



2011 Yearbook

Free - ASSOCIATE MEMBERS RECEIVE ONE STANDARD ENTRY IN THE PAPER COPY OF THE YEARBOOK PLUS THE SAME (IDENTICAL) ENTRY IS INCLUDED IN THE ONLINE SEARCHABLE YEARBOOK. THIS IS INCLUDED IN YOUR MEMBERSHIP FEE. YOUR COMPANY MUST BE A PAID UP MEMBER OF EPHMRA ON 31 MARCH 2011 TO QUALIFY FOR THIS.

One paper copy of the Yearbook per Member company plus one copy for each Committee member is provided for free.

Non Members have to pay 650 CHF for the standard entry as above. One paper copy is provided with your entry.

If you have any questions please email generalsecretary@ephmra.org.

Updating is done online. There is no longer a form to complete.

NOTES

During Steps 1 – 5 you can Save and leave the entry to return to it at another time. You do not have to complete it in one go.

Prices update when you click the SAVE button.

So – if you are entering a new company then please start with this first step -

The first step is to create a new entry – 'Add a New Company'. Then press Continue.

If you are updating your current entry you can review what we have inputted and make changes. Your email address will pull up the entry.

The same guidance notes below will help you.

Step 1

The screenshot shows the 'Yearbook' application in Internet Explorer. The browser window title is 'Yearbook - Windows Internet Explorer' and the address bar shows 'http://www.ephmra.org/yearbook.aspx?page=137'. The page content includes a navigation menu on the left with items like 'Home', 'About EphMRA', 'Classification', 'Events', 'Training', 'Membership', 'Publications', 'Professional Standards', 'Contact us', 'File Dropzones', 'EphMRA Members Forum', and 'RSS - Keep up to Date'. The main content area is titled 'Untitled company' and shows a multi-step form with five steps. Step 1 is active and contains the following fields: 'Company name' (text input), 'Address' section with 'Street' (text input), 'City' (text input), 'Postcode' (text input), 'State/ Country' (text input), 'Country' (dropdown menu), 'Telephone' (two text inputs), 'Fax' (text input), 'Website' (text input), and 'Main email contact' (text input). A status bar at the bottom shows 'Done' and 'Internet'.

Company Name – please enter as you wish it to appear using upper and lower case. Please ensure you do this correctly as once you have saved it you cannot edit it.

Address – Street, City Postcode, Stat/Country – complete with full address.

Country – select from drop down menu

Telephone – please complete as follows: first box – country code eg 44 (no need to add +) then add the telephone number in the second box with the number spacing as you wish it to appear. Any zeroes eg 44 (0) 161 should not be included and so should feature as 44 161

Fax – as for telephone

Web site – please include address starting with www.

Main email contact – please enter one email address as the main contact email address.

When you have finished Step 1 please click on the SAVE button in the bottom right hand corner, then press NEXT to move on to Step 2.

All the information in Step 1 is included in the entry and there are no extra charges to be paid.

STEP 2

The screenshot shows a web browser window titled "Yearbook - Windows Internet Explorer" with the URL "http://www.ephmra.org/yearbook.aspx?page=137". The page is titled "Editing: EphMRA" and is in "Step 2" of a five-step process. The form includes the following sections:

- Year established:** A dropdown menu with "Please select" as the current value.
- Directors:** A table with columns for "First name", "Family name", and "Options".
- Main contacts:** A table with columns for "First name", "Family name", "Email", and "Options".
- Total employees:** A text input field containing the number "0".
- Parent company:** A text input field.
- HQ:** A dropdown menu with "Please select" as the current value.
- Other offices:** A table with columns for "Contact", "Company", "Telephone", "Address", "Email", and "Options".

At the bottom of the form, it displays "Total: CHF 0" and three buttons: "Previous", "Save", and "Next". A sidebar on the left contains navigation links: Classification, Events, Training, Membership, Publications, Professional Standards, Contact us, File Dropzones, EphMRA Members Forum, and RSS - Keep up to Date.

Select the year your company was established

Directors – add the first name and surname of Directors. Please do not add titles or type names in capitals- just use normal upper and lower case. Please click the 'file' sign on the right hand side under options to save the name.

Main contacts – here you can add up to 4 main contacts plus the email address. Please do not add titles or type names in capitals- just use normal upper and lower case. Please click the 'file' sign on the right hand side under options to save the name.

Total employees – please enter just a number (no symbols)

Parent Company – optional to type in a name here

HQ – please select the country where your HQ is based

Other Offices – this is a new feature – you can add up to 3 offices free of charge –

Contact – the first and last name of the contact at the office

Company name

Telephone – add the country code as [44] and then the number after with the local code

Address – full address

Email address

Click the 'file' sign under options to save and add each office

When you have finished Step 2 please click on the SAVE button in the bottom right hand corner, then press NEXT to move on to Step 3. If you wish to return to Step 1 then press Previous.

All the information in Step 2 is included in the entry and there are no extra charges to be paid.

STEP 3

The screenshot shows a web browser window titled "Yearbook - Windows Internet Explorer" with the URL "http://www.ephmra.org/yearbook.aspx?page=137". The page features a sidebar on the left with navigation links: Events, Training, Membership, Publications, Professional Standards, Contact us, File Dropzones, EphMRA Members Forum, and RSS - Keep up to Date. The main content area contains a form with several sections:

- Where conduct research (Regions):** A dropdown menu with options: Africa, Asia, Australasia, Caribbean.
- Where conduct research (Countries):** A dropdown menu with options: Afghanistan, Åland Islands, Albania, Algeria.
- Research Services Offered:** A dropdown menu with options: Advanced Statistical Technr, CASI, CATI, CAWI.
- Research Services Offered (other):** A text input field.
- Types of Research:** A dropdown menu with options: Advertising, Benchmarking, Brainstorming, Brand Equity.
- Types of Research (other):** A text input field.

At the bottom of the form, it displays "Total: CHF 135" and navigation buttons for "Previous", "Save", and "Next". The browser's status bar at the bottom shows "Error on page." and "Internet" with a 100% zoom level.

Where Conduct research.

Use the < and > to add or remove the regions or countries to the boxes on the right.

You can include 4 free – any combination of the Regions or Countries listed. You can pay for extras – 30 CHF each

Research Services Offered and Types of Research.

Your choice is from these lists:

Research Services Offered:	Types Of Research:
Up to 4 Research Services may be included with your entry – you can pay for more (40 CHF each).	Up to 4 Types of Research may be included with your entry – you can pay for more (40 CHF each).

	Up to 4 included free		Up to 4 included
Advanced Statistical Techniques		Advertising	
CAPI		Benchmarking	
CASI		Brainstorming	
CATI		Brand Equity	
CAWI		Brand/Branding	
Consultancy		Business Intelligence	
Coding/Data Entry		Competitive Intelligence	
Data Management		Conjoint Analysis	
Datawarehousing		Customer Satisfaction	
Depth Interviews		Disease/Epidemiology	
Desk Research		Forecasting	
Diaries		Formulation/Device	
Ethnography		Market Understanding	
Event Evaluation		Modelling	
Field Co-ordination		New product development	
Fieldwork		NLP	
Full Service		Opinion Leaders	
Group discussions		Packaging/Logo/Name	
Longitudinal Research		Payors	
Omnibus surveys		Portfolio analysis	
Online research		Positioning	
Panel research		Pricing Research	
Postal research		Promotional Tracking	
Recruitment		Qualitative	
Report writing		Quantitative	
Secondary research		Sales Force Effectiveness	
Syndicated Studies		Sales Representative materials	
TAWI		Sales Information	
TATI		Segmentation	
Telephone Interviews/Tele depths		Semiotics	
Training		Trademark evaluation	
Videoconferencing		Tracking	
Videostreaming		U&A	
Viewing Facilities		Web site evaluation	

		All ad hoc research services	
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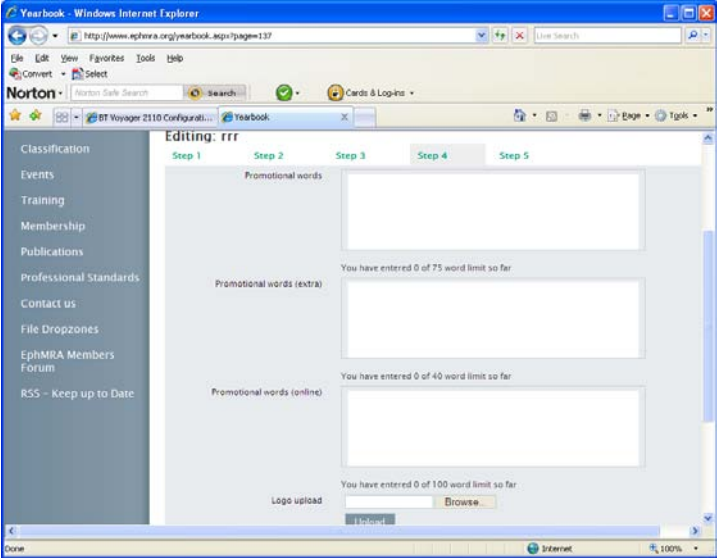
If the above do not meet your needs then you can type your own words into the box:

Research Services Offered (other) - You can do so at a cost of 100CHF FOR UP TO 10 WORDS. Please do not hyphenate words or these will be edited out.

Types of Research (other) - You can do so at a cost of 100CHF FOR UP TO 10 WORDS Please do not hyphenate words or these will be edited out.

When you have finished Step 3 please click on the SAVE button in the bottom right hand corner, then press NEXT to move on to Step 4. If you wish to go back then press Previous.

STEP 4



Promotional words - First box – up to 75 promotional words for free are included with your online and paper entry. You can see by the word count how many you are entering. Please ensure you adapt your current wording to fit into the 75 free words allowed. If you have more words then you need to use the next box and a charge will be incurred.

Promotional words - second box – a second block of promotional words – up to 40 can be included in your online and paper entry. If you include an extra 20 words or 35 words here the fee is the same – you pay for up to 40 extra words. This block of up to 40 extra words costs 200 CHF.

Promotional words - third box – in your on line entry you can include another block of up to another 100 words – fee payable. Again if you include here, say, 70 or 100 extra words then the fee is the same.

This block of up to 100 extra words costs 400 CHF.

Online entry - the total number of words you can include is 75 words + 40 words + 100 words.
In the printed paper copy a maximum of 115 words can be included (75 words + 40 words).

Logo – you can upload your logo – it will be in colour in the online Yearbook. It may look squashed here but when you check your entry online it will display correctly.

When you have finished Step 4 please click on the SAVE button in the bottom right hand corner, then press NEXT to move on to Step 5. If you wish to go back then press Previous.

STEP 5

The screenshot shows a web browser window titled "Yearbook - Windows Internet Explorer" with the URL <http://www.ephmra.org/publications-and-resources/yearbook-2009/yearbook.aspx>. The browser's address bar shows "quad bike riding cheshire" and "Search". The page content is divided into a left sidebar and a main form area.

Left Sidebar:

- Classification
- Events
- Training
- Membership
- Publications and Resources
 - EphMRA Newsletters
 - Strategic Options Broadcast
 - Adverse Event reporting
 - Farmaindustria
 - Yearbook 2009**
 - Foundation Projects
 - ESOMAR Publication
- Professional Standards
- Contact us
- File Dropzones
- EphMRA Members Forum

Main Form Area (Step 5):

Company type

<input type="checkbox"/>	Full service	<input type="checkbox"/>	Executive Search
<input type="checkbox"/>	Consultancy	<input type="checkbox"/>	Training
<input checked="" type="checkbox"/>	Freelancer	<input type="checkbox"/>	Medical Publishing
<input type="checkbox"/>	Fieldwork	<input type="checkbox"/>	Viewing Facility

Extra copy of Yearbook?

Yes
 No

Advertise in paper copy...

<input type="checkbox"/>	One page colour advert - 1300CHF	<input type="checkbox"/>	Bookmarks - 1000CHF
<input type="checkbox"/>	Supplement for advert position: inside covers, outside back cover - 650CHF		

Terms & Conditions

I am authorised by my company to book this entry in the 2010 EphMRA Yearbook and the company therefore agrees to pay any resulting invoice in the placement of this entry. Once this entry is submitted, changes can only be made free of charge within 7 calendar days. After this time changes can be made at a cost of 50 swiss francs each time a change is made. This will be added to your invoice. Please contact EphMRA on generalsecretary@ephmra.org for these changes. I understand that if any invoices relating to

Company type – this is the category you select for the search. You can have one category for free and can pay for extra categories (150 CHF each). These categories do not appear anywhere in relation to your entry – they are just categories for the search engine.

Extra copy of Yearbook – this means you want to order an additional paper copy – fee payable.

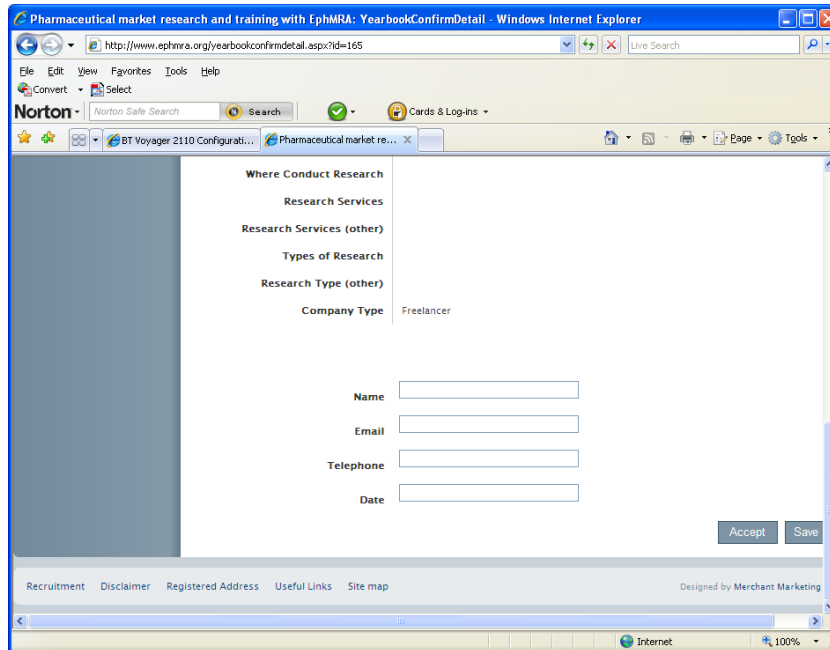
Advertising – you can choose to advertise.

Terms & Conditions.

- please click the check box.

When you have finished Step 5 please click on the SAVE button in the bottom right hand corner, then press NEXT to move on to the final step. If you wish to go back then press Previous.

FINAL STEP



The screenshot shows a web browser window titled "Pharmaceutical market research and training with EphMRA: YearbookConfirmDetail - Windows Internet Explorer". The address bar shows the URL "http://www.ephmra.org/yearbookconfirmdetail.aspx?id=165". The browser interface includes a menu bar (File, Edit, View, Favorites, Tools, Help), a toolbar with "Convert" and "Select" options, and a Norton Safe Search bar. The page content is divided into a left sidebar and a main area. The sidebar contains a list of links: "Where Conduct Research", "Research Services", "Research Services (other)", "Types of Research", "Research Type (other)", and "Company Type". The main area contains a form with the following fields: "Company Type" (with "Freelancer" selected), "Name", "Email", "Telephone", and "Date". At the bottom right of the form are "Accept" and "Save" buttons. The footer of the page includes links for "Recruitment", "Disclaimer", "Registered Address", "Useful Links", and "Site map", along with the text "Designed by Merchant Marketing".

This is when you get to review your entry. If you wish to make any changes do so before you press Accept or Save or fill in the 4 boxes. You can go back to previous Steps by using your back buttons.

Accept – this means you are happy with your entry and wish to submit it for Approval by EphMRA. Complete the 4 boxes about who is making this entry for any queries, press Save and then Accept.

What happens next?

Your entry then comes to EphMRA who will check it all, confirm the price back to you in case of any error and then you have 7 working days to make any free changes. If EphMRA does not hear from you then the entry will be approved after 7 working days and then changes are charged.

Once approved your new entry will be in the search engine. The printed Yearbook is distributed in July.

You have from 1 March – 31 March to update your entry online.

EphMRA reserves the right to edit all entries and make necessary changes to match the entry with the pricing of each element.