

For Immediate Release

**Proactive Worldwide Senior Vice President to Present
at the 2016 Pharma CI USA Conference & Exhibition**

CHICAGO, IL – September 13, 2016 – Erik Prentice, Senior VP, of Proactive Worldwide, Inc., will present at the 2016 Pharma CI USA Conference & Exhibition in Parsippany, NJ on Tuesday, September 13, 2016. Prentice’s session is entitled, “Integrated Conference Coverage in a Social Media Age”.

This engaging session is designed to present a new conference coverage approach that combines “old school” techniques with use of social media monitoring to deliver more robust conference coverage with fewer resources with greater efficiency. Ultimately, this approach yields better information at lower cost. To learn more about this session and to register for the 2016 Pharma CI USA Conference & Exhibition, visit <http://usa.pharmaciconference.com/>.

About Pharma CI

The Pharma CI Conference & Exhibition is the industry’s gold standard for senior level pharma, biotech, and device professionals seeking the latest news and the rare chance to network with all the industry’s luminaries.

About Proactive Worldwide, Inc.

Proactive Worldwide, Inc. is a global research and consulting firm that provides evidence-based strategic intelligence anchored by primary research. For 21 years, Proactive multilingual professionals have assisted clients with custom studies related to benchmarking, market entry & defense, competitive alerts and leading wargaming/scenario planning events to pressure test client strategies. To learn more about Proactive call 1-888-925-9125 and visit www.proactiveworldwide.com. ###

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