

Details

Description of Client

Large Pharmaceutical Company

Event and Scope Size

AMI was contracted to facilitate the logistics of the Speaker Training initiative. We held a ramp-up meeting with the client and the medical education company to develop the overall strategy and aggressive timeline.

AMI was responsible for the following:

- Secure and contract four geographically dispersed locations throughout the United States that could accommodate meetings of 250 participants with breakout capabilities
- Create and design the necessary meeting collateral
- Develop staging plans and manage AV requirements
- Recruit attendee participation
- Manage all typical logistical components of the meeting
- Manage air travel for attendees
- Manage honoraria
- Provide all reporting and documentation

The Challenge

The client was preparing for the launch of a new product in the marketplace. They needed to develop a network of 1,000 trained speakers to facilitate a large field-level marketing initiative for dinner meetings. The goal was to educate physicians on the product across the United States in a very condensed timeframe. Timelines were tight, and AMI was charged with recruiting, planning, and executing the initiative within an eight-week period. How can AMI meet such a tight deadline while still reaching the target recruitment?

Role & Outcome

AMI was able to quickly initiate the program. Within one week, we sourced and contracted approved hotels. We dedicated the appropriate team to ensure that recruitment goals were met, as this was critical to ensuring the company had enough fully trained, qualified speakers. We utilized a prioritized recruitment approach, ensuring an adequate distribution of physicians across the country, and recruited using multiple methods including email, fax, and phone follow-up.

We quickly developed a customized website for the initiative that was utilized in a variety of ways:

- Attendees – registration
- Field Sales Force – access to physician updates
- Internal clients – reporting, monitoring, and tracking
- AMI team – planning and program management

We successfully recruited 1,040 physicians from a tiered list of 1,800 in four weeks.

At-a-Glance Summary:

• Challenge:

- Recruit 1,000 physicians nationwide in 8 weeks for a product launch.
- Manage logistics, travel, and AV under tight deadlines.

• Benefits:

- Exceeded goal with 1,040 physicians in 4 weeks.
- Delivered seamless event execution and full program management.

- Provide a website for online registration, sales representative reports (recruitment updates online), and all required reports
- Handle budgeting, financial management, and financial reconciliation