

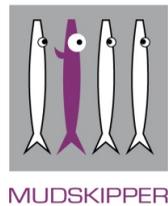


Starting your career in med comms

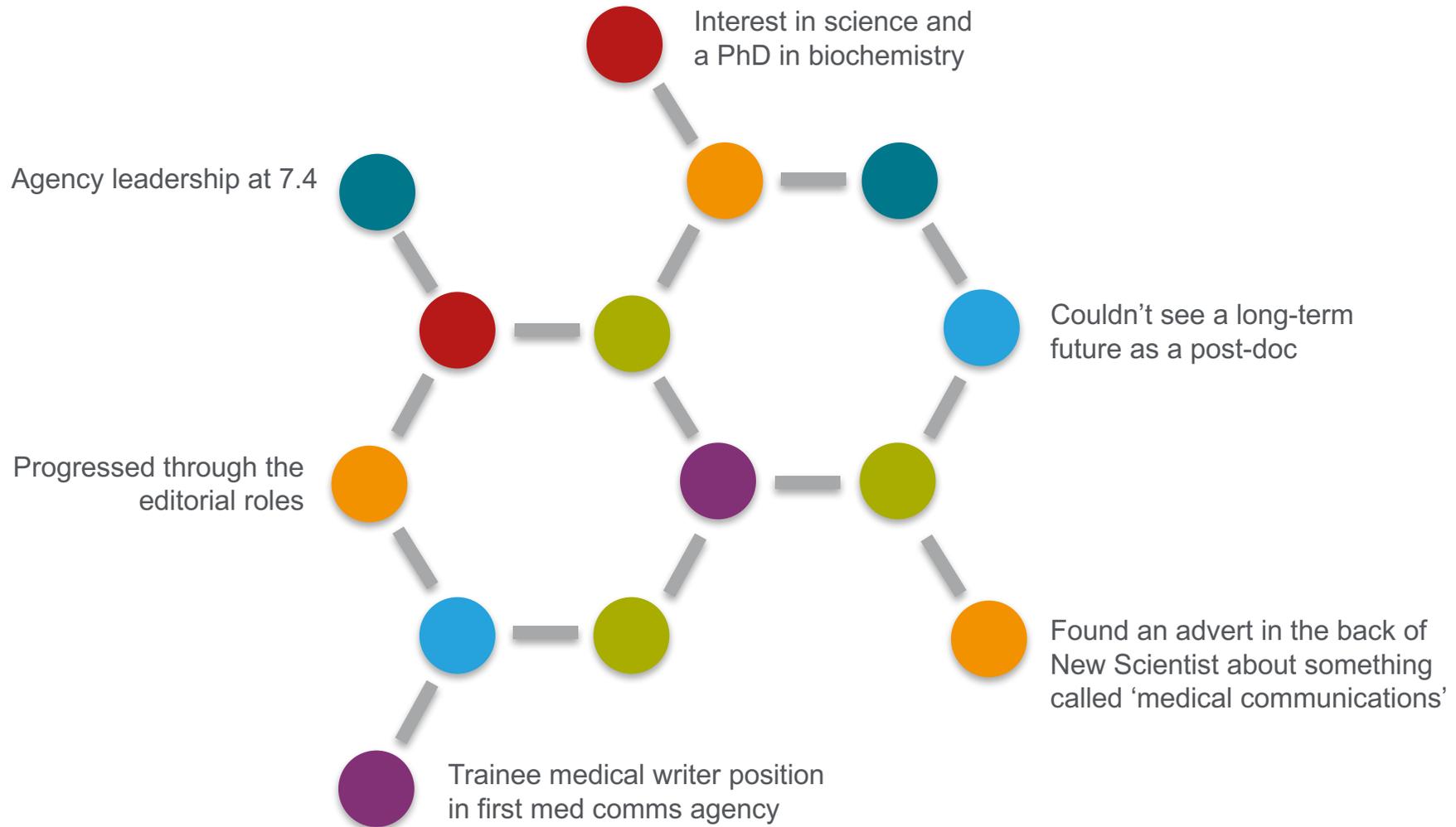
Matt Evans

altogether

different



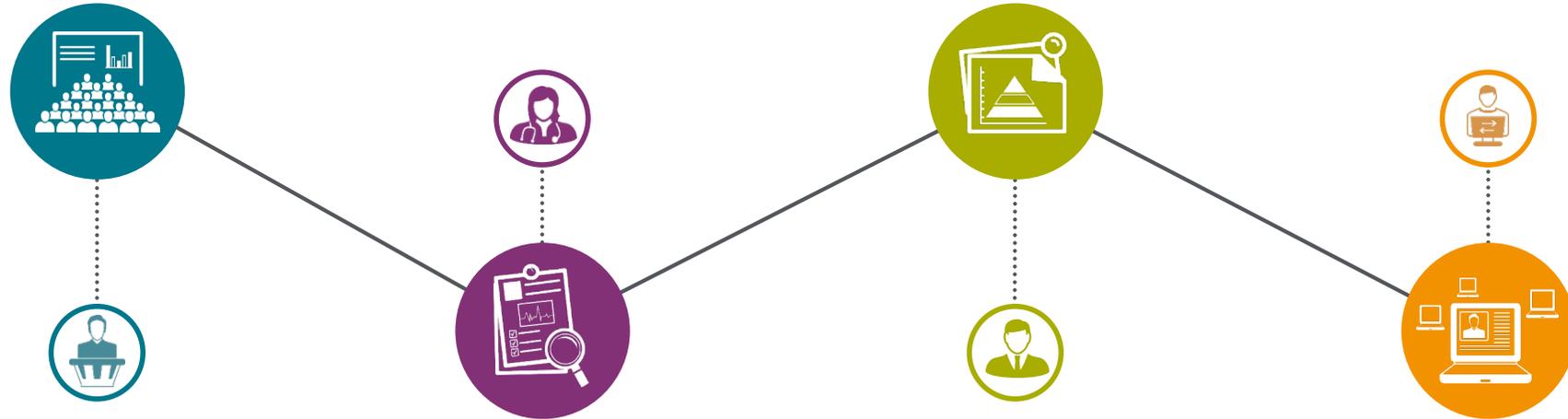
How did I get *here*?



So, what *is* med comms?



Types of projects



Meetings

Satellite symposia
Standalone meetings
Advisory boards
Virtual meetings

Medical affairs

Slide kits
Expert engagement
Publications/pubs planning
Literature reviews

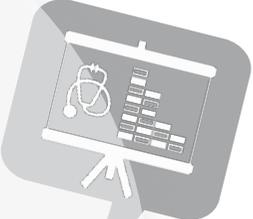
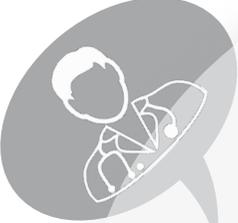
Commercial

Promotional materials
Objection handlers
Internal training
Market analyses

Digital

Websites
Apps
E-learning
Videos and animations

What does med comms mean to me?



Work with the pharmaceutical industry to raise awareness of diseases and treatments, educating and informing healthcare professionals on the benefits and risks of new therapies, supported by clinical and economic data



Intellectually stimulating and rewarding



Teamwork and collaboration



Chance to expand scientific understanding

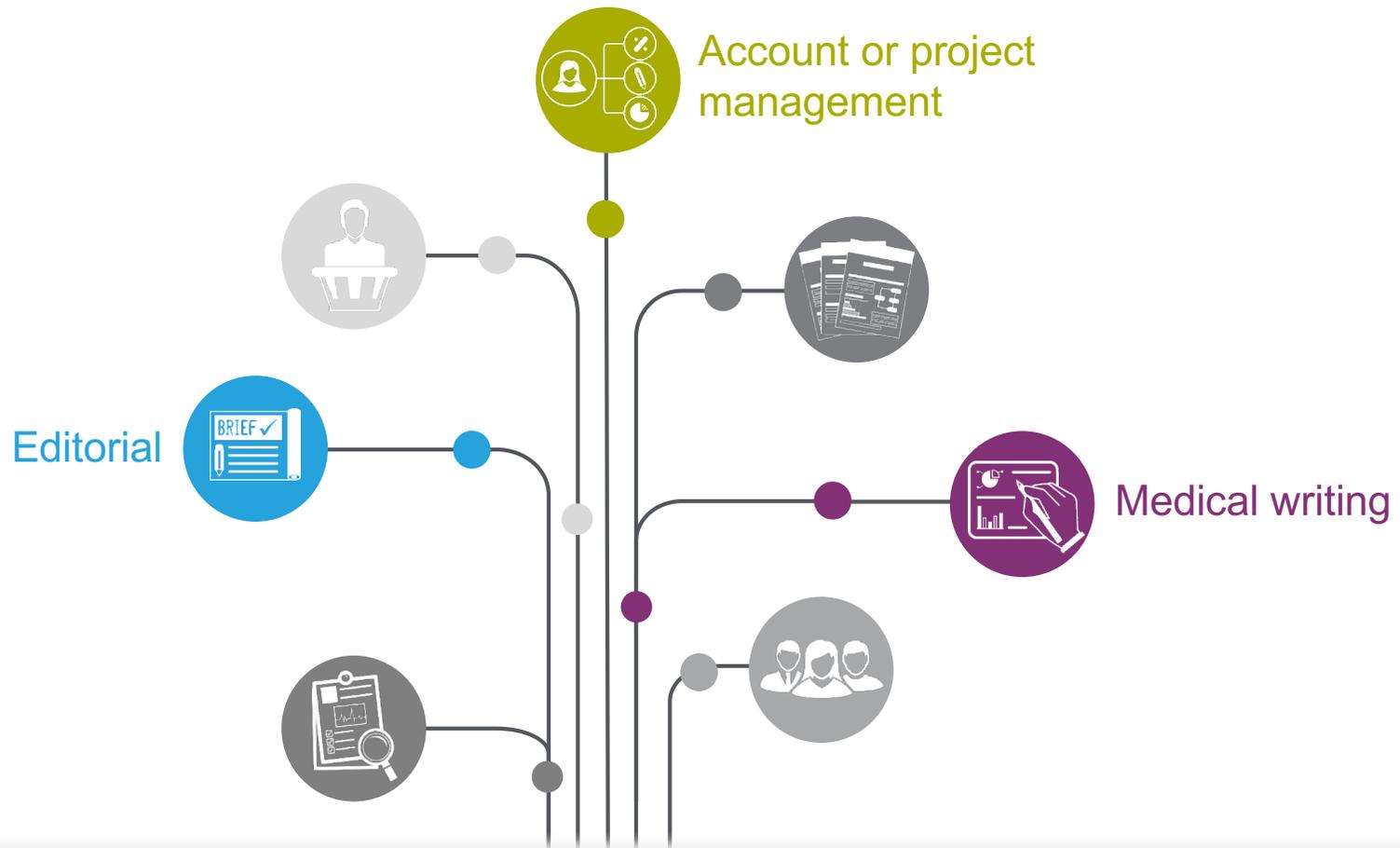


Opportunity for development and growth



May involve travel to meet clients/experts

What are the entry opportunities?

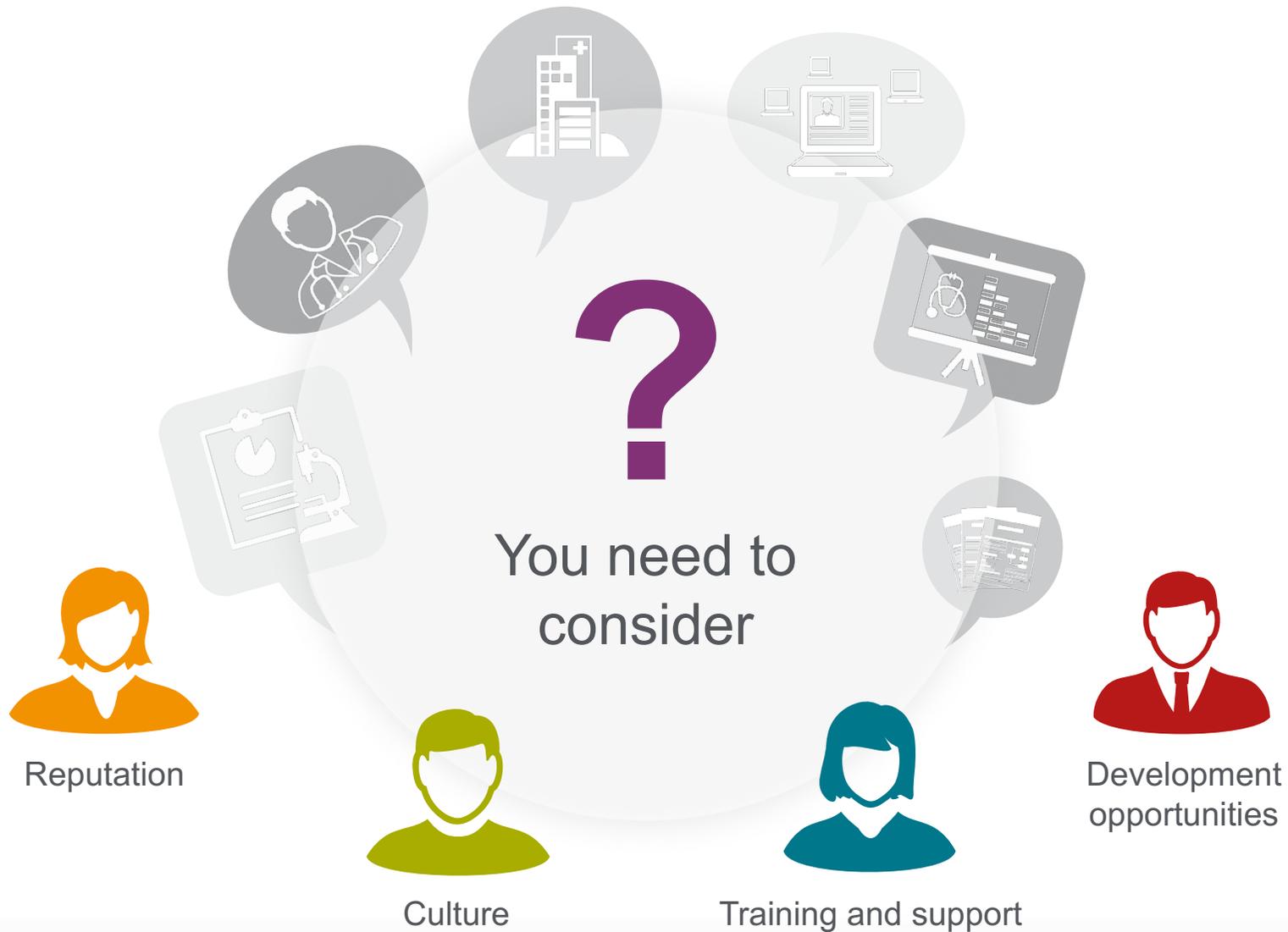


Key attributes for any role: Scientific knowledge, eye for detail, teamwork, organizational skills, good communication, eagerness to learn

Choosing an agency – key criteria



Not all agencies are the same...



Sources of information



Company websites provide insights into agency life and culture
Check out FirstMedCommsJob.com for more specific information about landing your first job

Sources of information (cont)



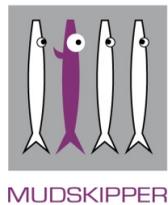
Internships, work experience and networking events are all invaluable sources of information to ensure that you are prepared for the interview *and* for your first day on the job

Questions?



altogether

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Come and speak to the team at the AMICULUM booth