

# CMI to Co-Present with Pfizer Specialty at 2012 PMRG Annual National Conference

ATLANTA, Ga., March 8, 2012 (SEND2PRESS NEWSWIRE) – CMI’s Mike Mabey, vice president, client solutions, and Jarod Ricci, senior manager, market analytics, Pfizer Specialty, will present “Using Information-Seeking Behavior to Drive Segment-Specific Communication Strategies” at the 2012 PMRG (Pharmaceutical Marketing Research Group) Annual National Conference.

Mabey and Ricci will demonstrate that information-seeking behavior is a significant predictor of future actions, brand choice, early adoption, and decision making.

They will present three information-seeking behavior segment templates, each requiring a different communication strategy and use real world pharmaceutical examples to discuss how they can be used to maximize brand impact.

Where: [2012 PMRG Annual National Conference](#) at the JW Grande Lakes in Orlando.

When: March 25-27, 2012.

Attendees will learn:

- \* A new way to leverage information-seeking behavior to drive brand communication strategy
- \* Examples of three segments of information-seeking behavior to use as beginning templates
- \* Best practices for developing information-seeking, segment-specific communication strategies

The PMRG 2012 Annual National Conference, “Rev Up Your Innovation Engine,” is a three-day conference packed with 21 insightful presentations and breakout sessions, featuring 16 manufacturers among a slate of expert presenters, designed to help marketing researchers harness both the practical – and the personal – power of innovation.

## **About CMI:**

CMI is a full-service marketing research company that combines comprehensive market research expertise with marketing insight to provide clients with a deep understanding of their customers by identifying the choices they make and why. Since 1989, CMI has delivered unique solutions to uncover opportunities, optimize marketing strategies, and improve performance for clients in consumer and B2B markets. CMI’s experienced team of market research consultants leverages a wide range of qualitative and quantitative methods and technologies to translate research into insights and insights into actions. CMI serves primarily Fortune 1000 clients. For more information about CMI, visit [www.cmiresearch.com](http://www.cmiresearch.com) .

### **About Pfizer Inc.:**

At Pfizer (NYSE:PFE), we apply science and our global resources to improve health and well-being at every stage of life. We strive to set the standard for quality, safety and value in the discovery, development and manufacturing of medicines for people and animals. Our diversified global health care portfolio includes human and animal biologic and small molecule medicines and vaccines, as well as nutritional products and many of the world's best-known consumer products. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as the world's leading biopharmaceutical company, we also collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 150 years, Pfizer has worked to make a difference for all who rely on us. To learn more about our commitments, please visit us at [www.pfizer.com](http://www.pfizer.com) .

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