

## Details

### Description of Client

The industry leader in heart equipment

### The Issue

Following a major merger with its top competitor, the client needed full-service event planning for a unified national sales meeting. Both companies had already scheduled separate events, but leadership recognized the need to bring their sales forces together quickly and effectively to ensure a smooth transition and long-term alignment.

AMI was brought in to assess both existing programs and deliver a strategic, time-sensitive solution. The goal was to create a cohesive, positive environment for team integration while unveiling groundbreaking clinical data. In a 17-center, 300-patient randomized study, the client's MCOT device proved nearly three times more effective at detecting clinically significant arrhythmias than LOOP event monitors. This data had the potential to shift industry standards, and leadership wanted to share the news with the entire company in a unified, impactful way.

### Scope of Program

AMI was tasked with addressing three major priorities:

- 1. Communication Strategy:** Reduce confusion and disruption by building a cohesive internal messaging plan to unite the newly combined sales forces.
- 2. Cost Containment:** Analyze and reduce costs from the two pre-planned meetings by rebooking, renegotiating, and reallocating resources.
- 3. Leadership Alignment:** Carefully navigate competing priorities among two sales leadership teams, two management structures, and two corporate offices—all with their own cultures and agendas.

With fewer than 45 days to execute, AMI rebranded the event, sourced a new venue to accommodate 600+ attendees, managed travel rebookings, and negotiated out of two hotel contracts. The agenda included skill-building workshops, product positioning training, sales enablement strategies, and deep dives into clinical trial results—requiring precise space planning and logistics.

### Role & Outcome

AMI created and executed a six-week strategic plan that brought clarity, speed, and structure to a complex, high-pressure project. Stakeholders praised the seamless delivery and effectiveness of the communication and logistics.

A new registration site was built and launched within four business days, all training content was revised, and production elements were streamlined. Financially, AMI saved the client over \$55,000 in cancellation fees—while limiting penalties to just \$25,000. The successful execution of the event helped align the new organization's vision and laid the foundation for future sales success.

### At-a-Glance Summary:

#### Challenge:

Merge two separate national sales meetings into one unified event—on a 45-day timeline—while aligning newly combined sales teams after a major corporate merger.

#### Benefit:

AMI saved the client over \$55,000 in cancellation fees and successfully executed a high-impact event that unified 600+ attendees under a shared vision and strategy.