

**WILSON LEARNING EUROPA SPONSORS SALES FORCE  
EFFECTIVENESS EUROPE 2008****Beaconsfield, Buckinghamshire, UK. — March 18th, 2008 —**

Wilson Learning Europa - EMEA operation of global Human Performance Improvement providers Wilson Learning Worldwide - today announces its sponsorship and participation as exhibitors at the 6<sup>th</sup> Annual Sales Force Effectiveness Europe Conference 2008.

Sales Force Effectiveness Europe, a three day event organized by Eye for Pharma, takes place at the CCIB Conference Centre in Barcelona from 2<sup>nd</sup> – 4<sup>th</sup> April 2008. Wilson Learning is excited to be supporting this key event, attended by in excess of 700 pharmaceutical professionals from across Europe and beyond.

As a leading provider of sales, leadership and individual effectiveness solutions to global clients within the pharmaceutical sector since its foundation in 1965, Wilson Learning has been helping some of the world's leading healthcare and pharmaceutical organizations gain market share by moving beyond *merely marketing products* to *adding value* for healthcare professionals.

Wilson Learning is proud to discuss its extensive work within the pharmaceutical sector and officially introduce its Pharmaceutical Performance Group – dedicated to helping pharmaceutical companies alone better their sales results, their leadership practices and their individual contributors' performance.

With a wealth of pharmaceutical-specific solutions and a team of specialist performance improvement consultants – many of whom are former pharmaceutical industry insiders - Wilson Learning understands more than most the challenges pharmaceutical organisations face.

Mike Poulson, President Wilson Learning Europa comments *“Over the years we've worked closely with many pharmaceutical clients globally, participating in events such as this continues our learning and knowledge of the fast moving environment in which our clients exist. It is mission critical for us understand our client's key business issues, so that we may continue to add value in providing world class Human Performance Improvement solutions”*.

He continues, *“The Sales Force Effectiveness Conference provides a sound platform to engage with many of our existing clients and other pharmaceutical company representatives. We are looking forward to understanding more about the changing European Healthcare environment in order that we continue to develop pharmaceutical specific offerings for our clients, at the individual, group and organization level.”*

Wilson Learning representatives will be available for the duration of the Sales Force Effectiveness Conference, sponsoring the Opening Breakfast on April 3<sup>rd</sup>, and exhibiting at Booth Number 26.

A prize draw is open to all speakers and delegates at Sales Force Effectiveness Europe 2008. Enter to win your organization one day's sales effectiveness consulting with a Wilson Learning pharmaceutical sales effectiveness specialist at your premises and one complimentary sales skills event day for up to 15 sales representatives and/or managers. (Terms and Conditions apply).

**About Wilson Learning – Improving Performance Through People**

Wilson Learning Worldwide is a global leader in Human Performance Improvement solutions for the Global 2000, Fortune 500 and emerging organizations worldwide. With operations in over 40 countries worldwide, including Japan and the United States, incorporating over 25 languages, the company creates synergy between people and business strategy through an extensive range of world-class solutions focusing in leadership, sales and individual effectiveness. Its integrated offerings include: strategy alignment consulting, descriptive and evaluative assessment services, world class process and skills content, and technology enabled solutions. More information about Wilson Learning is available online at [www.wilsonlearning.com](http://www.wilsonlearning.com) or by calling **+44 (0)1494 678 121**.

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