

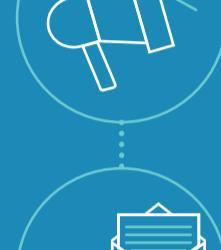
Treating FRACTURED

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

Complications

Process frustrations

Poorly executed events

Non-compliant document management

Lack of overall event visibility



Discouraged field teams



Reputation issues



Compliance risks



Unforeseen costs

Treatment

A Seamless Event Journey

Why CRM integration is key:



End-to-end Compliance



Complete Speaker & Attendee Visibility



Extend Reach using Approved Email & Webinars



Track the Right Metrics to Measure ROI

Veeva CRM Events Management

Total event visibility. Streamlined collaboration. More valuable events.

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