



# Strategic Meetings and Events

# Innovative Solutions. Exceptional Experiences. Optimized Results.

IQVIA Strategic Meetings and Events team is the only Life science focused, single global partner that can provide the seamless combination of strategy, content, service, technology and intelligence to enable the most effective and differentiated meetings and events.

## Enhancing meetings and events for life sciences

The IQVIA Strategic Meetings and Events (SM&E) is a team of dedicated professionals producing high impact, differentiated meetings and events for Life Sciences organizations. Working with you to deliver the best-in-class attendee experience, this industry-leading team's offering enables an extended range of in-person, hybrid and virtual engagements.

By seamlessly pairing behavioral science-based strategies and deep industry expertise with an innovative suite of engagement tools, creative assets, live production capabilities and virtual technologies, our team is able to create personalized, multi-modal experiences that are purpose built to drive engagement and maximize outcomes for every meeting or event.

## A trusted partner for all of your engagement needs

With the most robust set of in-house capabilities, IQVIA is able to both facilitate and optimize every stage of the engagement lifecycle and enhance overall engagement levels before, during and after events.

Relationships are at our core and everything we do is focused on ensuring customer satisfaction. Our team ensures personalized, white glove service at every touch point.

From developing comprehensive event strategies and handling all planning and end-to-end logistics needs, to executing across multi-modal formats and driving insights through post event measurements, our team will be there at every step of the journey to ensure a worry free, exceptional experience for all stakeholders.

## ENABLING IN-PERSON, HYBRID AND VIRTUAL COMMERCIAL ENGAGEMENTS

- Advisory boards
- Speaker trainings
- Webinars
- Product theaters
- Symposia
- Tradeshow participation management
- Key opinion leader roundtables
- Product trainings and demonstrations
- Sales meetings / Events
- And more...



## Strategy

- Delivery format strategy
- Insight-Led execution methodologies
- Behavioral change needs assessment
- Virtual / Hybrid technology strategy
- Content strategy and design
- Compliance strategy and controls

## Planning

- Materials production and fulfillment
- Venue sourcing and management
- Virtual platform procurement
- Invite and registration management
- Expert and stakeholder management
- Travel coordination



## Post event/Measurement

- Post event evaluation
- KPI analysis and meeting analytics
- Compliance archiving
- Event and budget reconcilliation
- Payment processing
- Transparency reporting

## Execution

- Event logistics
- AV and tech support
- Supplier coordination
- On-site support and moderation
- Virtual event platform build and support
- Virtual / Hybrid live event production and operation

## Advancing virtual and hybrid engagement

IQVIA is at the forefront of developments in virtual and hybrid events. Drawing from the experience of operating thousands of events, IQVIA has supported impactful initiatives tailored to each client's needs and idiosyncrasies both on the commercial and clinical side.

*"You made the impossible possible."*

*~ Global pharma omnichannel communications lead*

Driven by the passion to provide meaningful experiences, powered by our expertise to pair tech solutions in seamless concepts and supported by our numerous partnerships with leading technologies and engagement tools, we are able to effectively combine the best fit tools for every event purpose and provide our customers with fast, affordable access to unique solutions and superior results.

Our in depth understanding of data and analytics derived from our virtual tools, combined with an array of add-on services gives our clients the ability to constantly improve their results in a clearly demonstratable and measurable way.

## Unlocking a hybrid future

IQVIA expertise of virtual and on-premise events come together harmoniously to enable you to step in the hybrid era. By advising how to structure concepts from the very early stages of the project, we employ a proactive approach that allows content, audience dynamics and technology to work in cooperation to produce consistent, high quality experiences for all participants.

A carefully designed mix of interaction techniques enables deeper connections between on-premise and virtual attendees, further enhanced by increased engagement through asynchronous platform capabilities. The result is a thoroughly enjoyable experience for both audiences that come together in a community during a more inclusive event with extended lifecycle and maximized outcomes.



# The extended value of an IQVIA partnership

## Enhance outcomes and achieve seamless engagement connectivity within an orchestrated suite of commercial technologies and services

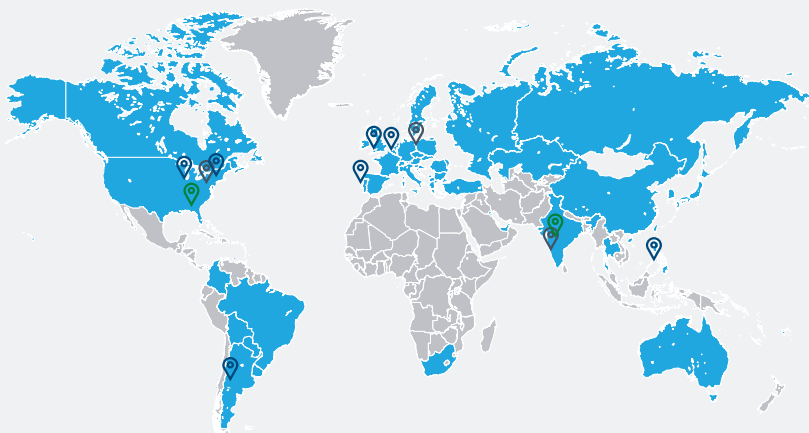
- Enable more differentiated meetings and events through IQVIA's Orchestrated Customer Engagement (OCE) and HCP Engagement Management technologies
- Pair capabilities seamlessly with IQVIA's Speaker Bureau Services to extend audience reach and drive commercial outcomes
- Extend engagement through on-demand, HCP community platforms and microsites
- Leverage advanced commercial services and data insights including:
  - » Commercial strategy and analytics
  - » KOL identification and recruiting
  - » Fair market value and tiering
  - » Multi-channel marketing support
  - » And more...

## Why IQVIA Strategic Meetings and Events?

With IQVIA Strategic Meetings and Events Team as your partner, you can count on:

- Strategic guidance and the industry's deepest insights via engagement experts
- Personalized, white glove service to enhance stakeholder relationships
- Innovative tools and techniques to drive differentiated, exceptional experiences
- Embedded, up-to-date compliance solutions continuously monitored by IQVIA legal experts
- Increased efficiency and savings as single partner that can manage every stage of the end-to-end lifecycle
- Affordable access to enhanced technologies, venues, and production capabilities through trusted partnerships
- Optimized and measurable results for every engagement

## A Key Part of IQVIA's Global Engagement Organization



📍 Primary service delivery hub   📍 Creative studio   📍 Primary tech development   🟡 In-country meeting and event experience

### Team highlights

- Global logistics w/ experience across every region
- In-house creative studio (strategy, design, production)
- Virtual Center of Excellence (virtual & hybrid formats)
- Localized delivery (languages, compliance, services)
- Working with local IQVIA offices in >100 countries

<b>20+</b> Years experience	<b>60K+</b> Annual programs
<b>750+</b> Core team members	<b>13K+</b> Annual HCPs
<b>1M+</b> Programs executed	<b>98.6%</b> Avg customer satisfaction

