Event Management

Business Context

A leading Pharma Company needed to automate end –to-end event management process with features like tracking participationevent details and participation through Digital signatures accompanied with well defined compliance controls

Challenges in Piloting a CME

Without a system for CME, many controls get skipped. Budget deviation, less control on the honorarium paid to speakers, attendance of the invitees, proper approval for the event being planned are some of the challenges faced

The attendance holds key for compliance and understanding the involvement of the customers. The participant attendance is one of the core data for Pharma Company to initiate the post facto process like approvals, bill verification, payments to speaker and vendors in more quick and effective ways.
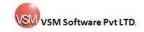
Our Solution

We built a robust and seamless solution designed to automate the Event Management process, the process involved:

Step1:   Event Creation with basic details like Event Date, Event Name, Speaker details, Participant, Budget Planning and Reference document inclusion for each Event type. Event can be HO driven or Self- driven by sales team

Step2:   Well defined compliance controls like Speaker Usage, Speaker Honorarium Fee, Budget based work flow are few to mention at the time of event creation

Step3:   Event approval based on defined work flow, product holds configurable work flow

Step4:   **D**uring Event execution, the Event pilot can initiate to take participant signature one after the other, provision to take Speaker signature and employee's as well. These signature could act as Attendance fot the event

Step5:   On event submission, the full event attendance and Speaker Letter can be downloaded and also mailed

Step6:   Analytics to give comparision between Planned Vs Actual event execution

Step7:   A well-defined analytics to get structured information on Events

Benefits from our Solution

Use of the KEA-*Event Management* model leads to quicker closure of event:

- ➢ Reduce the time line for attendance process Vs manual method
- ➢ Commendable reduction in waiting time for other stakeholders
- ➢ Reduce manual errors
- ➢ Prevent loss of documents
- ➢ Ensure compliance
- ➢ Improve the participant's experience
- ➢ Analytics in specific to Event and across Event, just on finger tips
- ➢ Generation of alerts or enforcement rules to prevent delays and incomplete data
- ➢ Reusability, of solution to repeat Events with quick analytics and dashboards
- ➢ Segmentation and target done for the leads
- ➢ *Environment Friendly* – reduced paperwork and being time and cost effective