Treating

FRACTURED

Events Management Processes in Life Sciences

Signs and Symptoms

*Disclaimer: The below signs & symptoms apply to a traditional speaker program. Signs & symptoms may differ per country, organizational set-up, and existing infrastructure.



Events Planning

Separate applications for each event type

Speaker & Attendee Management

Limited speaker availability and lack of insight to the number of attendees

Contracts and Invitations

Paper invitations and non-compliant contract management solutions

Event Execution

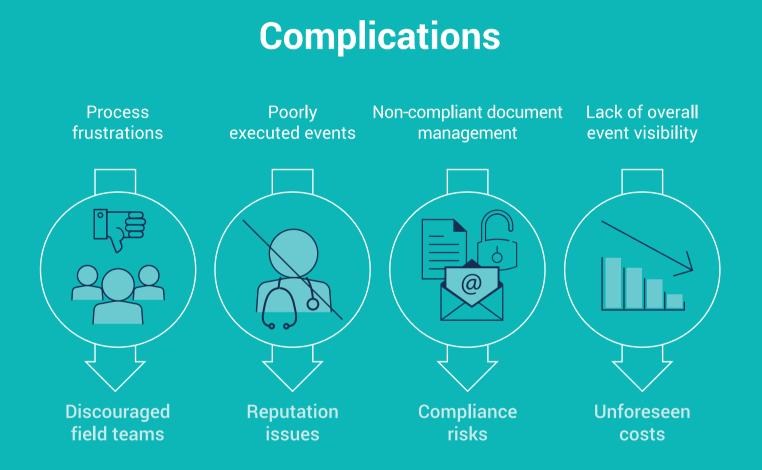
Manual registration for walk-in attendees

Attendee Feedback

Irreconcilable post-event survey results with attendee information

Close Out

Inaccurate spend reporting and poor channel visibility



Treatment

A Seamless Event Journey Why CRM integration is key:



Attendee Visibility Email & Webinars

to Measure ROI

Veeva Vault CRM Events Management

Total event visibility. Streamlined collaboration. More valuable events.

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