

The Center for Business Intelligence: 2nd Annual Forum on Bio/Pharmaceutical and Medical Device Promotional Programs

MAY 29-30, 2008

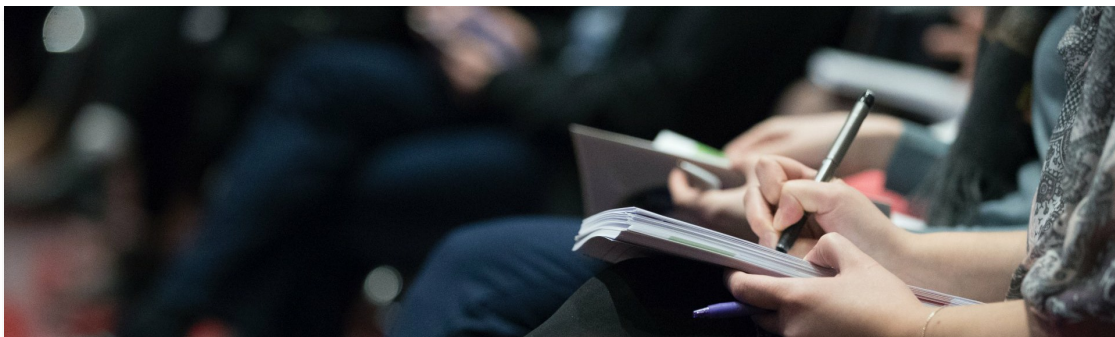
Last year for the first time, industry leaders and experts convened to discuss the ever changing landscape of non-CME promotional education programs. With CME education becoming increasingly stringent and more dollars being directed into content-driven promotional education programs, there is a strong industry need to discuss the current and future climate of non-CME promotional education programs.

This 2nd Annual Forum, presented by CBI, will give attendees the opportunity to learn about best practices and strategies for optimizing ROI on these promotional programs from industry leaders and experts.

WilmerHale Partner Scott Lassman will be a featured speaker at this event. On May 29, 2008, he will speak on the topic of "Current Regulatory Climate for Conducting Promotional Programs."

[READ MORE ABOUT THE EVENT](#)

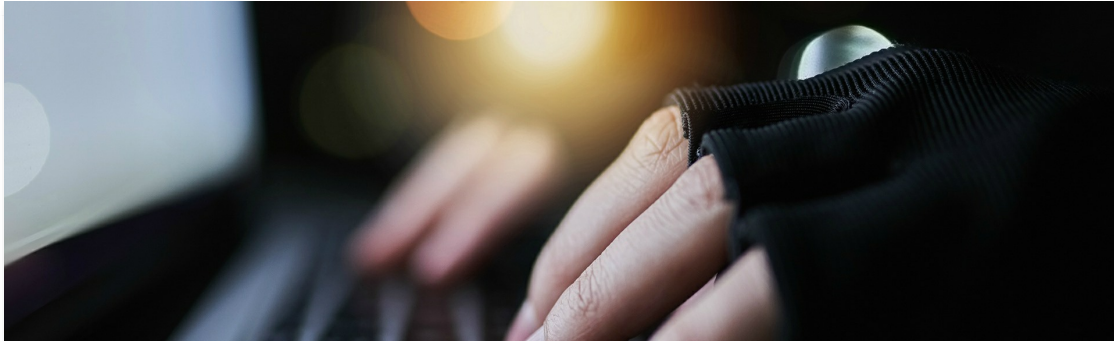
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