https://secure.firstconf.com/pharma/marketing07/register.htm>

Further updates, full information on presentations and speakers, and details on ticket options can all be found by downloading the brochure at

[www.eyeforpharma.com/marketing07/tw](http://www.eyeforpharma.com/marketing07/tw)

### About EyeforPharma

EyeforPharma is a leading global source of information for the pharmaceutical industry. Our reputation has been built on quality, in-depth conferences that have distinguished themselves from competitors by the depth and breadth of research we put into each conference to ensure it is covering the hottest and

most pertinent issues of the industry. Months are spent talking directly to senior executives in the industry, as well as relevant consultants and journalists and well respected solutions providers.

EyeforPharma also provides a fortnightly newsletter to over 11 thousand leading executives from every major pharmaceutical company in the industry, and of course consultants, sponsors and academics as well.

The EyeforPharma wiki, launched last month, highlights our dedication to improving the communication between people in the industry and furthering learning and development within it.

Please visit [www.eyeforpharma.com](http://www.eyeforpharma.com) to find out more about us.

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