

Integrated Channel Marketing: Driving results via virtual sales force

Event: eyeforpharma 2008

Dates: October 23-24

David Rebey, Executive Director, Professional Affairs, VIRCO Labs and **Devin Paullin**, SVP of Marketing and Product Innovation, Physicians Interactive will co-present a case study on how to develop a virtual sales force that drives results utilizing an integrated channel marketing plan.

This presentation will focus on:

- Tactical elements of Multi-channel campaigns
- Promotion of a Brand online
- Integrated tactics to enhance sales force effectiveness
- How to Leverage and extend partners
- Business results



David Rebey
Executive Director, Professional Affairs
VIRCO Labs



Devin Paullin
SVP, Marketing and Product Innovation
Physicians Interactive