



2015 PharmaForce Editorial Calendar

Patrick O'Connor, Digital Marketing Consultant

Patrick.Oconnor@wbresearch.com

646-200-7944

About This Calendar					
Planned Research	This editorial calendar represents proprietary market research and whitepapers planned for creation in 2015. Each of the following reports is available for sponsorship.				
Benefits of Whitepaper Sponsorship	Own a one-of-a-kind marketing asset	Generate content-driven leads	Leverage proprietary market research to drive strategy	Be seen as a thought leader	Put WBR's premier events and audiences to work for you
Custom Reports	In addition to these planned efforts, WBR Digital offers the ability to create very custom market research content reports, ebooks, infographics, and articles on topics not mentioned below.				

Targeted Date for Publication	Industry	Topic	Sponsorship Format	Associated WBR Event	Notes
July-15	Pharma Sales & Marketing	<i>Integrating Sales & Marketing For Commercial Success</i>	Webinar Panel	PharmaForce	Open Availability
August-15	Pharma Sales & Marketing	<u>2015 Pharma Sales & Marketing Benchmark Report</u>	Sponsored Whitepaper	PharmaForce	Open Availability
August-15	Pharma Sales & Marketing	<i>Capturing Insights for Effective Analysis To Drive Your Marketing Strategy</i>	Webinar Panel	PharmaForce	Open Availability
Sep-15	Pharma Sales & Marketing	<i>Market Readiness and Planning Best Practices</i>	Webinar Panel	PharmaForce	Open Availability
Oct-15	Pharma Sales & Marketing	<i>Payer Marketing and Sales Best Practices in the New Paid-For-Performance Era</i>	Webinar Panel	PharmaForce	Open Availability
Nov-15	Pharma Sales & Marketing	<u>The Bigger Picture: How Pharma Can Continue To Evolve To Support Patients, Physicians, And The New State Of Healthcare</u>	Sponsored Whitepaper	PharmaForce	Open Availability