



## For Immediate Release

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### **Marketech Helps Pharmaceutical Companies Enhance Performance in a Changing Environment**

*Dynamic Training Program Helps Convention Staff Adjust  
to Recent Changes in the PhRMA Marketing Code*

**Westboro, Mass., Feb. 17, 2009** – Convention managers and other professionals in the pharmaceutical industry are better equipped to guide their convention staff and adjust to recent changes in the PhRMA marketing code, thanks to a dynamic training program now available from Marketech, Inc. The program – “*Are You Ready: Convention Selling in a New Environment*” – is a 10 minute DVD that helps exhibit staff succeed while complying with updated PhRMA guidelines.

Pharmaceutical Research and Manufacturers of America (PhRMA) is an industry association that originally developed a marketing code of ethics – known as the PhRMA Code on Interactions with Healthcare Professionals – in July 2002. The code establishes industry-wide best practices that govern interactions between pharmaceutical company representatives and healthcare professionals.

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An updated version of the code took effect in January 2009. Among the many changes, the new guidelines prohibit the use of non-educational items – such as branded cups, pens and pads – as sales aids. Compliance is voluntary; however, most pharmaceutical companies have pledged to adopt the code.

“Recent changes in the PhRMA code impact how pharmaceutical companies and their staff function in a convention environment,” said Marc Goldberg, founder and partner for Marketech, Inc. “Exhibit staff can no longer use traditional promotional products to entice visitors to stop at the exhibit. Staffers must approach convention selling in ways that are different and perhaps a little uncomfortable. “*Are You Ready*” helps exhibit teams refocus their skills and prepare to perform effectively in a changed environment.”

“*Are You Ready*” is one in a collection of offerings from Marketech’s Exhibit Manager’s Companion series of staff training programs. It is available immediately and can be ordered in DVD format at [www.marketech360.com](http://www.marketech360.com). The cost is \$750.

“We understand budgets are tight, but we also know our clients need to get ready for PhRMA compliance right now,” said Goldberg. “We’re thrilled to help our clients continue to experience performance improvement through this new product offering.”

### **About Marketech**

Founded in 1985, Marketech, Inc. is the leader in exhibit staff training, marketing and measurement. Based in Westboro, Mass., Marketech offers a range of customized, timely and affordable on-site and computer-based programs that improve exhibiting performance and results. For more information, visit [www.marketech360.com](http://www.marketech360.com).

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