

Veeva | European Commercial & Medical Summit

One of the largest life sciences events in Europe.

In 2016 we addressed...

Enabling Smarter Customer Engagement

by

Providing real-time **access to data** for better insights

Improving collaboration between **Medical and Commercial**

Improving **enterprise-wide alignment** with the **customer at the center**

Optimizing **communication** across personal and digital channels

together with

750+

attendees

80+

life sciences companies

bringing together communities

Commercial **41%**

IT **35%**

Marketing **10%**

Medical **6%**

And here is their **big picture**



created by an **on-site illustrator**

We had **2 days** with...

7 tracks
34 sessions
27 customer speakers
6 keynotes
6 workshops
8 deep dive roadmap sessions

Dedicated **Animal Health and Consumer Health Forums**

460,000 #veucs16 social interactions

At our new home in Madrid, resulting in

200+ more life sciences visitors than 2015

96% of satisfied attendees



92% are likely to return because **Veeva European Commercial Summit** offers greater learnings and best-practices sharing, compared to other events

3,700+ tapas



All this made possible thanks to the support from **32** sponsors

Want to be part of the **Veeva Community?**

Join us this year!

28 - 30 Nov 2017
Madrid Marriott Auditorium Hotel & Conference Center
#VECMS

Learn more: visit the event website veeva.com/eu/summit