

FOR IMMEDIATE RELEASE:

MEDIA ALERT: Eularis to Address Marketing Return at Pharmaceutical Marketing Society Half-day Conference: ROI or RIP?

NEW YORK, NY and LONDON, UK - Nov. 20, 2007 (SEND2PRESS NEWSWIRE) -- Dr. Andree Bates, president of the pharmaceutical analytics company Eularis, will be delivering a presentation on marketing return at the Pharmaceutical Marketing Society Half-day Conference: ROI or RIP.

WHO: Eularis

WHAT: Presentation on Marketing Return: What can be measured?

WHEN: 26 November 2007 at 2:30 p.m. GMT

WHERE: Pharmaceutical Marketing Society Half-day Conference, 20 Cavendish Square, London

\*(LOGO 72dpi: [Send2Press.com/mediaboom/07-0924-Eularis\\_72dpi.jpg](http://Send2Press.com/mediaboom/07-0924-Eularis_72dpi.jpg))

At 2:30 p.m. on Monday 26 November 2007, Dr. Bates will deliver a presentation titled, "What Can Be Measured?" Bates will challenge the thinking of conference attendees and will expose where ROI goes wrong, the limitations of ROI and what can and should be measured. She will also provide attendees with ideas on how to put ROI to work in their own pharmaceutical organizations.

Bates has gained wide recognition within the international pharmaceutical industry for her expertise in marketing return analysis. Under Bates' leadership, Eularis issued two related research reports this year, including Pharmaceutical Sales Force Effectiveness Metrics: Are You Measuring the Wrong Things? (<http://www.pharmaindustrysfe.com/>) and Ensuring Profitable Return-on-Investment (ROI) in Pharmaceutical Marketing: Using Analytics and Metrics to Improve the Bottom Line (<http://www.pharmamarketingroi.com/>).

The Pharmaceutical Marketing Society Half-day Conference takes place in London. The conference will be focused on answering two pivotal questions: "Are you maximizing the return on investment from your marketing spend?" and "Do you know where your marketing spend is having the most effect?" For more information, visit: <http://www.pmsociety.org.uk/events/roi>.

To arrange an interview with Eularis, please contact Jennifer Humiston at +1 617.779.1812 or via email at [jhumiston@shiftcomm.com](mailto:jhumiston@shiftcomm.com).

About Eularis

Eularis provides sophisticated pharmaceutical analytics that provide data-driven insight into the financial impact of corporate and marketing decisions. Unlike traditional analytics approaches which are lengthy and whose reliance on historical or analogue data reduces their accuracy, Eularis' proprietary 94.8 Analytics Process is based on the current market situation. This proven approach helps pharmaceutical marketing teams to quickly plan, measure, validate, and optimize their sales and marketing performance. Eularis offers pre-launch analytics, marketing mix modeling (both professional and consumer), portfolio optimization, sales force effectiveness, managed care analytics, and patient compliance solutions. Co-headquartered in London and New York City, the company has developed significant experience in the global pharmaceutical market through client engagements with AstraZeneca, GlaxoSmithKline, Merck, Pfizer and many others.

All trademarks acknowledged.

For more information about Eularis, visit <http://www.eularis.com>.

Send2Press(R) is the originating wire service for this story - [www.Send2Press.com](http://www.Send2Press.com)

NEWS SOURCE: Eularis

# # #

/END/

MEDIA CONTACT(S) :

[ not for publication online or in print ]

Press Contacts for Eularis:

Catherine Allen  
SHIFT Communications  
+1-617-779-1827  
catherine @ shiftcomm.com

Jennifer Humiston  
SHIFT Communications  
+1-617-779-1812  
jhumiston @ shiftcomm.com

/Editor note: print ready logo image available.

.....  
Text provided by news source who is solely responsible for accuracy of  
content.

.....  
This news story from Send2Press Newswire may be redistributed and re-posted in  
part or in whole by members of the media. Copr. (c) Send2Press, a unit of  
Neotrope(R). For news aggregation sites, blogs, and bureaus, you must retain  
Send2Press as the original wire service source. Do not stream graphics from  
our server.

.....  
The original version of this release was issued on behalf of the above  
organization (the "news source"), by Send2Press(R) Newswire, a unit of  
Neotrope(R). <http://www.Send2Press.com>

.....  
Get our full-text news via RSS:  
<http://www.send2press.com/RSS2/rss.xml>

Release PDF:  
[http://www.send2press.com/mediadrome/news\\_2007-11-1120-001.pdf](http://www.send2press.com/mediadrome/news_2007-11-1120-001.pdf)

Story Permalink:  
<http://www.Send2Press.com/mediadrome/2007-11-1120-001.txt>

.....  
November 2007 // Press Release /B-IND