



2556 Metropolitan Drive
Trevose, PA 19053
P: 1-877-200-0736
F: 1-215-354-9230
www.pharmethod.com

FOR IMMEDIATE RELEASE

CONTACT: Annette Preston
Marketing Director
PharMETHOD, Inc.
(215) 352-5143

PharMethod, Inc. initiates bi-weekly podcast series for pharmaceutical marketers.

Trevose, PA, July 23 – PharMethod, Inc. announces the start its bi-weekly podcast series for pharmaceutical marketers. This series of podcasts was created to educate pharmaceutical marketers who are looking to strengthen their understanding of virtual events for promotional marketing in the pharmaceutical marketplace. Topics of discussion will feature an array of different critical industry questions.

On July 15, 2010, the first episode will address the question “What are some strategies to draw high attendance for webcasts,” as answered by Dave Kovalick, CEO of Pharmethod. Mr. Kovalick will host a five minute discussion about what it takes to draw in the maximum number of individuals to a pharmaceutical webcast.

This podcast series will be available for download on iTunes at www.itunes.com. If you have any other questions, please contact Annette Preston at apreston@pharmethod.com.

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PharMethod, Inc. is an innovative strategic solutions partner focused on helping clients gain access to their target markets through engagements of live and virtual events via compliant solution strategies

