

# 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



Discouraged field teams

Poorly executed events



Reputation issues

Non-compliant document management



Compliance risks

Lack of overall event visibility



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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