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Letters

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It's that time of year again — and I mean conference season. Between major association exhibitions, medical conferences, and smaller, intimate events the days fly by and the frequent flyer miles add up.

At the risk of dating myself, the months between April and June very much resemble the old Dunkin' Donuts commercial where I meet myself coming in as I am going out ... it's time to make the doughnuts. I'm sure there are many of you who can relate.

Despite the hectic pace, the information and insights to be gained at these events are invaluable, as are the networking opportunities. When else would one have the chance to run into Elvis and Jimi Hendrix while discussing the challenges involved with clinical-trial recruitment? Thanks to RPS for hosting a great event at the Experience Music Project (EMP) in Seattle (well worth a visit if you are in town) during The Association of Clinical Research Professional's (ACRP) annual meeting in April.

One of the key themes throughout the event centered on the concept of the "clinical-research team," and the diversity of the roles that make up the team, obstacles to effective team performance, and motivations and obstacles faced by research subjects in a variety of study types. These are important concepts that need to be understood by everyone involved in clinical studies and, by extension, patient care.

Rolling into May and June, executives face a veritable alphabet-soup offering of industry-related meetings, conventions, and expos — BIO, SPBT, DIA, etc. — and professional meetings, such as ASCO, EULAR, ASNR, and so on. (For a full list, visit imng.com/calendar.pdf.)

For many in the life sciences, the annual Biotechnology Industry Organization (BIO) annual conference is a must-attend event. This year the conference drew a



"The King" and I

You never know who you are going to meet on the road! I had the pleasure of hanging out with Elvis at RPS's "star-studded" event held at Seattle's EMP during the ACRP Conference in April.

record number of attendees and exhibitors. (And for those who were in attendance there was another pseudo-celebrity sighting: a faux-Bono.) The conference is so large that it's almost impossible to pin down one take-away, but the energy around emerging sciences, partnerships, and deal making is contagious. (Please turn to page 80 for more details.)

For others, the draw is the annual The Society of Pharmaceutical and Biotech Trainers (SPBT) conference. Stop by Booth 1000 to say hi if you'll be in Hollywood, Fla., in June.

For those involved in the clinical arena, the annual Drug Information Association (DIA) meeting has become a calendar staple. The meeting has gained such prominence that we have developed a Special Feature as a preview for the event. (Please turn to page 52.)

Smaller conferences, such as CBI's annual Forum on Patient Compliance, Adherence and Persistency, are ideal for executive thought-leader exchanges. (Please turn to page 78 for more details.)

In the meantime, I wish you happy travels and Elvis has left the building.

Taren Grom
Editor

Making a show of it...