

Strategic Meetings & Congresses

Full-service large event logistics integrated with **Veeva Vault CRM Events Management**

Business Benefits



Enhanced event visibility.

Get a comprehensive view of your event to ensure things are on time, on budget, high-quality, and compliant.



Better cross-team follow-up.

Help commercial and medical teams view event insights and take action with event data stored in Events Management.



Access to seasoned events experts.

Ensure your events make use of industry best practices with support from Veeva's product, services, and business consulting teams.

2000+

Strategic Meetings

500+

Congresses

85+

Years of Experience in the Strategic Meeting Industry

Features

Veeva offers "orange glove" service that covers an event from strategic alignment and planning all the way to close out. All service packages include a post-event budget report that follows best practices for compliance and a budget executive summary for sharing with internal stakeholders.



Strategic Meetings

Let the Veeva team focus on getting the right people in the room so you can focus on the big picture. Our services for advisory boards and speaker training include venue sourcing, participant management, travel logistics, materials development, and onsite or virtual support during the event. After the event, the team also helps with participant follow-up and feedback, so you can make your next meeting even better.



National Broadcasts

Make sure your broadcasters look and sound their best with our in-studio support package. Veeva handles vendor contracting, platform alignment, speaker travel, and remote site support leading up to the broadcast session. On the day of, we provide onsite resources to assist the speakers with A/V and logistics to ensure a smooth broadcast.

✓ National Sales Meetings

Kick off the year on a high note for your field. For national sales meetings and plans of action, Veeva Digital Events helps you select a venue, manage vendor relationships, create event collateral, and ensure attendees arrive on time. During the event, we'll provide live and virtual support and close things out with attendee follow-up and event reconciliation.

✓ Virtual Support Services

Create a memorable virtual experience with our virtual event experts. Veeva provides services for virtual speaker training, advisory boards, broadcasts, peer-to-peer webinar series, and more—all to make your educational content more accessible to attendees, wherever they may be.

✓ Congress Support

Help your brand stand out from the crowd with Veeva Digital Events' comprehensive congress support services. Our team can help you secure a booth or sponsorship with the congress organizer, offering support for prospectus evaluation, sponsorship communications, and submissions.

We can also help with your booth—anything from vendor selection and management to design and structural support, as well as staffing and training. Outside of the booth, we can assist with ancillary meetings, housing management, and onsite requests for the venue to ensure all aspects of your brand's presence are the best they can be.

- **One-on-One HCP Meetings**

For coordinating one-to-one HCP meetings across congress teams, we offer an integration with **Veeva Link Workflow** so Veeva Link customers have one place to keep track of key opinion leader (KOL) engagements along with scheduling, calendar hold, and reminder service offerings.

How We Work

Seasoned event professionals oversee your event from start to finish and help drive decisions that highlight your brand message without sacrificing compliance. The team works through a prebuilt integration to Events Management, making it easier to propagate the latest event updates across systems. We ensure you are always audit-ready with a set of reports available directly from Events Management.

Not yet an Events Management customer? Don't worry—our services team can deliver the same reporting and services for you. Contact your Veeva account partner to get started with **Veeva Digital Events.**