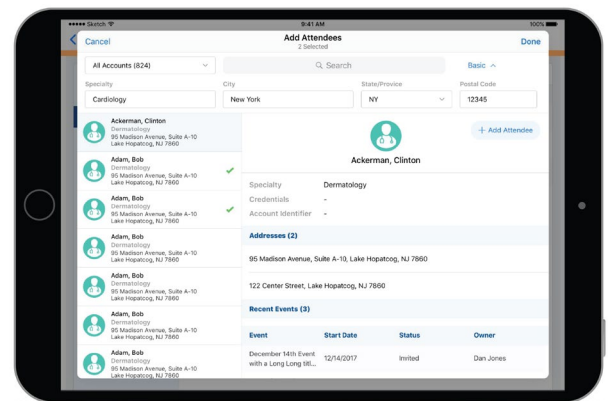# Veeva CRM Events Management

Leader in Events Management Technology

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

Veeva CRM Events Management is embedded in Veeva 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.
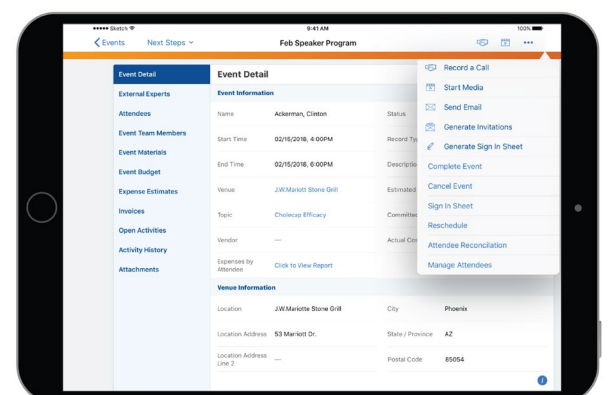
Key Benefits

• **Embedded:** Seamlessly embedded within Veeva CRM and fully integrated with commercial applications
• **Simplified:** Single interface unifies service providers, compliance tools, and enterprise applications
• **Compliant:** Proven global solution delivers visibility and control for greater compliance

Synergistic Partner Ecosystem

Veeva offers customers the choice in working with Physicians World, a Veeva Company or other trusted speakers bureau providers. We support an open partner program to integrate and certify services offerings with Veeva CRM Events Management. Veeva's certified services and logistic partners provide accelerator packages to help customers get up and running quickly.

Core Technology Partners

Veeva's technology partners extend and augment the value of Veeva CRM Events Management with pre-built integrations to popular industry solutions such as Cvent and Concur.

A full view of all events in one interface

Key Capabilities

Seamless Integration with Veeva CRM

Veeva CRM Events Management is embedded within Veeva CRM, bringing more value to your existing investment, and boosting user adoption by leveraging native integrations with Veeva CRM Approved Email, Veeva Engage, Veeva Vault, and Veeva OpenData during the event lifecycle.

Integrated Virtual Events

Create and execute virtual event programs with embedded Veeva CRM Engage capabilities. Improve your event's reach by eliminating geographic barriers with access from any device and integrated voice and audio, deep content integration, and an easy-to-use interface. All customer information is automatically captured and available directly in Veeva CRM.

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 likelihood of under- or overspending.

Flexible Planning and Tracking

Select event details, set event budgets, estimate number of attendees, and estimate 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 automatically initiate activity-triggered approvals.

Optimized Speaker and Attendee Management

Ensure compliant speaker and attendee utilization, while engaging the most relevant expert for each event. Visibility to speaker and attendee profiles, history, and the ability to create print invitations help users communicate event details for each event. Real-time business rules and walk-in attendee management ensures the correct attendees are invited and tracked at every event.

Accurate Expense Capture and Closeout

Capture your payments and invoicing quickly and accurately. Real-time activity tracking makes it easy to update actual spend for travel, catering, meals, and speaker fees during the event to enable timely fee-for-service payments.

Also includes the ability to track expenses and push them to Concur with one 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 Veeva CRM Approved Email to attendees for feedback, which is captured in real-time in Veeva 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

Designed for real-time planning and closeouts, Veeva CRM Events Management enables completion of on-site activities such as attendee sign-ins, even with no connectivity. QR Self Sign-In available to facilitate contactless attendee signature capture and opt-in for both live and virtual events.

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 partner-focused accelerators allow us to deploy Veeva CRM Events Management in your organization at a scalable price, enabling new processes and functionality within weeks.