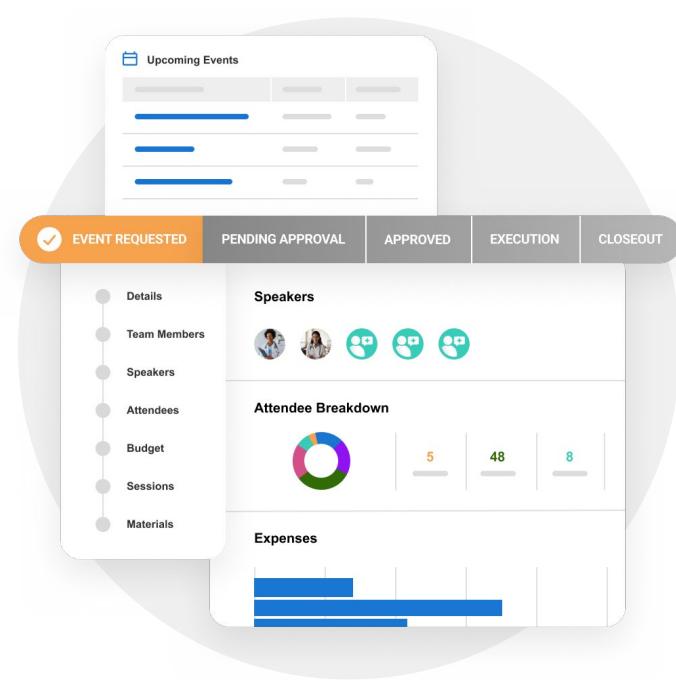


# Accelerate End-To-End Pharma Event Management

Veeva Vault CRM Events Management is a single software solution that helps plan and execute all event types. It gives you full control and visibility of spend, speakers, attendees, and activities for a more impactful event experience.

Events Management is embedded in Vault CRM to provide a 360-degree customer view, supporting multichannel marketing strategies. Events Management provides one solution for all events and engagements, supporting visibility and control, and driving impactful event experiences.



## Business Benefits

### Embedded

Seamlessly embedded within Vault CRM and fully integrated with commercial applications.



### Simplified

A single interface unifies service providers, compliance tools, and enterprise applications.



### Compliant

Proven global solution delivers visibility and control for greater compliance.

# Features

## **Seamless Integration with Vault CRM**

Increase ROI and boost user adoption by leveraging native integrations with Veeva Vault CRM Approved Email, Veeva Vault CRM Engage, Veeva Vault, and Veeva OpenData during the event lifecycle.

## **Integrated Virtual Events**

Manage and host interactive and collaborative, field-led events in the format of your choice: in-person, virtual, or hybrid.

## **Manage All Event Types**

Reduce complexity and increase visibility. Planning, tracking, and logistics for each event type (including speaker programs, large events, and fee-for-service activities), are managed and executed within one solution.

## **Compliant Budgeting**

Budget allocations can be made across all event types within a single solution, reducing the likelihood of under- or overspending.

## **Flexible Planning and Tracking**

Select event details, set event budgets, and estimate the number of attendees and expenses specific to each event type. Tailor workflows based on event details for easy event planning and tracking.

## **Streamlined Event Approvals**

Reduce bottlenecks and stay on schedule. Approval workflows are defined by event type, allowing you to specify appropriate steps in the process to initiate activity-triggered approvals automatically.

## **Optimized Speaker and Attendee Management**

Ensure compliant use of speakers and attendees, assign the right expert for each event, and manage their contracts. Users can view speaker and attendee profiles, send invitations, and track attendance. Real-time business rules, digital sign-in (including QR code), and walk-in attendee management guarantee the right people are invited and tracked.

## **Accurate Expense Capture and Closeout**

Capture payments and invoicing quickly and accurately. Update spending in real-time for timely fee-for-service payments. Push expenses to Concur with a single click, eliminating the need for manual double data entry.

## **Event Surveys**

Understand event impact and customer preferences with built-in survey capabilities. With one click, send compliant emails using Approved Email to attendees for feedback, which is captured in real-time in Vault CRM.

## **Robust Reporting**

Aggregate all customer event spend in a single location. A purpose-built data model ensures all customer spend data related to events is captured and tracked for accurate transfer of value reporting.

## **Online and Offline Access**

Complete on-site activities even when internet connectivity is not available. Facilitate contactless attendee signature capture and opt-in for live and virtual events with QR self-sign-in.

## **Partner Access and Event Organization**

Eliminate the expense and time required to customize third-party software. With a single system to manage all event types, external event planners and partners can support planning and execution with role-based access in real time.

## **Continuous Investment**

Benefit from an appreciating technology asset, limiting customization and minimizing maintenance costs.

## **Rapid Deployment**

Our Professional Services accelerators allow us to leverage industry best practices and pre-defined configuration templates to deploy Events Management in your organization in a timely and cost-efficient way.