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**INTERPHEX TO HOST WEBINAR ON DRIVING NEW BUSINESS
AND INCREASING REVENUE VIA SOCIAL MEDIA**

Expert Bruce Offenberger presents pharmaceutical and biopharmaceutical manufacturers and suppliers with new ways to build business

(NORWALK, Conn., June 21, 2010) – The organizers of INTERPHEX, the pharmaceutical manufacturing industry event producer and information resource, is hosting “How to Earn Profits with LinkedIn, Facebook and Twitter” on June 29 at 2 p.m. EDT. The hour-long webinar will feature Brian Offenberger, a recognized specialist in online marketing and electronic media practices that generate sales and profits.

Offenberger will discuss:

- Why your company must use social media to drive profit
- Seven ways to earn profits by using LinkedIn, Facebook and Twitter
- How to get started using social media the right way
- Easy tips to improve your existing social media efforts

"We're going to look at the key new business issue today: namely, that the old ways of generating leads and sales are not working," Offenberger said. "Businesses in the INTERPHEX community need to know how to get leads in the online era. We'll show you how to generate leads and sales using new channels like LinkedIn, Facebook, Twitter and more. This session will deliver information that can be used right away and will guide buyers and sellers to more leads and profits in the social media era."

INTERPHEX will also award two participants an individual social media consultation with Offenberger. Registration for the webinar is free and may be done by going to <https://www1.gotomeeting.com> or through the INTERPHEX Facebook page.

Offenberger is the CEO of Right On - No Bull Marketing, an integrated online marketing agency and since 1983 has generated millions of dollars in profits and sales for clients and business partners through his marketing, sales, and management strategies and tactics. He specializes in online marketing and electronic media practices including search engine marketing, online advertising, web analytics, blogging, podcasting, RSS marketing, social media marketing, webinars, and teleseminars.

He is also the host of the radio show, Online Marketing with RSS Ray, a weekly program about online marketing best practices carried on wsRadio.com, a station with more than 5 million listeners.

The Webinar is part of INTERPHEX's growing year-round connection with the pharmaceutical and biopharmaceutical manufacturing community and its suppliers. Professionals are able to share news, source contacts and hold discussions through INTERPHEX on [Facebook](#), [Twitter \(#INTERPHEX\)](#), and [LinkedIn](#) .

About INTERPHEX

INTERPHEX USA is the world's most trusted source for leading-edge technology, education, and sourcing of the products and services that drive scientific innovation for Life Sciences manufacturing. INTERPHEX is produced by Reed Exhibitions, delivering influential leaders in life sciences through unique combinations of conference, exhibition, workshops, partnering opportunities, and networking events. INTERPHEX New York 2011 will be held March 29 – 31, 2011 at the Javits Center in New York City.

Reed Exhibitions manages more than 450 trade events annually worldwide and is a member of the Reed Elsevier Group plc, a world-leading provider of information-driven services and solutions. For information, visit www.INTERPHEX.com.

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