



The Chartered
Institute of Marketing

The commercialisation of medical products

Thursday 15 February 2018 | 18:00 | Newcastle

The commercial success of products and services for medical or healthcare applications depends on the identification of unmet customer needs and the development of an offering that meets them. This event, chaired by Dale Athey, CEO of Orla Proteins, will help companies find the most effective methods for obtaining customer insights for their medical products. Our expert speakers from Newcastle University Business School, HistoCyte Laboratories and Explain Market Research will be happy to answer your questions, allowing you to advance your company's strategic marketing initiatives.

**The Partner's Room,
Newcastle University,
5 Barrack Rd, Newcastle upon Tyne
NE1 4SE**

Free members and students
£10 non members - early bird
until 15/01/18, then **£15**

CPD eligible

Category: Insights

Duration: 1.5 hours

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