

November 2011

Dear Member or Potential Member,

2011 has been a challenging year for the Pharmaceutical Industry and the PSMG, but I am pleased to say that the work we have done in delivering meaningful and interesting meetings to our members has been well received.

We understand that with the many time commitments we all have the content of our meetings becomes ever more important, and the committee is determined to ensure that taking part is rewarding and beneficial for all our members and their wider companies.

In 2012 the PSMG will continue to arrange speakers for our meetings based on 3 main criteria:

- Understanding our Working Environment and our customers
- Personal development
- Sharing Best Practice on Topical Sales Issues

As we progress further in our careers there seem to be less opportunities for protected learning time and personal development, and we would like to think that the PSMG can give just such an opportunity.

We already have a number of excellent speakers booked for the meetings ahead, and we want to ensure that the standard of content continue to grow; to this effect we would ask members to pass on to a committee member any suggestion for speakers who they think would be of value to the group.

As you renew your membership or apply to become a member it is also a good time to look at your organisation to see if there are other people who would benefit from attending our meetings, making the most of our industry insight, networking opportunities and of course our social evening the night before the meeting.

So, if there is someone within your organisation who could benefit, please let them know about the group and the value that they could get from attending the meetings. We will be only too pleased to welcome them at our first meeting of 2012.

I look forward to seeing you at our next meeting in January and I wish you a successful end to 2011.

Best Regards



Marco Rombi