



Illuminate, Inc., Pharmaceutical Training Solutions Highlighted at 2008 Marketing Innovation Tour

Author Robyn Waters highlighted Illuminate, Inc pharmaceutical training solutions as part of her marketing innovation tour indicating how the full-service training and development agency keeps clients at the forefront in everything they do.

Boston, MA, September 18, 2008 --(PR.com)-- Author Robyn Waters continued her 2008 Event Marketing Innovation Tour at The Exhibit Source in Newton, Massachusetts, Wednesday September 10th, 2008. She offered her expertise in new trends and design with heart to an audience of about 100 people, who at the end had the opportunity to ask questions, share ideas, and leave the event with a copy of her new book "The Hummer and the Mini, navigating the contradictions of the new trend landscape".

During her speech, Ms. Waters explained how Design with Heart brings the possibility of making products, and offering services with a major focus in your client's feelings and likes. She said during her speech, "the insights I share will take you deep into the hearts and minds of your customer to help you determine not just what's next, but what's important".

As examples of her insights, Ms Waters presented several cases of companies across the nation, but also in the New England area, that are working with these core values, and bringing what is important to their clients, developing and performing a strategy from inside out. One example, in the Boston area, was Illuminate (www.illuminate.net), a client-focused, full-service training and development agency that specializes in delivering high caliber pharmaceutical sales training solutions.

Robyn highlighted how Illuminate continually keeps their clients at the forefront in everything they do, from the greeting message when you call their office, to their friendly and easy to navigate website to the value of the human element in every technical solution they offer to their pharmaceutical sales training customers.

Illuminate, Inc has been in business since 2004, and keeps working tirelessly to find innovative training solutions through text, workshop, eLearning and blended learning strategies. Find out more about Illuminate, Inc, and how it can make things perfectly clear at illuminate.net.

###



Contact Information:

Illuminate, Inc.
Shaun McMahon
617-423-9300
info@illuminate.net
illuminate.net

Online Version of Press Release:

You can read the online version of this press release at: <http://www.pr.com/press-release/106295>