

# Medical congress **planning tips** from industry leaders

Life science organizations are using technology to optimize congress insight-gathering and drive strategy. Here are the top tips from a panel discussion with industry leaders prioritizing a more holistic, tech-enabled view of medical congress planning to get the most meaningful, actionable insights.



“We’ve got to get smarter in terms of digital content and how we can collect insights in a digital way.” – *ANDY TOWNSEND, SR. DIRECTOR, HOSPITAL & ACADEMIC INSTITUTION MEDICAL ENGAGEMENT LEAD, PFIZER*

## First steps: Moving toward a more tech-enabled congress planning experience

- 1 Establish a compliant digital framework across the entire congress roadmap
- 2 Onboard insights management tools, including virtual engagement capabilities
- 3 Cultivate an open-minded culture when discussing virtual congress planning sessions

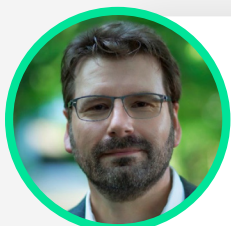
“Traditionally, the scientific dialogue used to happen on the congress floor. Now it’s moving to social media or in the cloud.”

– *SIOBHAN MITCHELL, GENERAL MEDICINES GLOBAL MEDICAL OFFICE HEAD, SANOFI*



## Level up: Use social listening to get critical context

- 1 Monitor social channels to map key people and trends
- 2 Analyze social media impact before, during, and after the event
- 3 Strategize post-congress outreach to key digital opinion leaders
- 4 Partner with vendors who are experts in hybrid virtual engagement



“On-site and virtual participants integrate completely – beyond the congress.” – *ROBERT KERSTING, WORLDWIDE MEDICAL AFFAIRS HEAD, SCIENTIFIC ALLIANCES, NOVARTIS*

To find out how you can get started planning your medical congress, [watch](#) industry thought leaders discuss how to modernize your insights management strategy for better, more actionable results.