



TRUEBLUE

ANOTHER STEP TOWARDS THE LEADERSHIP

We are pleased to inform you that Trueblue, as Gold Sponsor for the fourth consecutive year, will participate to

EYEFORPHARMA 2017 BARCELONA

DURING THE EVENT,
ONE OF OUR MAIN CUSTOMERS
WILL SHARE THEIR EXPERIENCE
WITH THE CORPORATE
ANALYTICAL MULTICHANNEL.

Have you defined a strategical approach to multichannel supported by collection, integration and analysis of the data coming from all your channels? Have you defined all the KPIs that allow customizing the use of your communication channels?

If so, **you can't miss the Amgen case history described by Fabian Mettes, Amgen's Corporate Director Commercial Data Strategy & Integration**, who will present Amgen's concrete experience with the corporate analytical multichannel.

The appointment is on **Wednesday, 15th March at 3:45 pm**. In his speech, "Bringing data and insights at the heart of multichannel customer engagement at Amgen Corporate", Mettes will show how the **analytical multichannel approach** provides accurate and up-to-date data which enable to make better business decisions.

“ The ultimate goal is to provide data and meaningful insights to our business end-users. We were looking for more than a 'plug & play' solution, preferably with a partner specialized in Pharma. We expect Trueblue to be a partner who understands our needs and the business in which we operate, leveraging the many years of experience they have within the international Pharmaceutical industry. ”

Fabian Mettes

THE CONTINUITY OF A PATH AND A CASE HISTORY

Amgen is the continuation of a concrete path conceived by Trueblue concerning the analytical multichannel, which was already praised by Merck Sharp & Dohme in 2015 and by Takeda in 2016.

BOOTH #26-28

IF YOU WANT TO KNOW MORE, COME AND MEET US AT BOOTH NO.26-28. **TRUEBLUE** HAS ALREADY BEEN A **GOLD SPONSOR** FOR FOUR CONSECUTIVE YEARS.

IF YOU WISH TO MAKE AN APPOINTMENT WITH US AT THE BOOTH PLEASE EMAIL EVENTS@TRUEBLUE.IT

ABOUT US

For more than twenty years, **TRUEBLUE** has been supporting the major pharmaceutical multinationals in the world. Through its services and products, **TRUEBLUE** has gained the world leadership in the analytical and multichannel area. Beside this, **TRUEBLUE** is recognised in the industry for its innovative thinking, its expertise and its top-notch solutions.