

CDM Optimize Pharma Event Manager

Structured and streamlined event planning and follow-up



Save Time and Gain Overview – Optimize Your Event Planning!

Managing your educational events, such as conferences, congresses, and symposiums, has just got a whole lot easier with the CDM Optimize Event Manager – a pharmaceutical marketing solution built in Microsoft Dynamics CRM 4.0.

Educational events form an important part of pharmaceutical sales and marketing efforts, but juggling invitations, speakers, attendee preferences, etc, can be quite a struggle. This burden is eased by the CDM Optimize Event Manager, which enables a structured and streamlined event planning and follow-up.

Manage Your Events through Outlook and Dynamics CRM

Through the user-friendly interface in the Event Manager you can keep an overview of pharmaceutical events and all aspects can be handled in a time-saving manner. From the annual scoping of events by the marketing department in their event schedule, to the planning and execution of the individual event, the Event Manager assists you in every step.

The seamless integration between Microsoft Dynamics CRM and Outlook enables you to handle invitations and follow-up actions, manage food, lodging and other participant preferences in the well-known world of Outlook tasks and e-mails.

A number of milestones in the system, such as the booking and payment of speakers, ensures a streamlined event management process and maintains a high quality of events. Moreover, specialized reports give you a good overview of the ROI on every event.

Make Your Sales and Marketing Work Together

Smooth cooperation between sales and marketing is pivotal to the success of any pharmaceutical campaign – and our Event Manager will help you achieve this! Sales representatives can track, which events each individual contact has attended, and follow up on products introduced in such events.

Furthermore, sales representatives can nominate selected contacts in their territory for an invitation to a given event. All nominations are collected in a single view, giving the marketing department ability to target the right doctors. Thus the Event Manager is a great facilitator for effective integration between sales and marketing efforts.

Features

- Integrate sales and marketing through role-based functions
- Optimize event planning with automated invitations and invitation templates
- Save time by using customizable event templates for different events, such as evening meetings, symposiums, and conferences
- Gain quick user adoption through the familiarity of Outlook mails and tasks
- Handle food, accommodation as well as transport requests and ensure attendee satisfaction
- Measure your ROI on events with generic and customizable reports, i.e. for viewing attendance and “no-shows”

Customer views

Today, we use the CDM Medical Event system. This saves time and gives us a much more detailed view of the events. – MSD Denmark

More information

- Contact a CDM Partner in your part of the world via our website www.cdmoptimize.com
- Book a meeting online also at www.cdmoptimize.com
- Call our Copenhagen HQ today: +45 70 27 19 27

CDM

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