

## EXPAND YOUR HORIZONS

Join a select group of over 550 members from all sectors of the pharmaceutical and biotechnology industries: strategic planning, product management, CME, public affairs, media, R&D, publishing, advertising, market research, human resources, business communications and more.

## BENEFITS OF MEMBERSHIP

- Advance information and priority registration for upcoming limited capacity meetings and special seminars
- Learning opportunities to help you meet your career objectives
- Pharmindex newsletter with features such as an insider's view on the industry, monthly meeting recap and info on upcoming activities
- Reduced fees on all of our activities including monthly meetings, Christmas social event and Golf Tournament
- Your personal PMCQ roster which includes contact information for all members – including yourself!

## MONTHLY MEETINGS 2011-12 PMCQ SEASON

DATE	COMPANY "SPONSOR"	TOPIC
SEPT 20	LUNDBECK	The New Reality of Rx. Pharma and the Evolving Role of Marketing in our Industry
OCT 11	SANOFI	Private Payers Trends — the Impact on Access and Patient Assistance Programs
NOV 15	PFIZER	Top eTrends for 2012
JAN 24	SHIRE	The Future of Quebec's Provincial Biopharmaceutical Strategy
FEB 21	NOVARTIS	Primary Care Systems
MAR 20	BMS	Consumer/Retail Merchandising Strategies — Learnings for the Pharma Industry
APR 17	MERCK	Pro/Con Debate: Loss of Exclusivity Strategies
MAY 15	PMCQ	General Manager's/ President's Year-End Panel

Original creative courtesy of Sudler & Hennessey

## ABOUT THE PMCQ

- A not-for-profit organization, run entirely by volunteers from within our membership, providing a forum for the exchange of ideas and information in the pharmaceutical industry
- Our Board of Directors represents an important cross-section of the industry
- **Monthly dinner meetings with invited guest speakers held from September to May, at the Marriott Mtl Airport, 800 Place Leigh-Capreol**
- December and June meetings are replaced by our Christmas social event and our fun-filled Golf Tournament, respectively

## JOIN TODAY!

**Simply complete and return a membership form OR come to the next PMCQ meeting\***

## FOR MORE INFORMATION, VISIT WWW.PMCQ.QC.CA

The PMCQ website is your quick connection to upcoming events – and keeps track of people on the move in our industry!

Contact member services at:

**Telephone: (514) 486-3458**

**Fax: (514) 486-3688**

**Email: [pmcq@data-ad.ca](mailto:pmcq@data-ad.ca)**

**PMCQ**  
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\* Membership fees may be paid by all major credit cards



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Pour plus de détails sur l'adhésion,  
les événements, les activités, etc :  
[www.pmcq.qc.ca/fr](http://www.pmcq.qc.ca/fr)