

December 2008

Dear Member,

Once again the time has come to renew your membership of the PSMG for 2009.

2008 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 2009 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 career 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 continues 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 for the all Group.

As you renew your membership 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.

An important extra aspect of the group has been our ability, as a non profit making organisation, to be able to give a substantial amount to our chosen charities in 2008, and we would hope that with the support of our members this can continue in 2009.

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 2009.

I look forward to seeing you at our next meeting in February and I wish you a successful end to 2008.

Best Regards



Marco Rombi