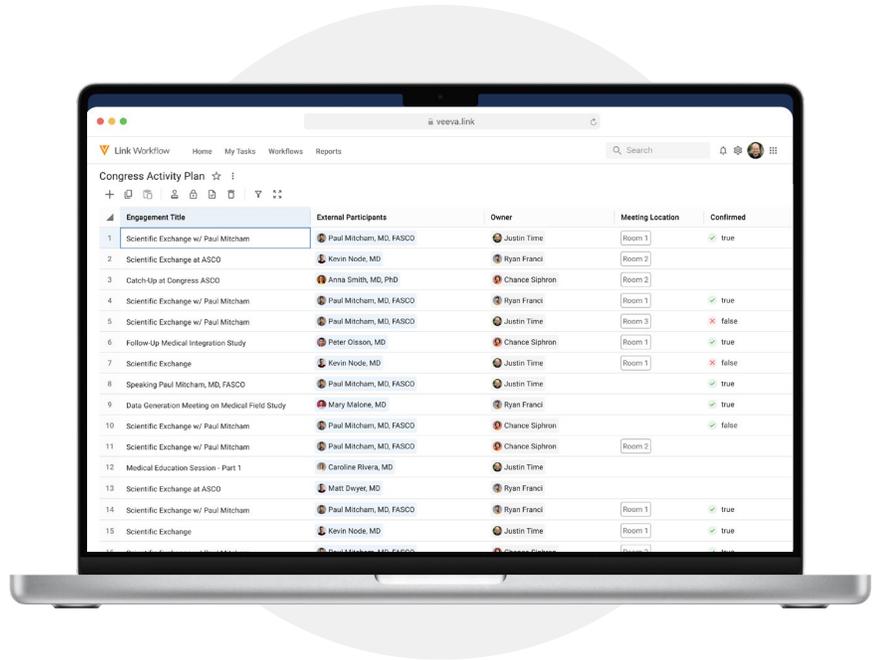


# Transform congress engagement management

Medical congresses are a key element of biopharma strategy, offering unique opportunities to engage Key Opinion Leaders (KOLs). These high-stakes events require seamless collaboration across global functions, multiple geographies, and external agencies.

However, congress impact is often limited by fragmented data and processes that drain resources, increase complexity, and affect the KOL experience.

Link Workflow for Congresses streamlines the end-to-end process enabling cross-functional teams to collaborate in a unified workspace, connected to deep KOL data from Link Key People.



## Business Benefits

**Streamline the end-to-end process**  
Transform planning, meeting management, and reporting with connected KOL data from Link Key People.

**Save time on planning**  
Simplify engagement planning and meeting scheduling with easy KOL nomination and Outlook calendar integration.

**Ensure alignment and visibility**  
Unify teams and agencies on a single platform for seamless congress execution and real-time visibility.



## Features

- ✔ **Intuitive planning views**  
Access a unified workspace to coordinate meeting participants, objectives, and timings across global functions and external agencies. Ensure all stakeholders remain synchronized around your core strategic objectives.
- ✔ **Easy logistics scheduling**  
Manage complex logistics and room bookings via an interactive calendar. Our full Outlook integration automates calendar invites and updates to keep everyone in sync.
- ✔ **Real-time analytical dashboards**  
Monitor congress outcomes and progress with live analytics. View engagement metrics across one or multiple congresses to immediately identify over- or under-utilization of your top experts.
- ✔ **Easy KOL nomination**  
Simplify the process for non-field teams to nominate experts directly from Link Key People. This ensures that all engagements with a KOL are captured, providing a complete view of their experience.
- ✔ **Compliant cross-functional visibility**  
Enable an enterprise-wide approach with compliant visibility across clinical, medical, sales, and marketing teams. Teams can see past and upcoming interaction timelines to avoid duplicate reach-outs and ensure coordinated communication.
- ✔ **Mobile engagement capture**  
Empower attendees to view, create, or update engagements on the go using the Veeva Link mobile app. Attendees can quickly record voice notes or text follow-ups directly from the congress floor.