



## **FOR IMMEDIATE RELEASE**

Contact:

**Dave Hanaman**

**C3i**

**973-401-4677**

[dhanaman@c3i-inc.com](mailto:dhanaman@c3i-inc.com)

### **C3i Hosts Client Appreciation Day for Its Pharmaceutical Clients**

**Bedminster, NJ – June 12th, 2009** – C3i, the leader in CRM services for the life sciences industry, hosted its annual Client Appreciation Day at beautiful Fiddler's Elbow Country Club, Bedminster, NJ

C3i was happy to welcome 50 professionals from half of the world's top 50 pharmaceutical companies. Steve Gerard from TGaS keynoted the morning session and walked participants through the latest industry trends, new sales models, and the evolution of technical support. Attendees, along with C3i representatives, then engaged in panel discussions where each were able to share their experiences and challenges on topics including new commercial models, managing support strategies, and exploring hardware and software deployment options.

Following a relaxed networking lunch, attendees enjoyed wine tasting on the deck or golf on one of Fiddler's Elbow's three 18-hole courses.

Press Release

”Getting to know our clients at a more personal level and re-familiarize myself with their evolving needs is something I look forward to every year.” commented Joel Morse the Chief Executive Officer and Co-founder of C3i. “These conferences are important for us; we get ideas from our customers on how to meet the industry’s challenges and improve our service. Meetings like these are key to continuing to build more beneficial relationships with our clients.”

**About C3i:**

Headquartered in Morristown, New Jersey, C3i Inc. has global operations in the United States, India and Bulgaria. Their 750 employees provide systems implementation, technology training, multi-lingual help desk, hardware provisioning, and break/fix, asset management, and user/application administration services for pharmaceutical sales and clinical professionals worldwide. To learn more, visit [www.c3i-inc.com](http://www.c3i-inc.com).