



Let's (finally) get together:
Pulling off a biopharma company's
first post-pandemic event



WHEN:
FEBRUARY 2023



WHERE:
ORLANDO, FLORIDA



ATTENDEES:
409

The client is one of the world's largest clinical research organizations (CRO) that for 40 years has provided full-lifecycle clinical development services to create treatments for patients around the world. They've been partnering with FCM Meetings & Events since 2015, and most recently teamed up to manage their 2023 Global Leadership & Sales Summit, their first post-pandemic event. All eyes were on FCM Meetings & Events to bring their teams together for a memorable and productive experience

A TEAM READY TO RISE TO THE OCCASION

FCM Meetings & Events oversaw and executed the event from end-to-end, covering everything from logistics to table décor.

- Ticketed global air travel
- Scheduled all airport transfers
- Sourced from local vendors
- Managed hotel rooming lists
- Designed decorations & event theme
- Oversaw all food and beverage options and delivery
- Booked entertainment
- Handled all event communications
- Created a robust event website & mobile app to meet the event's complex needs and agenda

...and more!



A JAM-PACKED AGENDA

FCM Meetings & Events needed to ensure staggered arrivals and departures to maximize attendees' time as they arrived from around the world and provide focused sessions for designated leadership. The three-and-a-half-day event needed to run smoothly without overwhelming attendees and ensure there was enough time for camaraderie as well as conferencing.

DAY 1: ARRIVALS

- The team wanted to make sure everyone had time to unwind after a long day of traveling. Team members checked in and received their name badges and customized ribbons, followed by poolside cocktails and a welcome reception.

DAY 2: CONFERENCE, PART 1

- Leadership arrivals continued, and the day kicked off with a keynote from the CFO. Sales team members received critical business updates and valuable training sessions.
- In the afternoon, attendees attended an expo where they could explore different company departments and tools and receive professional headshots.
- The evening concluded with a lakeview group dinner with live music and lawn games, followed by a rocking afterparty with a DJ in a branded club-style experience.

DAY 3: CONFERENCE, PART 2

- Both sales and leadership gathered for presentations and a keynote from their CEO.
- After lunch, leadership attended a focused training session and sales teams started departing the event.
- The evening ended with an outdoor leadership dinner featuring plated service and a live guitarist, followed by late night cocktails on the patio accompanied by a DJ.

DAY 4: FINAL DEPARTURES

- The last day consisted of panel discussions and closing remarks by leadership before the rest of the attendees departed around lunchtime.

STREAMLINED COMMUNICATIONS

With a complex agenda and multiple group arrival and departure days, it was crucial to implement a robust event mobile app to keep communication clear and personalized agendas easily accessible. FCM Meetings & Events implemented the mobile app in every element available for an elevated attendee experience from pre-arrival to final departure.

Below are just a few ways FCM Meetings & Events utilized the mobile app:

- Provided detailed agendas for each attendee including their travel itinerary confirmations
- Sent targeted push notifications for special announcements, location reminders, shuttle details, etc.
- Included venue maps and the EXPO floor plan
- Shared assigned seating diagrams
- Engaged attendees with gamification during the EXPO
- Encouraged attendee networking via direct messaging and group discussions
- Provided session overviews and speaker details

SHINING RESULTS

The client knew that getting their sales team together for the first time since the pandemic would be a challenge, but it was a challenge well worth the effort. A post-event feedback survey was deployed to attendees, and the responses showed that that the event was a resounding success:

“I’ve come away from the meeting with half a notebook full of ideas, meetings to be planned, ways to work with new areas of the business, etc. I don’t think that can be replicated virtually.”

“I personally believe that the ROI from the in-person event will be significantly greater than what could be achieved virtually.”

“Having an opportunity to reconnect colleagues was the most meaningful. We spend so many hours and days together, the opportunity to catch up is reenergizing.”

“Spending time with global colleagues who I’ve not seen in person for many years - this was in between sessions, dinner events, as well as in the meetings was the most memorable part of the conference.”

The feedback is a testament to FCM Meetings & Events impeccable attention, premier itinerary management, and effective use of technology. Clients can count on the team to bring these skills to every event and meeting they manage, no matter how big or small.