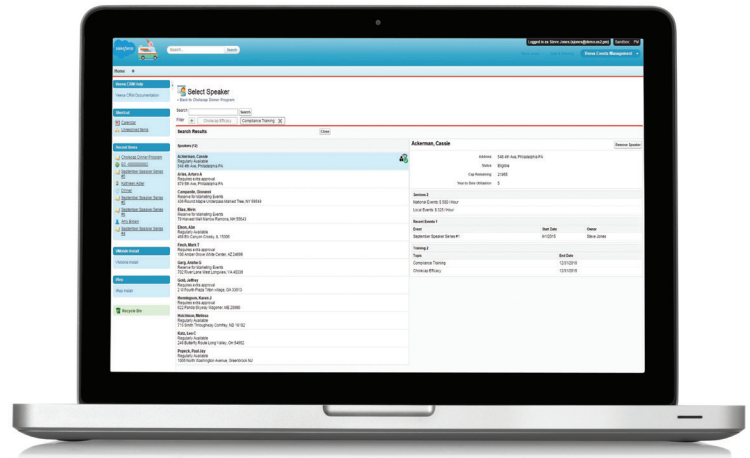


Veeva CRM

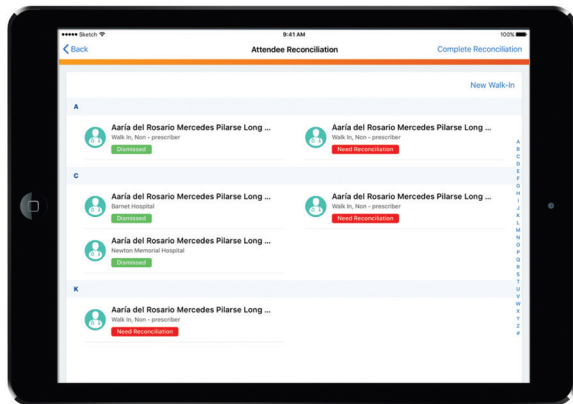
Events Management

Better Events with
Greater Compliance.
Fully Coordinated.



Effective speaker programs and key opinion leader (KOL) advisory services are crucial to achieving both commercial and medical objectives. Peer-to-peer engagement plays a critical role in increasing product adoption, and medical expert feedback is central to identifying new market opportunities.

With many disparate systems in use across event types and geographies, however, it is nearly impossible to efficiently track speakers and spending. Poor expert/KOL usage and limited visibility into event-related spend impact compliance and overall event success. Bringing the best speakers together with the right audience is challenging—and difficult to coordinate across stakeholders.



Walk-in Attendee Reconciliation

Veeva CRM Events Management is a single solution to plan and execute all events across the enterprise. It gives you seamless control and total visibility of all speaker experts, attendees, activities, and related spend, for better events with greater compliance.

A complete view of all events and flexible planning makes it easier to comply with changing regulations. Total visibility to opinion leader usage and profiles helps you match the right speaker experts with the right audience, improving event effectiveness. And by using a single system that tracks expenses against—no matter what type of event—ensures better budget financial adherence.

Key Business Benefits

- **Compliant:** Strengthen compliance adherence with defined workflows and complete visibility and control for all event types.
- **Integrated:** Improve event planning and execution with seamless field access to event and attendee-related data.
- **Unified:** Streamline events management by using a single solution for all teams across geographies.

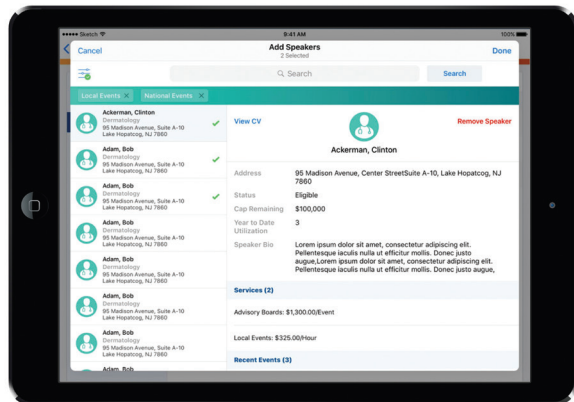
Solution Features

Compliant Budgeting

Adhere to budget caps and reduce under- or overspending. Budget allocations can be made across all event types, such as speaker programs, investigator meetings, patient programs, and advisory boards—all within a single solution. And **Veeva CRM** integration makes it easy to send expenses directly from CRM to Concur with receipt attachments.

Optimized Speaker and Attendee Management

Ensure compliant speaker and attendee utilization, while engaging the most relevant expert for each event. With access to experts' profiles, including specialties, contracts, rates, certified event types, and recent usage, you can select the right opinion leader without risk. Visibility to attendee profiles, history, and automated alerts from Veeva CRM help users select the right attendees for each event. Real-time business rules and walk-in attendee management ensure the correct attendees are invited and tracked at every event.



Speaker selection

Compliant 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.

Manage All Event Types

Reduce complexity and increase visibility. Planning, tracking, and logistics for each event type—including speaker programs, advisory boards, training programs, and committees—are managed and executed within one solution.

Flexible Planning and Tracking

Select event details, set event budget, estimate number of attendees, and estimate expenses specific to each event type. Tailor end-to-end workflows based on event details—such as speaker type, requirements, and topics—for easy event planning and tracking.

Streamlined Event Approvals

Reduce bottlenecks and stay on schedule. Since approval workflows are defined by event type, you can specify appropriate steps in the process to automatically initiate approvals triggered by activity completion.

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 when internet connectivity is not available.

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.

Partner Access and Event Organization

The **Events Management Partner Program** helps eliminate the expense and time required to customize third-party software. By leveraging a single system to manage all event types, external event planners and partners can support event planning and execution with role-based access in real time.

Seamless Integration with Veeva CRM

Increase user adoption by leveraging the intuitive CRM application used by your teams every day. Veeva CRM Events Management is natively integrated with Veeva CRM, making training fast and easy.

Compliant Event Promotion and Surveys

Native integration with **Veeva CRM Approved Email** ensures the right people attend your events. Send approved email invitations, reminders, and post-event surveys, with built-in RSVP capabilities, to a select list of attendees. Print invitations right from your tablet to hand deliver during interactions with HCPs. Post-event, send attendee surveys to measure impact and improve event planning.