

Vegas Pays Off!

Barbara Gassaway, Master Moderator, The Research Group, Inc.

"My PMRG experience was amazing! The accommodations were extravagantly cool (next time you're in Las Vegas, we highly recommend the Wynn with a must-do spa visit at the Encore next door).

The conference content was so rich, it's difficult to limit my favorites to only a few presentations. If I must, I believe Ryan Fisher's (Vertex Pharmaceuticals) presentation, *Small Budgets, Small Pipelines - Emerging Trend for Big Pharma, Old Hat for Biotech*, offered insight into maximizing research budgets and highlighted some creative approaches. Richard Vanderveer (GfK Healthcare), always a dynamic speaker, and his presentation, *The Perfect Storm in Pharmaceutical Marketing Research - and What to Do About It*, provided foundational healthcare industry data that will serve as a valuable resource tool.

As I spend time conducting message development research, the presentation, *Maximizing Message Impact* by Jack Bush (Alcon Labs) and A.K. Pradeep, Ph.D. (NeuroFocus), ranks as the most enlightening presentation! Technology's market research applications are fascinating. Although not content inclusive, this serves as a strong reminder to the discovery of and probing on internal emotional cues for qualitative researchers. Jack Bush talks to how neuromarketing works: www.YouTube.com. Dr. Pradeep describes neuromarketing through short stories: www.NeuroFocus.com.

PMRG is a must-attend in 2010. I departed with a plethora of new information, lots of new industry friends, and seemingly exclusive insights into current trends in pharmaceutical market research."

- *Barbara Gassaway*

"As a first-time exhibitor, the PMRG Conference Fair exceeded my expectations! The event was extremely well-organized, yet accomplished the feeling of a relaxed professional setting.

The buzz in the exhibition room was awesome and the ambiance definitely rubbed off on attendees. The buffet and dining tables were centered in the fair, making it feel intimate. As the booths surrounded the dining area, there was an ease of interaction with attendees eager to visit each booth.

Attendees were very nice and extremely approachable. This I believe was a direct reflection of the positive attitude that PMRG promoted. I am looking forward to this event next year and seeing my new industry friends once again!"

- *Karen Hernandez, Project Manager, Observation Baltimore*

