

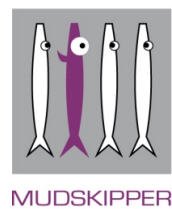


# Starting your career in med comms

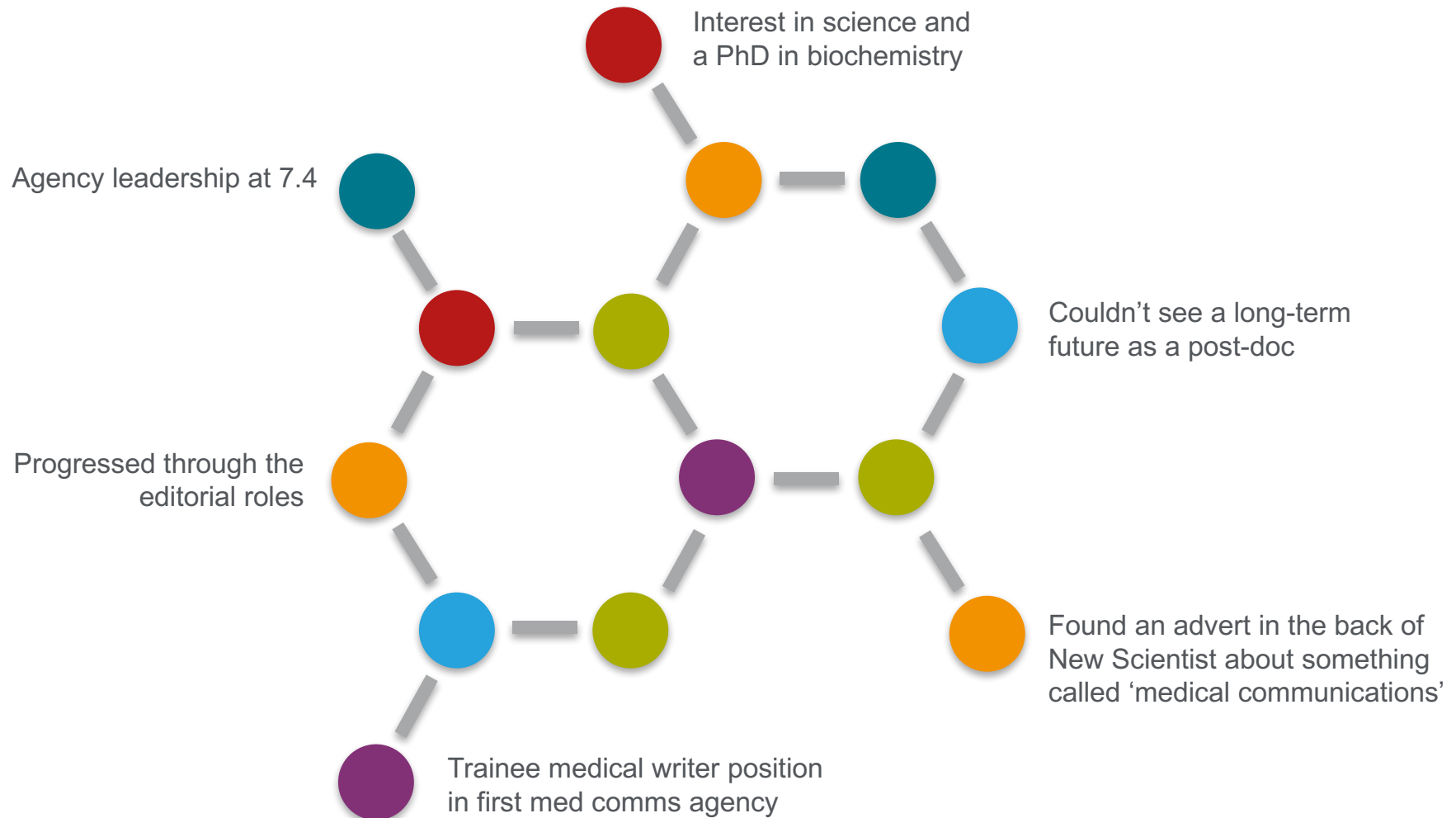
Matt Evans

# *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

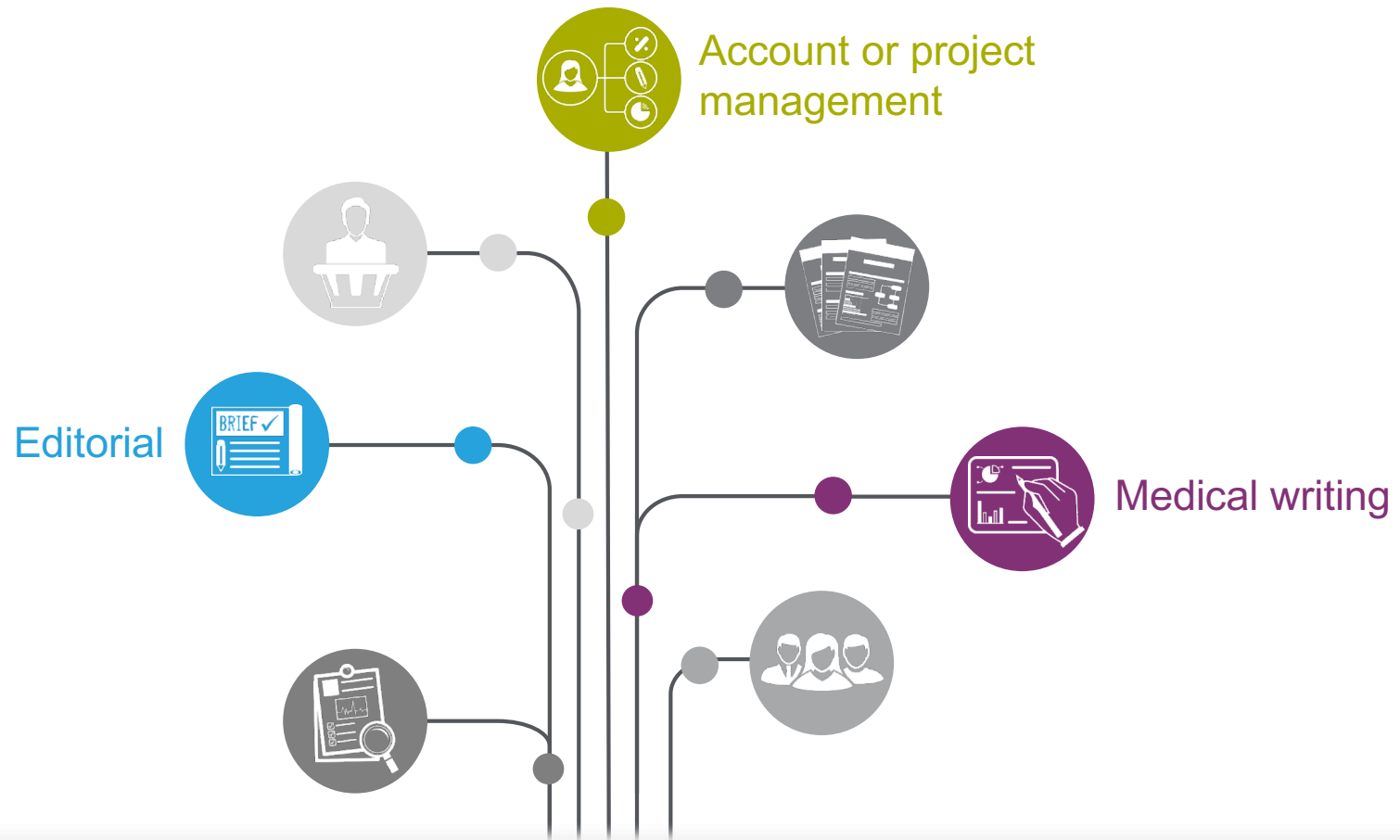
## Digital

Websites  
Apps  
E-learning  
Videos and animations

# What does med comms mean to me?

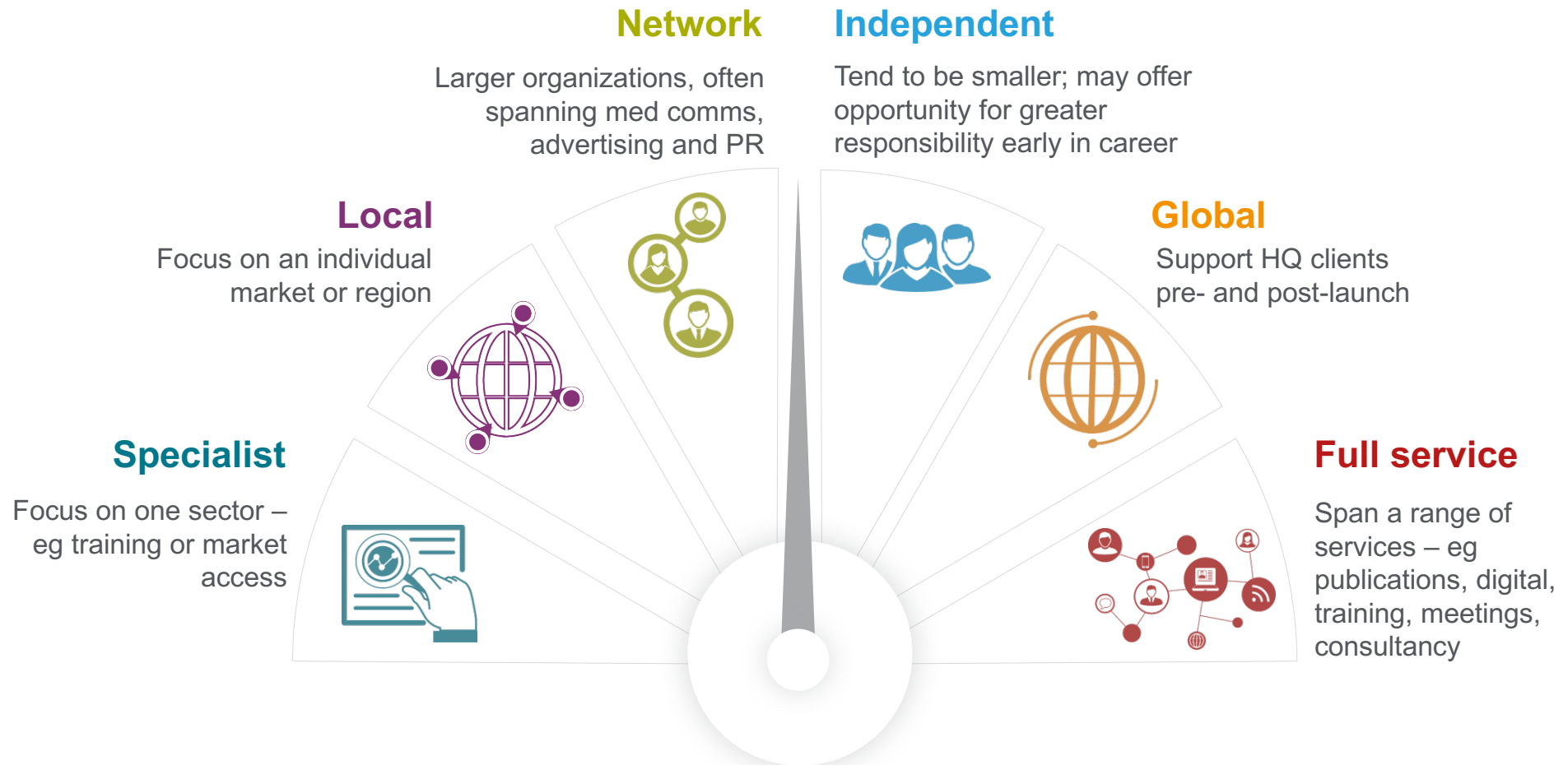


# What are the entry opportunities?

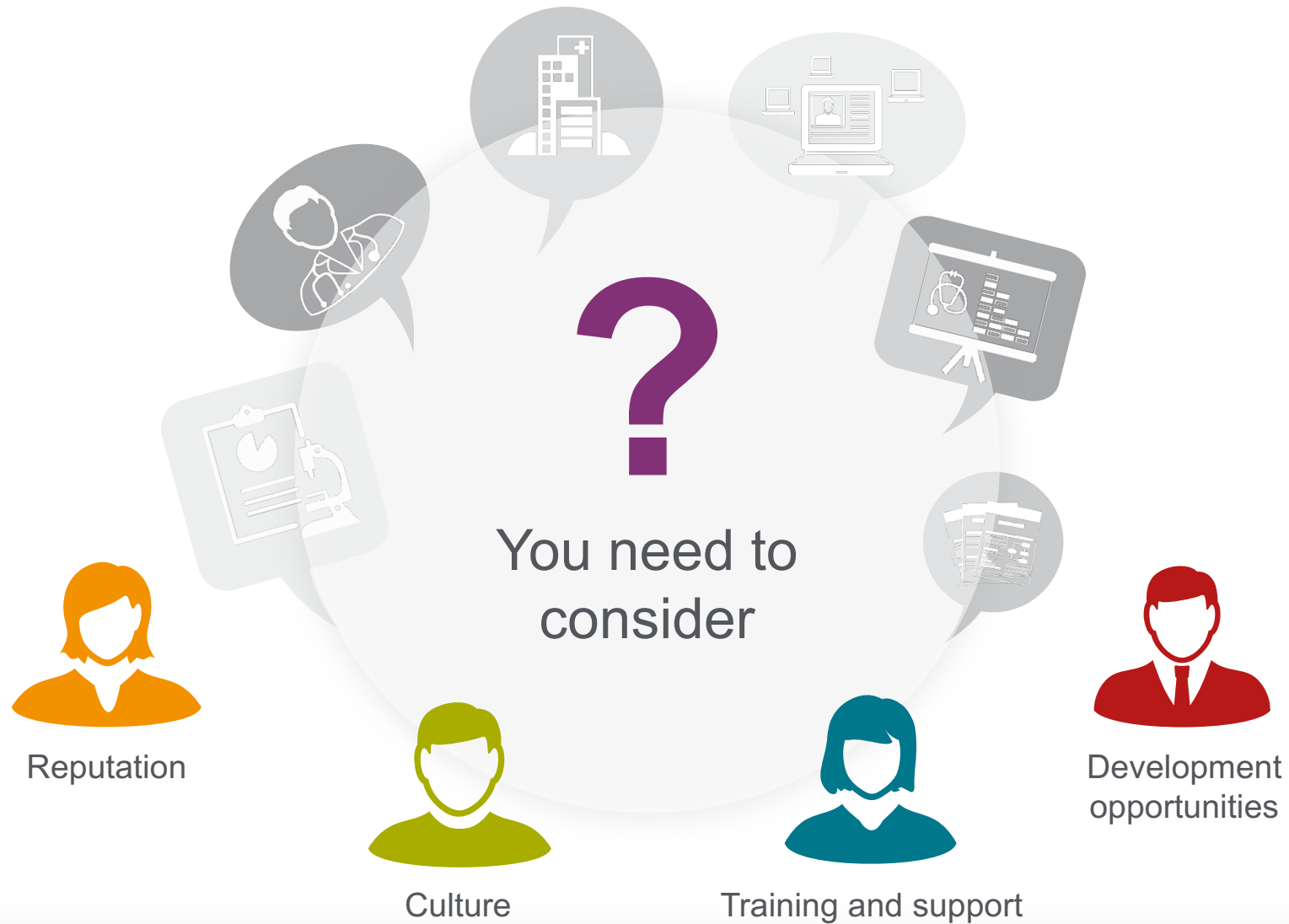


**Key attributes for any role:** Scientific knowledge, eye for detail, teamwork, organizational skills, good communication, eagerness to learn

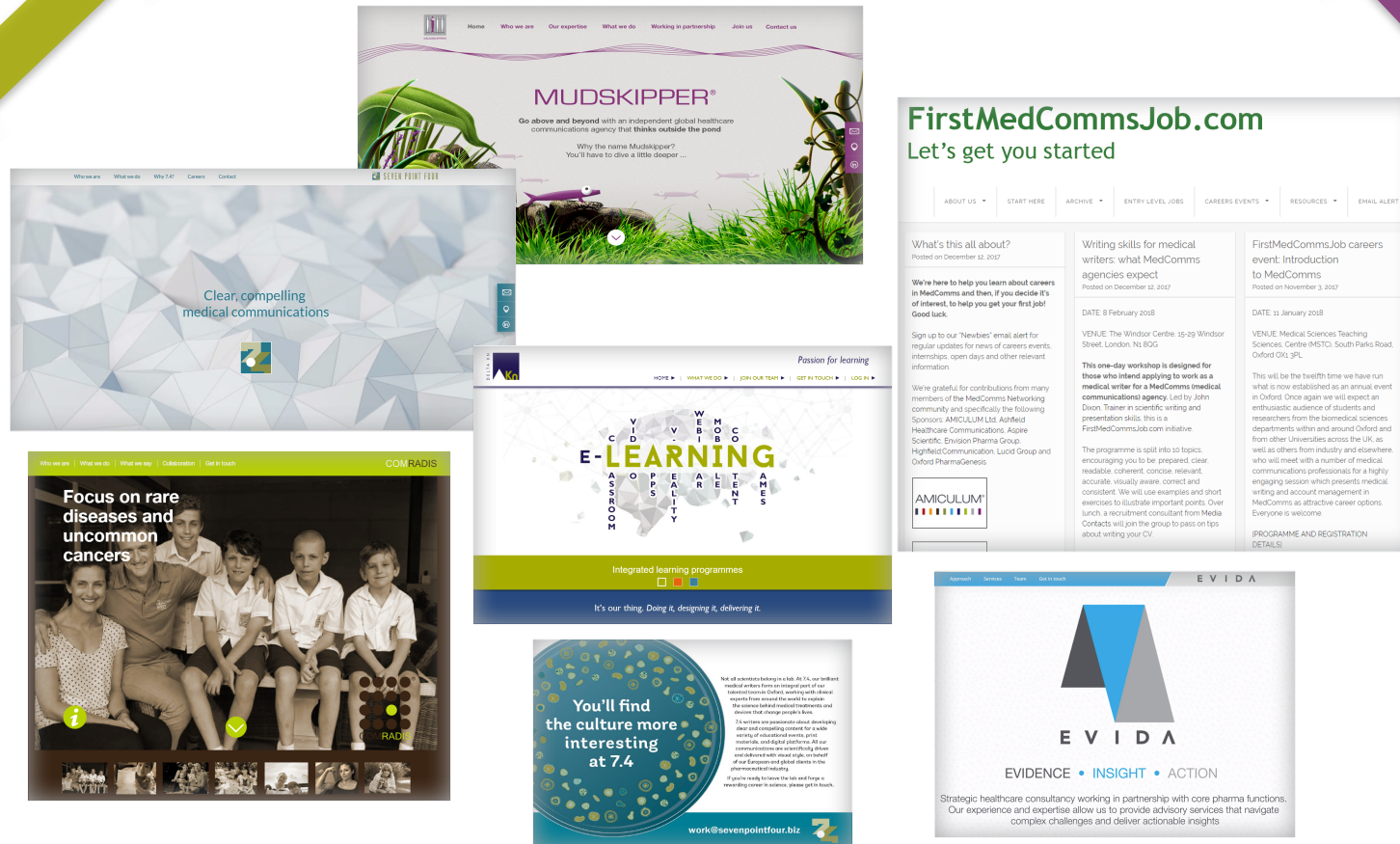
# Choosing an agency – key criteria



# 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)



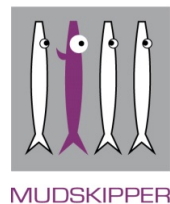
Internships, work experience and networking events are all invaluable sources of information to ensure that you are prepared for the interview **and** for your first day on the job

# Questions?



# *altogether*

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Come and speak to the team at the AMICULUM booth