

ON THE CALENDAR

November 18-19

2nd Annual VA * DoD * PHS

Federal Pricing and Contracts for

Bio/Pharmaceutical Companies

**Courtyard Philadelphia Downtown,
Philadelphia**

**PharmaVOICE subscribers receive \$400 discount;
register using keycode RGR396.**

Center for Business Intelligence, cbinet.com

November 18-19

West Coast Life Sciences

Compliance Congress

The Westin San Diego,

San Diego

**PharmaVOICE subscribers receive \$400 discount;
register using keycode FMH854.**

Center f

Who will be the 2011 HBA



LAST FIVE YEARS

2010

Deirdre P. Connelly
President of North America
Pharmaceuticals
GlaxoSmithKline

2009

Deborah Dunsire, MD
President and CEO
Millenium: The Takeda Oncology
Company

2008

Charlotte Sibley
Senior Vice President
Leadership Development
Shire Pharmaceuticals

2007

Meryl Zausner
Vice President and CFO
Novartis Oncology

2006

Sue Desmond-Hellmann, MD, MPH
President, Product Development
Genentech

Nominate an outstanding woman in the healthcare industry for the
**2011 Healthcare Businesswomen's Association
Woman of the Year Award**

On Thursday May 5, 2011, the 22nd HBA Woman of the Year
will be lauded. Nominations are now open for this prestigious honor.

The WOTY is an exceptional leader with an accomplished career
in healthcare. The WOTY may work for a large company, she may
be an entrepreneur, or she may lead a smaller organization.
The common denominator is that she is an inspiration to all
because of her style, presence, and leadership savvy.

Submit your nominations for the 2011 WOTY. Visit HBA.net.org,
download the nomination form and return it by the
nomination deadline of Friday December 31, 2010.

Questions? Write to WOTY@hbanet.org.



REQUIRED EXPERIENCE FOR HEALTHY CAREERS

ON THE CALENDAR



November 15-16
15 6th Pharmaceutical Meeting Planners' Summit
The Heldrich, New Brunswick, N.J.

ExL Pharma, <http://www.exlpharma.com/events/MPsummit>

November 15-16
15 Clinical Trials in CNS
Marriott Regents Park, London

Smi Group, <http://www.smi-online.co.uk/2010cnstrials4.asp>

November 15-16
15 Latin America - Understanding Regulatory Compliance
Requirements

The Dolce Valley Forge Hotel, King of Prussia, Pa.

The Center for Professional Innovation and Education,
<http://www.cfpie.com/showitem.aspx?productid=055&source=pv>

November 15-16
15 Next Generation Sequencing Congress
Radisson Edwardian, Heathrow, London

Oxford Global, <http://www.nextgenerationsequencing-congress.com>

November 15-16
15 Payor Oncology Management - How is Cancer
Treatment Changing and How Payors Should Position
Themselves

Inner Harbor Marriott Hotel, Baltimore

iiBIG, <http://www.iibig.com/P1006>

November 15-16
15 Pharmaceutical Packaging Leadership Summit
Loews Philadelphia Hotel, Philadelphia

Opal Events,
http://www.opalevents.org/conferencehtml/2010/pharmaceutical_packaging_leadership_summit_2010/pharmaceutical_packaging_leadership_summit.php

November 15-16
15 Specialty Pharma Commercial Excellence
Radisson Hotel Boston, Boston

eyeforpharma, <http://www.eyeforpharma.com/specialtypharma/index.shtml>

November 15-17
15 European Pharmaceutical Regulatory
Law Boot Camp
Flatotel, New York

American Conference Institute,
http://www.americanconference.com/pharma_bio_lifescience/emabootcamp.htm

November 15-17
15 Good Clinical Practices (GCP)
The Dolce Valley Forge Hotel,
King of Prussia, Pa.

The Center for Professional Innovation and Education,
<http://www.cfpie.com/showitem.aspx?productid=039&source=pv>

November 15-17
15 qPCR Congress
Radisson Edwardian, Heathrow,
London

Oxford Global, <http://www.qpcr-congress.com>

November 16
16 Webinar: Laboratory Investigation -
Out-of-Specification Results

ComplianceOnline,
http://www.complianceonline.com/e-commerce/control/trainingFocus/~product_id=701697?channel=pharmavoice

November 16-17
16 3rd West Coast Forum on Clinical Supply Chain
Management

Sir Francis Drake Hotel,
San Francisco

PharmaVOICE subscribers receive \$400 discount; register using
keycode HBN287.

Center for Business Intelligence, <http://www.cbnet.com/supplychainwest>

November 16-17
16 9th Annual Market
Access Summit

Four Points by Toronto Airport, Toronto

Strategy Institute, <http://www.marketaccesscanada.ca/>

November 16-17
16 Market Access and Reimbursement
for Orphan Drugs &

Rare Diseases
Philadelphia

PharmaVOICE subscribers receive exclusive 10% discount; please
email michelew@marcusevansch.com.

Marcus Evans, <http://www.marcusevansch.com/PVOrphan>

November 16-17
16 Next Generation Pharmaceutical
Sales & Marketing Summit

Inner Harbor Marriott Hotel,
Baltimore

iiBIG, <http://www.iibig.com/conferences/P1005/overview.html>

November 16-17
16 Pharmaceutical Water Systems: Contemporary
Technology & Compliance

The Dolce Valley Forge Hotel,
King of Prussia, Pa.

The Center for Professional Innovation and Education,
<http://www.cfpie.com/showitem.aspx?productid=093&source=pv>

November 16-17
16 Preparation of FDA Submissions
(INDs, NDAs, BLAs, ANDAs, Post-Approval Supplements)
and Communicating with the FDA

The Berlin Hilton,
Berlin

The Center for Professional Innovation and Education,
<http://www.cfpie.com/showitem.aspx?productid=085&source=pv>

November 16-19
16 World Generic Medicines Congress Americas 2010
The Westin Grand,
Washington, D.C.

Health Network Communications,
<http://www.healthnetworkcommunications.com/2010/genericsusa/>

ON THE CALENDAR



November 17-18
17 **4th Annual Comparative Effectiveness Research Summit for the Bio/Pharmaceutical and Medical Device Industries**

Hyatt Regency Philadelphia, Philadelphia
PharmaVOICE subscribers receive \$400 discount; register using keycode RUA982.

Center for Business Intelligence,
http://www.cbnet.com/show_conference.cfm?confCode=PC10185

November 17-18
17 **6th Annual Advanced Forum on Rx Drug Pricing Boot Camp**

Flatotel Hotel, New York

American Conference Institute, <http://www.rxdrugpricing.com>

November 17-18
17 **COPD: Novel Therapeutics and Management Strategies**

Hilton Munich City Hotel, Munich

SMi Group, <http://www.smi-online.co.uk/2010copd7.asp>

November 17-18
17 **Japan - Regulatory Filing Requirements and Compliance Processes for Life Sciences**

The Dolce Valley Forge Hotel, King of Prussia, Pa.

The Center for Professional Innovation and Education,
<http://www.cfpie.com/showitem.aspx?productid=053&source=pv>

November 17-18
17 **Strategic Outsourcing in Drug Discovery**

NH Berlin Friedrichstrasse, Berlin

Informa Life Sciences, <http://www.informaglobalevents.com/outsourcingpv>

November 17-19
17 **Pharmaceutical Serialisation and Traceability**

CCT Venues Canary Wharf, London

International Quality & Productivity Center (IQPC),
http://www.iqpc.com/Event.aspx?id=330978&utm_campaign=DiaryListing&utm_medium=weblisting&utm_source=genericdl&MAC=DLGENERIC

November 18
18 **2nd Annual Life Sciences Finance and Accounting Forum**

The Westin San Diego, San Diego

PharmaVOICE subscribers receive \$400 discount; register using keycode SHN864.

Center for Business Intelligence,
http://www.cbnet.com/show_conference.cfm?confCode=PC10176

November 18
18 **ESF 2010 – European Statistical Forum**

Hotel San Marco, Verona, Italy

EasyB, <http://www.esforum.eu>

November 18-19
18 **Effective Risk-Based Applications of Drug cGMPs and Validation Requirements for Cosmetics and OTC Drug Products**

The Dolce Valley Forge Hotel, King of Prussia, Pa.

The Center for Professional Innovation and Education,
<http://www.cfpie.com/showitem.aspx?productid=037&source=pv>

November 18-20
18 **3rd International Conference on Fixed Combination in the Treatment of Hypertension, Dyslipidemia and Diabetes Mellitus**

Brisbane Convention & Exhibition Center, Brisbane, Australia

Paragon conventions, <http://www.fixedcombination.com>

November 22-23
22 **Cell-Based Assays**

Marriot Regents Park, London

SMi Group, <http://www.smi-online.co.uk/10cellbasedassay20.asp>

November 23-24
23 **Setting Specifications**

NH Amsterdam Centre Hotel, Amsterdam

Informa Life Sciences, <http://www.informaglobalevents.com/specspv>

November 23-24
23 **Veterinary Vaccines**

Crowne Plaza Berlin City Centre, Berlin

Informa Life Sciences, <http://www.informaglobalevents.com/vetvacpv>

November 24-25
24 **Data Collection and Management in Clinical Trials Asia 2010**

Beigin Marriott Hotel West, Beijing

International Quality & Productivity Center (IQPC), http://www.clinical-trial-data.com/Event.aspx?id=341472&mac=PMIQ_Events_Title_Listing_2010&utm_source=pharma-iq.com&utm_medium=iq_partner&utm_campaign=iq_eventlist&utm_content=text&utm_term=eventpage_titlelink

November 28- December 1
28 **Pharma Sales Force MENA 2010**

Grand Millennium Dubai, Dubai

IQPC Middle East, <http://www.pharmasalesforceme.com>

November 29-30
29 **Pharmaceutical, Biotech & Vaccine – Manufacturing Outsourcing Partnerships**

Brussels

NextLevel Pharma, http://www.nextlevelpharma.com/events/view/biopharma_manufacturing_outsourcing_partnerships_2010

November 29- December 1
29 **Supplier Integration & Alliance Management**

Steigenberger Hotel Metropolitan, Frankfurt

International Quality & Productivity Center (IQPC), http://www.supplier-integration-conference.com/Event.aspx?id=349572&utm_campaign=19235.001-PharmaVoiceMagazin&utm_medium=newsletter&utm_source=www.pharmavoice.com&utm_content=&utm_term=&MAC=%%19235.001PharmaVoiceMagazin%%

November 29- December 1
29 **World Orphan Drug Congress**

Crowne Plaza, Geneva

Terrapinn,
<http://www.terrapinn.com/2010/orphandrugs/>

ON THE CALENDAR



November 30
30 Webinar: Why and How - Verification of Compendial Methods - USP <1226>
 ComplianceOnline, http://www.complianceonline.com/eCommerce/control/trainingFocus/~product_id=701752?channel=p-harmavoice

November 30- December 1
30 Filing Variations
Danubius Hotel Regents Park, London
 Informa Life Sciences, <http://www.informaglobalevents.com/fvrv>

November 30- December 1
30 Selecting and Managing CRO's
The Dolce Valley Forge Hotel, King of Prussia, Pa.
 The Center for Professional Innovation and Education, <http://www.cfpie.com/showitem.aspx?productid=086&source=pv>

November 30-December 3
30 Late Phase Drug Development World 2010
The Bloomsbury Hotel, London
 Health Network Communications, <http://www.healthnetworkcommunications.com/2010/lpdd/index.stm>

December 1
1 Medical Device & IVD Regulation in the Americas
The Rubens Hotel, London
 Informa Life Sciences, <http://www.informaglobalevents.com/americaspv>

December 1
1 Pharmaceutical Cold Chain Distribution
Marriott Regents Park, London
 SMi Group, <http://www.smi-online.co.uk/2010coldchain4.asp>

December 1
1 Good Manufacturing Practices
The Hilton Hotel, Orange County/Costa Mesa, Calif.
 The Center for Professional Innovation and Education, <http://www.cfpie.com/showitem.aspx?productid=113&source=pv>

December 1
1 Technical Writing for Pharmaceutical, Medical Device and Biotech Industries
The Dolce Valley Forge Hotel, King of Prussia, Pa.
 The Center for Professional Innovation and Education, <http://www.cfpie.com/showitem.aspx?productid=077&source=pv>

December 2
2 Clinical Trial Design for Medical Devices
The Hilton Hotel, Orange County/Costa Mesa, Calif.
 The Center for Professional Innovation and Education, <http://www.cfpie.com/showitem.aspx?productid=014&source=pv>

December 2-3
2 Drug Master Files (DMFs) - Understanding and Meeting Your Regulatory and Processing Responsibilities
The Dolce Valley Forge Hotel, King of Prussia, Pa.
 The Center for Professional Innovation and Education, <http://www.cfpie.com/showitem.aspx?productid=026&source=pv>

December 5-7
5 BioPartnering China
Shanghai Pudong Hotel, Shanghai
 TVG, http://www.techvision.com/network/biopartnering_china

December 6
6 Pricing and Reimbursement Strategies Masterclass; in association with PDCI Market Access & Novartis UK
London
 SMi Group, <http://www.smi-online.co.uk/10pnr-mc6.asp>

December 6-7
6 Forum on Academic Medical Center and Sponsor Research Collaboration
Crowne Plaza Downtown, Philadelphia
PharmaVOICE subscribers receive \$400 discount; register using keycode HPX986.
 Center for Business Intelligence, http://www.cbnet.com/show_conference.cfm?confCode=PC10052

December 6-8
6 8th Annual BioPharma India Convention 2010
Grand Hyatt, Mumbai, India
 Terrapinn Pte Ltd, <http://www.terrapinn.com/2010/biopharmaindia/>

December 6-8
6 Developing IP Strategies for Crystalline Forms
CCT Venues Canary Wharf, London
 International Quality & Productivity Center (IQPC), <http://www.ipcrys.com/DL>

December 6-8
6 Operational Excellence in Pharmaceuticals, Biotech and Medical Devices 2010
CCT Canary Wharf, London
 International Quality & Productivity Center (IQPC), <http://www.opexpharma.com/Event.aspx?id=360206>

December 7
7 Epigenetic Profiling; in association with Oncolytika
London
 SMi Group, <http://www.smi-online.co.uk/2010epigenetics7.asp>

December 7
7 Quality by Design of API Formulation through Process Engineering; in association with Integral Pharma Services Ltd.
London
 SMi Group, <http://www.smi-online.co.uk/api-manufacturing105.asp>

December 7
7 Supersaturation and Solubility; in association with Sirius Analytical
London
 SMi Group, <http://www.smi-online.co.uk/2010solubility7.asp>

ON THE CALENDAR



December 7-8
7 Innovation in Clinical Design, Analysis and Reporting
St.Ermins Hotel, London

International Quality & Productivity Center (IQPC),
http://www.clinicalreporting.co.uk/Event.aspx?id=363320&utm_campaign=ENBIS%20NEWSLETTER&utm_medium=&utm_source=banner&utm_content=&utm_term=&sid=%25%25emailaddr%25%25&mid=%25%25memberid%25%25&MAC=Ph_Voice

December 7-9
7 World Influenza Congress Europe 2010
Okura Hotel, Amsterdam

Terrapinn, <http://www.terrapinn.com/2010/flu/>

December 7-10
7 Health Technology Assessment World Europe 2010
Millennium Gloucester Hotel, London

Health Network Communications,
<http://www.healthnetworkcommunications.com/2010/hta/>

December 8
8 Exploring Lyophilisation; in association with taPrime Consulting

London
 SMi Group, <http://www.smi-online.co.uk/2010freezedrying7.asp>

December 8
8 Genotoxicity; in association with Gentronix

London
 SMi Group, <http://www.smi-online.co.uk/2010genotoxicity6.asp>

December 8
8 Opinion Leader Development; in association with Kendle Healthcare

London
 SMi Group, <http://www.smi-online.co.uk/2010opinionleader7.asp>

December 9
9 Electronic Document Management System; in association with GxPi

London
 SMi Group, <http://www.smi-online.co.uk/2010edms5.asp>

December 9-10
9 3rd Annual Best Practice in Phase IV Clinical & Observational Research

Barcelona, Spain
 NextLevel Pharma, http://www.nextlevelpharma.com/events/view/3rd_annual_best_practice_in_phase_iv_clinical_observational_research

December 9-10
9 Personalized Medicine in P4 Health Care

Calif.
 Active Communications International, <http://www.acius.net/wiki.aspx/Conferences/Upcoming?view=overview&id=169>

December 9-12
9 ISOPT Asia 2010
The Venetian Macau Resort Hotel, Macau, China

Paragon conventions, <http://www.isopt.net>

December 13-14
13 3rd Annual Oncology Market & Patient Access

Barcelona, Spain
 NextLevel Pharma, <http://www.nextlevelpharma.com/events/view/3rd-annual-oncology-market-patient-access>

December 13-14
13 Good Clinical Practice for Medical Device Investigations

The Dolce Valley Forge Hotel, King of Prussia, Pa.
 The Center for Professional Innovation and Education,
<http://www.cfpie.com/showitem.aspx?productid=122&source=pv>

December 14-15
14 4th Annual Alzheimer's Drug Development Summit
Doubletree Hotel Washington D.C., Washington, D.C.

PharmaVOICE subscribers receive \$400 discount; register using keycode QNT747.
 Center for Business Intelligence,
http://www.cbinet.com/show_conference.cfm?confCode=PC10188

December 15-16
15 2nd Annual Commercialisation & Market Access Strategies for Orphan & Ultra-Orphan Drugs

Barcelona, Spain
 NextLevel Pharma, <http://www.nextlevelpharma.com/events/view/2nd-annual-commercialisation-market-access-strategies-for-orphan-ultra-orphan-drugs>

December 15-16
15 Good Clinical Practice Auditing

The Dolce Valley Forge Hotel, King of Prussia, Pa.
 The Center for Professional Innovation and Education,
<http://www.cfpie.com/showitem.aspx?productid=121&source=pv>

January 5-7
5 cGMP Quality Principles for Pharmaceuticals, Biopharmaceuticals, Biologics and Medical Devices

The Dolce Valley Forge Hotel, King of Prussia, PA.
 The Center for Professional Innovation & Education,
<http://www.cfpie.com/showitem.aspx?productid=095&source=pv>

January 10 - 11, 2011
10 Second Annual Targeting Genes, Engineering Vectors, Designing Constructs & Optimizing Genes

Hotel Del Coronado, San Diego
 Cambridge Healthtech Institute, <http://www.chi-peptalk.com/pxv>

January 10 - 11, 2011
10 Seventh Annual Recombinant Protein Therapeutics

Hotel Del Coronado, San Diego
 Cambridge Healthtech Institute, <http://www.chi-peptalk.com/ptt>

January 10 - 11, 2011
10 Third Annual Optimizing Biologics Formulation Development

Hotel Del Coronado, San Diego

ON THE CALENDAR



Cambridge Healthtech Institute, <http://www.chi-peptalk.com/pfm>

January 10 - 11, 2011
10 Third Annual Protein Purification & Recovery
Hotel Del Coronado, San Diego

Cambridge Healthtech Institute, <http://www.chi-peptalk.com/ppf>

January 10-12
10 ADME, PK/TK, and Drug Metabolism in Drug
Discovery and Development
The Dolce Valley Forge Hotel, King of Prussia, PA.

The Center for Professional Innovation & Education,
<http://www.cfpie.com/showitem.aspx?productid=090&source=pv>

January 11 - 14, 2011
11 Eighth Annual High-Content Analysis
The Fairmont Hotel, San Francisco

Cambridge Healthtech Institute, <http://www.highcontentanalysis.com/>

January 12 - 13, 2011
12 Fourth Annual Choosing, Designing, and Optimizing
Hosts and Platforms
Hotel Del Coronado, San Diego

Cambridge Healthtech Institute, <http://www.chi-peptalk.com/pxh>

January 12 - 13, 2011
12 Fourth Annual Lyophilization,
Spray Drying & Emerging
Drying Technologies
Hotel Del Coronado, San Diego

Cambridge Healthtech Institute, <http://www.chi-peptalk.com/lyo>

January 12 - 13, 2011
12 Inaugural Protein Data Integration
and Interrogation
Hotel Del Coronado, San Diego

Cambridge Healthtech Institute, <http://www.chi-peptalk.com/pnf>

January 12 - 13, 2011
12 Inaugural Protein-Device Combinations
Hotel Del Coronado, San Diego

Cambridge Healthtech Institute, <http://www.chi-peptalk.com/dvp>

January 12 - 13, 2011
12 Seventh Annual Antibodies for the 21st Century
Hotel Del Coronado, San Diego

Cambridge Healthtech Institute, <http://www.chi-peptalk.com/pta>

January 13-14
13 2nd China International Medical Device Summit 2011
Kuntai Royal Hotel, Beijing

Duxes Business Consulting Inc., http://www.duxes-events.com/md_2

January 13 - 14, 2011
13 Inaugural Antibody Drug Products
Hotel Del Coronado, San Diego

Cambridge Healthtech Institute, <http://www.chi-peptalk.com/rba>

January 13 - 14, 2011
13 Inaugural Protein Computational Tools
Hotel Del Coronado,
San Diego

Cambridge Healthtech Institute, <http://www.chi-peptalk.com/pnfc>

January 13-14
13 New Paradigms to Fund, Manage &
Outsource Product Development for Biotech & Small
Pharma

Westin Market Street Hotel, San Francisco

The Conference Forum, <http://www.theconferenceforum.org>

January 13 - 14, 2011
13 Fourteenth Annual Overcoming Protein Expression
Challenges with Solutions

Hotel Del Coronado, San Diego

Cambridge Healthtech Institute, <http://www.chi-peptalk.com/pex>

January 13 - 14, 2011
13 Second Annual Membrane Proteins
Hotel Del Coronado, San Diego

Cambridge Healthtech Institute, <http://www.chi-peptalk.com/pmb>

January 13 - 14, 2011
13 Second Annual Protein Aggregation and Emerging
Analytical Tools

Hotel Del Coronado, San Diego

Cambridge Healthtech Institute, <http://www.chi-peptalk.com/pagw>

January 13-14
13 Social Media for Pharma Conference
Philadelphia

Marcus Evans, <http://www.marcusevansch.com/PVPharma>

January 17-18
17 Pharmaceutical Microbiology
Copthorne Tara Hotel, London

SMI Group, <http://www.smi-online.co.uk/events/overview.asp?is=4&ref=3472>

January 17-18
17 OTC Pharma Asia
Singapore

IBC Asia, <http://www.otcpharmaasia.com>

January 20-21
20 Detecting Fraud and Misconduct in Clinical Trials
The Hilton Los Angeles Airport,
Los Angeles

The Center for Professional Innovation & Education,
<http://www.cfpie.com/showitem.aspx?productid=117&source=pv>

January 20-21
20 Latin America – Understanding Regulatory
Compliance Requirements

The Hilton Los Angeles Airport,
Los Angeles

The Center for Professional Innovation & Education,
<http://www.cfpie.com/showitem.aspx?productid=055&source=pv>

January 24-25
24 Strategic Considerations for Executives in
Translational Medicine

Westin Arlington Gateway,
Arlington, Va.

ON THE CALENDAR



ExL Pharma, <http://www.exlpharma.com/events/strategic-considerations-executives-translational-medicine>

January 24-26
24 10th Annual Cool Chain Europe 2011
World Trade Centre, Rotterdam, The Netherlands

International Quality & Productivity Center (IQPC),
http://www.coolchaineurope.com/Event.aspx?id=334772&utm_campaign=PharmaVoiceweb&utm_medium=online&utm_source=PharmaVoiceweb&MAC=11399.004_PHARMAV_DL

January 24-26
24 Biostatistics for Non-Statisticians
The Hilton Los Angeles Airport, Los Angeles

The Center for Professional Innovation & Education,
<http://www.cfpie.com/showitem.aspx?productid=010&source=pv>

January 25-26
25 6th Annual Pharma Marketing & Branding Excellence
Milan
PharmaVOICE subscribers receive 10% discount; register using keycode pv10offp.

Jacob Fleming Conferences, <http://www.jacobfleming.com/jacob-fleming-group/conferences/life-science/6th-annual-marketing-branding-excellence>

January 25-26
25 ADME PK/TK and Drug Metabolism in Drug Discovery and Development

Sheraton Hotel, Brussels

Mondial Research Group,
<http://www.mondialresearchgroup.com/images/Training.pdf>

January 25-26
25 Best Practices for an Effective Cleaning Validation Program

The Dolce Valley Forge Hotel, King of Prussia, Pa.

The Center for Professional Innovation & Education,
<http://www.cfpie.com/showitem.aspx?productid=007&source=pv>

January 25-26
25 Forced Degradation
Dexter House, London

Informa Life Sciences, <http://www.informaglobalevents.com/event/forceddeg1>

January 25-27
25 2nd Annual Congress
Discovery Partnerships
Dorint Hotel Sanssouci Berlin-Potsdam, Potsdam, Germany

http://www.discovery-partnerships.com/Event.aspx?id=395812&utm_campaign=18345.002_PharmaVoice_Listing&utm_medium=banner&utm_source=www.pharmavoice.com&utm_content=&utm_term=&MAC=18345.002_PharmaVoice_Listing

January 26-27
26 8th Annual Clinical Trial Performance Metrics
The Kingsley by Thistle,

London

Informa Life Sciences, <http://www.informaglobalevents.com/m>

January 26-28
26 Clinical Trial Supply Europe
Beurs-World Trade Centre, Rotterdam, The Netherlands

International Quality & Productivity Center (IQPC),
http://www.clinicalsupplyeurope.com/Event.aspx?id=372276&mac=PMIQ_Events_Title_Listing_2010&utm_source=pharma-iq.com&utm_medium=iq_partner&utm_campaign=iq_eventlist&utm_content=text&utm_term=eventpage_titlelink

January 27-28
27 How to Monitor Clinical Trials for GCP Compliance
The Hilton Los Angeles Airport, Los Angeles

The Center for Professional Innovation & Education,
<http://www.cfpie.com/showitem.aspx?productid=043&source=pv>

January 27-28
27 Predictive Human Toxicity and ADME/Tox Studies
Sheraton Hotel and Conference Center, Brussels

Mondial Research Group,
<http://www.mondialresearchgroup.com/index.php?whereTo=humt11>

January 27-28
27 Process Validation for Drugs and Biologics
The Dolce Valley Forge Hotel, King of Prussia, PA.

The Center for Professional Innovation & Education,
<http://www.cfpie.com/showitem.aspx?productid=049&source=pv>

January 30-February 1
30 Pharmaceutical & Medical Device Manufacturing Forum
Houston

Q1 Productions, http://www.q1productions.com/eventPages/event_F-8003.php

January 31-February 1
31 Auditing and Qualifying Suppliers and Vendors
The Dolce Valley Forge Hotel, King of Prussia, PA.

The Center for Professional Innovation & Education,
<http://www.cfpie.com/showitem.aspx?productid=004&source=pv>

January 31-February 2
31 3rd Annual Disposable Solutions for Biomanufacturing
Brussels

International Quality & Productivity Center (IQPC),
<http://www.disposablebiomanufacturing.com/Event.aspx?id=367994>

January 31 - February 2, 2011
31 Third Annual Biomarker Assay Development
Hilton San Diego Resort, San Diego

Cambridge Healthtech Institute, <http://www.healthtech.com/bma/>

February 1
2011 Pharma Market Research Conference
Hilton Parsippany Hotel, Parsippany, N.J.

Pharma Market Research Conference,
<http://pharmamarketresearchconference.com/>

February 1-2
1 Informa Life Sciences' Lifecycle Management of the eCTD

ON THE CALENDAR

**The Thistle Charing Cross, London**

Informa Life Sciences, <http://www.informa-ls.com/ectd2011>

February February 2-3

2**Adaptive Designs in Clinical Drug Development
Crowne Plaza – The City Hotel, London**

SMI Group, <http://www.smi-online.co.uk/events/overview.asp?is=4&ref=3480>

February February 7-9

7**10th Annual ePharma Summit
Sheraton New York Hotel and Towers, New York
PharmaVOICE subscribers receive 10% discount; register using
keycode XP1606VOICE.**

Institute for International Research,
<http://www.iirusa.com/epharmasummit/welcome-to-epharma.xml>

February February 7-9

7**Summit for Clinical Trials Operations Executives
(SCOPE)**

Westin Colonnade Coral Gables, Coral Gables, Fla.

Cambridge Healthtech Institute,
<http://www.scopesummit.com/>

February February 7-10

7**3rd International Conference on
Drug Discovery & Therapy**

Dubai, UAE

International Conference on Drug Discovery & Therapy, <http://www.icddt.com>

February February 8-9

8**Informa Life Sciences' 9th Annual Global Pricing and
Reimbursement Congress: Develop competitive pricing
and reimbursement strategies to optimise market access
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Informa Life Sciences, <http://www.informaglobalevents.com/event/pricing>

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Social Media for Pharma

Assessing the Importance of a Distinct Social Media Plan in Preparation for FDA Guidance in the Pharmaceutical Industry

January 13-14, 2011
Washington DC

Attending this Premier marcus evans Conference Will Enable You to:

- **Investigate** the pending FDA guidance and how it will influence your social media strategy
- **Understand** recent enforcement actions surrounding digital media usage
- **Discuss** trends in social media and how they can advance the pharmaceutical industry
- **Evaluate** how implementing a social media strategy into your marketing plan will impact your organization's bottom line
- **Explore** different social media outlets and how they can improve communication with your patients and physicians
- **Creating** a social media strategy to address adverse events while still remaining compliant with FDA guidance

Who Should Attend:

marcus evans invites C-Level Executives, Managing Directors, EVPs, SVPs, VPs, Directors, Heads and other Senior Executives of:

- Social Media
- Compliance
- Regulatory Affairs
- Corporate/ General Counsel
- Marketing
- Legal
- Digital Communications
- Digital Marketing
- E-Channel Marketing
- Brand/Marketing Strategy
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“maintain a competitive advantage & amplify your organization's bottom line by implementing a robust & compliant social media strategy.”

 Examine all aspects of social media for pharma while abiding by FDA guidance to create a strong marketing approach & brand recognition.

Confirmed marcus evans Speakers:

Earl Whipple

Senior Director Business and Digital Media Communications
AstraZeneca LP

Mark Gaydos

Senior Director and Acting Head U.S. Regulatory Affairs Marketed Products
Sanofi-Aventis U.S.

Glenn N. Byrd MBA, RAC

Director, Regulatory Affairs
MedImmune, LLC

Wendy Blackburn

Executive Vice President
Intouch Solutions

John Vieira

Senior Director, Marketing Operations & Strategic Services
Daiichi Sankyo

Gigi Peterkin

Associate Director, Interactive Media
AstraZeneca LP

Howard Simon

SVP, Human Resources & Corporate Services, Associate General Counsel, and Chief Compliance Officer
InterMune, Inc

Joshua Drew

Director, Corporate Compliance and Business Practices
Endo Pharmaceuticals

Claudio Battaglin

Manager, e-Marketing
Bayer Inc.

Karen S. Lowney

Senior Director, Global Compliance
Cephalon Inc.