



Conference Agenda

Sunday, March 8, 2009

1:00-6:00pm	Conference Registration		
2:15-3:15pm	Identify Drivers of Managed Care Plan Utilization Hong Jin, Analytic Partners Nancy Smith, Analytic Partners	Maximizing your Brand's Potential through Brand Equity Modeling Justin Edge and Joanne French, Knowledge Networks, Inc.	Leveraging Comprehensive Brand and Market Knowledge for Success in a Challenging Environment Mike Nestler, AlphaDetail
3:15-3:45pm	Break	Break	Break
3:45-4:45pm	A Day in the Life: Using Video Diaries to Capture Insights and Advance Your Brand Larry Anderson, MedImmune Carla R. Lewandowski, Insight Research Group	Does a Spoonful of Sugar Really Help the Medicine Go Down? Save Time & Money with Hypothesis-driven Research to Assess Product Formulation Options Suzanne Litke and Jill Glathar, Ph.D., National Analysts Worldwide	Small Budgets, Small Pipelines - Emerging Trend for Big Pharma, Old Hat for Biotech Ryan Fisher, Vertex Pharmaceuticals

Evening Networking

5:00-6:00pm	New Member Reception
6:00-8:00pm	Reception & Dinner
10:00pm-12:00am	Hospitality Event



Conference Agenda

Tuesday, March 10, 2009

6:45-8:00am	Continental Breakfast		
8:15-8:30am	PMRG Welcome		
8:30-9:30am	Understanding, Influencing, and Maximizing Brand in a Digital World Where Consumers Control Content Mark Bard, Manhattan Research Michelle R. Blechman, Abbott		
9:30-10:30am	PMRG ...The Future		
10:30-11:00am	Coffee Break		
11:00am-12:00pm	Go with the (Patient) Flow – A Strategic Analysis Candace Anderson, Cephalon Sharon S. Paik, and Paul Snyderman, Ph.D., Ipsos Healthcare	Look Beyond Where the Light is Shining: Linking Convergent Streams of Data to Illuminate a Brand's Path to Success Susan Lee Simpson, Ph.D., Thomas M. Mills, Burke, Inc. and	A New Paradigm for Brand Usage and Attitude Studies: Re-Defining Both the Client/Agency Relationship and the Market Model Jonathan Kay and Jochen Ertl, TNS Healthcare
12-2:00pm	Consultant Fair with Lunch (Exhibitors' buffet opens at 11:30am)		
2:00-3:15pm	General Session <i>Lessons from Academia</i> When Global Brands Need Local Branding ... And Why? A Panel Discussion of the Pharma/Biotech Relevance of <i>"Consumer Packaged Goods in the United States: National Brands, Local Branding"</i> Winner of the 2008 Paul E Green Award for Best Article Moderator: Debbie Kossman, National Analysts Worldwide Panelists: Karl Speak, Brand Management Consultant Colleen Foley, Abbott Laboratories Wendy Mayer, Pfizer, Inc. & Miranda Gill, Celgene		
3:15-3:45pm	Break		
3:45-5:00pm	Managing a Brand Keynote: Karl Speak, Brand Management Consultant Author of "Be Your Own Brand" Featured on the PMRG OC		
5-5:15pm	PMRG Closing Remarks & The PMRG Institute Announcements Prizes Awarded (must be present to win)		
6:00-8:00pm	Reception at Wynn		
8-8:30pm 9:30-11pm 11:15pm	Shuttles Depart for Show Cirque du Soleil – Ka at MGM Grand (90 min. show) Last Bus Departs MGM for the Wynn		
8:00pm-10:00pm	Hospitality Event		