

PRC Certification Gains Recognition at Other Industry Conferences

This year the PMRG (Pharmaceutical Marketing Research Group) held its Annual National Conference at the Wynn Casino in Las Vegas. While the location was familiar to many (this is the second time the conference was held at this spectacular hotel), there was something new and different about the conference sessions....for the first time, nearly one half of the sessions (seven in total) were certified for PRC credit!



As many of you are aware, the MRA successfully launched PRC2.0, a revised version of the certification program for market researchers. As with any type of certification program, continuing education is a requirement to maintain certification. It is imperative to assist the membership in achieving needed credits to maintain their status.

While historically members have relied on receiving credits at national or regional MRA conference sessions, local chapter events, and MRA-approved webinars, it has been slightly more complicated to achieve credit from other industry conferences. If the sessions at another conference are not pre-approved by the MRA, a member needs to submit program materials for approval prior to or following the event. While the MRA has been very helpful in this process, it is still an added step for members.

Fortunately, two committee chairs of the PMRG are also PRC/MRA members; Scott Baker of Adept Consumer Testing (program Committee Chair for PMRG) and Amber Leila Jones of Schlesinger Associates (Membership Committee Chair for PMRG). With the support of Scott Lauder (Education Committee Chair of PMRG) as well as the support and assistance of Debbie Kenworthy, Stephanie Reynders, Rochelle Cinque Scott, Heidi Boyle and the entire PMRG board, the process for MRA members attending the conference was streamlined this year with pre-certified programs.

In addition to the added value for membership, it is important that PRC becomes recognized and embraced by as many industry organizations as possible to continue its' success and having certified programs at other conferences is one step in this process. Following the tradition of excellent educational offerings provided by the MRA, we look forward to future opportunities to partner with other industry organizations in providing additional resources to our membership for finding acceptable educational sessions.



Rest assured that the MRA continues to seek partnership opportunities of this nature. If, however, there are specific conferences where you feel PRC certified programs would benefit the MRA membership and would like us to investigate partnership opportunities, please contact us with your recommendation.

To learn more about obtaining PRC, please visit <http://www.mra-net.org/prc/index.cfm?p=overview> and for more information about PMRG, please visit <http://www.pmr.org/>