

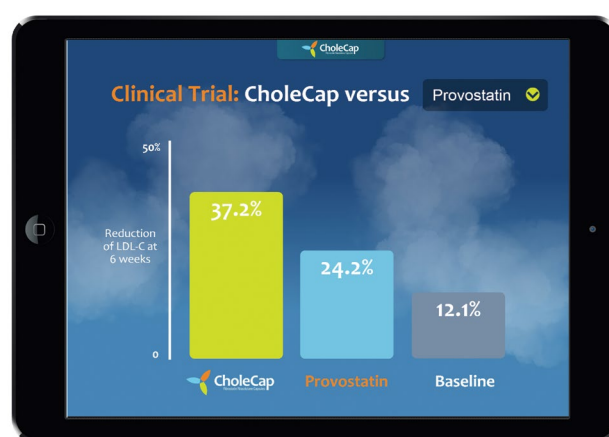
Veeva CRM

Engage for Events Management

Virtual events, real engagement

Reach key stakeholders anytime, anywhere

The rise of the digital opportunity—coupled with increasing restrictions on access to physicians—is driving transformation in life sciences. To meet healthcare professionals' demand for fast, easy access to the information they need, companies are looking to further integrate virtual events into their engagement strategy.



Veeva CRM Engage for Events Management makes virtual events easy and compliant by eliminating the traditional siloed approach. Engage for Events, in conjunction with **Veeva CRM Events Management**, ensures compliant event delivery, leveraging a life sciences specific event model and processes. All customer information is automatically captured and available directly in multichannel Veeva CRM, so getting a full view across all channels is simple.

Benefits

- **Integrated:** Optimize speaker and attendee management and get a complete view to tailor your event strategies.
- **Collaborative:** Attendee features promote peer-to-peer networking and participation.
- **Compliant:** Maintain budgets and regulatory requirements by tracking all events in a single system.
- **Standardized:** Enterprise approach to streamline, simplify, and harmonize remote engagements.

Features

Integrated Voice and Video

Delivers built-in voice and video capabilities in a single solution, with flexibility to turn video on or off as needed.

Real-time Online Engagement

Enables life sciences companies to improve reach and eliminate the logistics of physical events. Healthcare professionals can join from any device, at their convenience.

Networking and Collaboration

Zoom Meeting empowers attendees to engage on video, share materials with the group, and connect in breakout rooms.

Ensures Compliance

Designed to meet the strict regulatory requirements of the life sciences industry. Built-in content control ensures only the latest, approved materials are used, and Veeva CRM integration makes it easy to ensure attendees are authorized to attend virtual events. All actions are automatically tracked and recorded back to CRM.

Intuitive UI

Easy to use, minimizing the need for training and increasing adoption by both reps and HCPs. To join Engage for Events, HCPs simply click a link delivered via Veeva CRM Approved Email.

Streamlined Processes Across All Event Types

Designed to work with Events Management to provide a unified process for approvals, budgeting, and tracking of the HCP before and after the event. See the activity from Engage for Events in the account timeline and understand where the customer joined the webinar or left.

Complete Customer View

Rich insight is automatically captured from each interaction, across all channels, and updated in Veeva CRM in real time. Companies can easily gauge content effectiveness and track HCP sentiment. This multichannel data is available for analysis, helping marketing and sales respond to customer needs quickly and effectively.