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TIPS FOR EFFECTIVE MEDICAL AND PHARMACEUTICAL CONFERENCES

- 1 **KNOW YOUR CLIENTS** There may be set parameters and by knowing what your client's needs are you will know what is permitted.
- 2 **TYPE OF CONFERENCE** Critically think through the objectives of the medical conference - will it take on the format of a case study conference, product launch or association meeting?
- 3 **FORWARD PLANNING** Ensure that deadlines, timelines and check-lists are implemented as early as possible. Also top venues are often booked way in advance.
- 4 **NEGOTIATE** Make sure that you have relationships in place with your industry suppliers, so that they can assist you with making your budgets work.
- 5 **TECHNOLOGY** Decide on the appropriate available technology that will best suit your needs. Introduce the technology to the delegates from an early stage and entice them to use it before the event even starts.
- 6 **FLEXIBILITY** Schedules of medical professionals, the pharmaceutical industry and guest speakers are busy, so you will need to be prepared to deal with lots of changes, often at short notice.
- 7 **INCENTIVES** Reward delegates for using the question and feedback technology. Have a quiz, photo competition or perhaps even give a prize to the person that posts the most messages.
- 8 **EVALUATE** Always evaluate the success of the conference. You need the data afterwards to plan your next conference.
- 9 **DELEGATE FEEDBACK** Do not let discussions end when the conference ends. Provide delegates with feedback opportunities or info pertaining to discussions.
- 10 **DEBRIEF** Have a debrief with everyone involved if possible to discuss lessons learnt and plans for the next conference.

