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**Local Marketing Association to Hold
Permission Marketing Discussion
for Pharmaceutical/Life Sciences Marketers**

*How Top Marketers in Life Sciences and Healthcare Marketing are
Setting the Pace in Gaining Trust and Establishing Credibility*

(Philadelphia, PA – June 2, 2011) – The Philadelphia Chapter of the American Marketing Association (PAMA) – a professional association for marketers, educators and students across the tri-state region of the Delaware Valley – invites marketers in the pharmaceutical and life sciences fields to a discussion on permission marketing, June 14th, 6:00 p.m. – 8:00 p.m. at ACE Conference Center, 800 Ridge Pike, Lafayette Hill, Pa. The program will review the baseline for permission marketing that has been the norm within life sciences and healthcare marketing. The session will also introduce ways the industry's top marketers are bucking the norm to transcend permission-marketing into a true dynamic that empowers the patient and caregiver and achieves greater product penetration and retention.

Attendees are asked to RSVP by visiting <http://www.amaphilly.org>, calling 267-287-8497 or emailing info@amaphilly.org. The registration fee is \$35 for association members and \$50 for non-members and the fee includes dinner.

Panelists include Pam Alexa, vice president, US Commercial Lead, Vaccines at Pfizer, Inc., Rev. Dr. Lorina Marshall-Blake, vice president, Government Relations at Independence Blue Cross and Jay Bolling, president and CEO at Roska Healthcare Advertising.

About PAMA

Established in 1931, the Philadelphia Chapter of the American Marketing Association (PAMA) was one of the first 100 chapters now affiliated with the American Marketing Association (AMA), which is the professional association for individuals and organizations who are leading the practice, teaching, and development of marketing worldwide.

Today PAMA's 500+ professional, student and emeritus members represent a diverse array of businesses, industries, government and professional organizations across the Greater

Philadelphia area, including southern New Jersey and northern Delaware. PAMA is committed to bringing together members at all career levels with key thought leaders in various marketing disciplines and industries. For more information, visit www.amaphilly.org.

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