



Concise.

We love an audience.

**MAKING YOUR  
HEALTHCARE AND  
PHARMACEUTICAL EVENTS  
A SUCCESS**

Presented at a MedComms Networking event  
1st November 2017

[www.medcommsnetworking.com](http://www.medcommsnetworking.com)





**JO MERRIMAN**

**BUSINESS DEVELOPMENT AND MARKETING  
CONCISE LTD**

**[www.concisegroup.com](http://www.concisegroup.com)**

**London – New York – San Francisco – Los Angeles – Hong Kong – Singapore – South Africa**



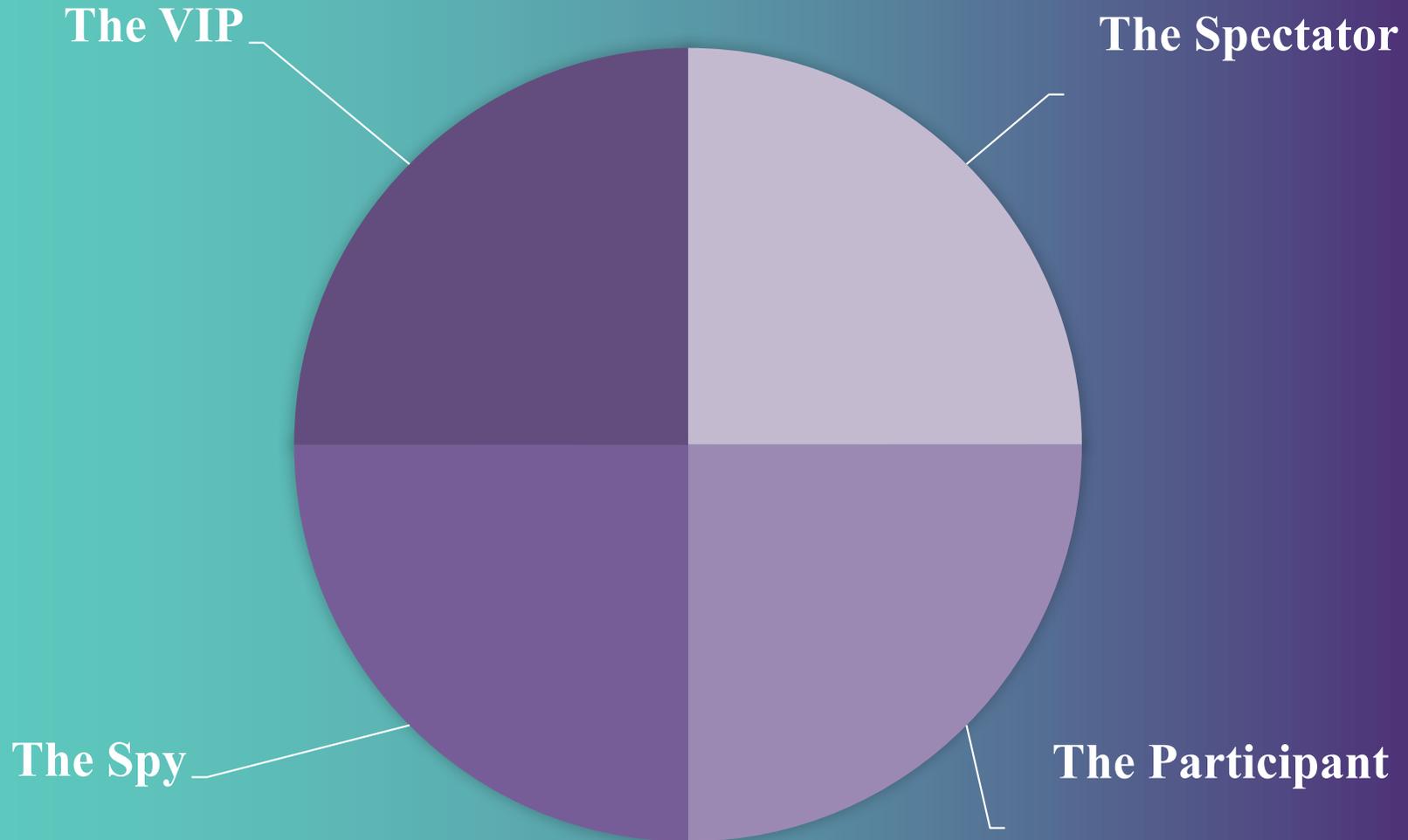
What are the areas you need to consider, when planning, to ensure your event is a success?



# 1. Know who is in the room

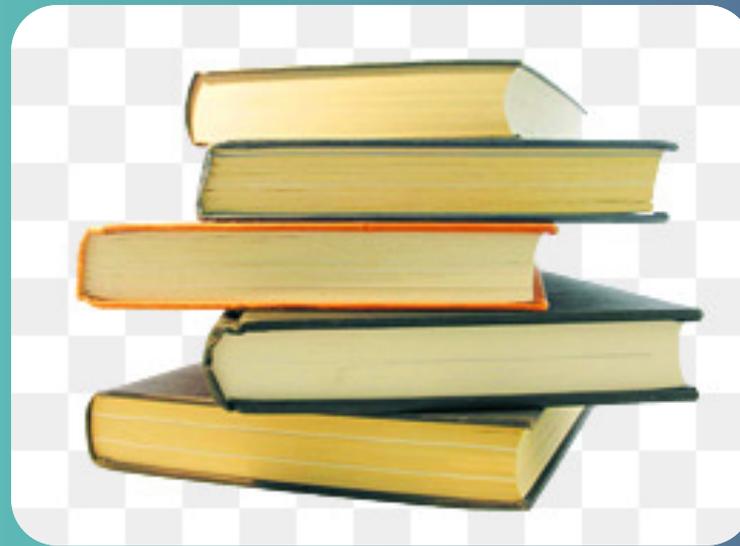


# Four types of audience



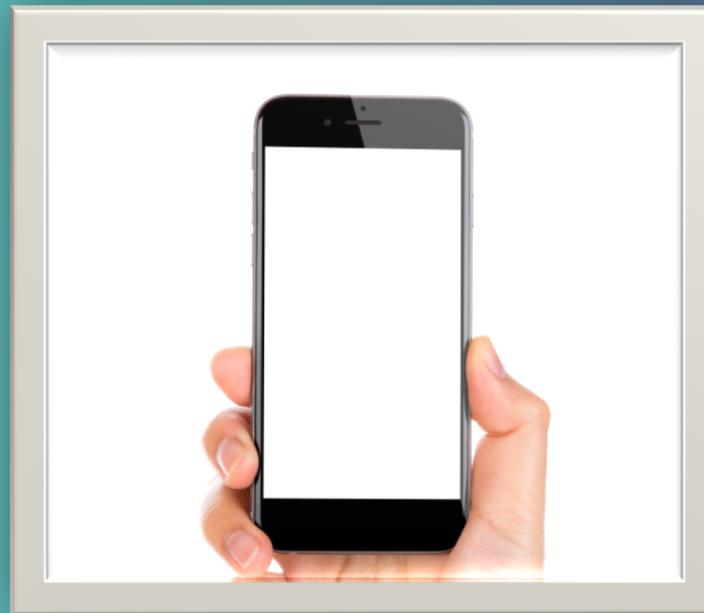


## 2. THE POWER OF STORY TELLING



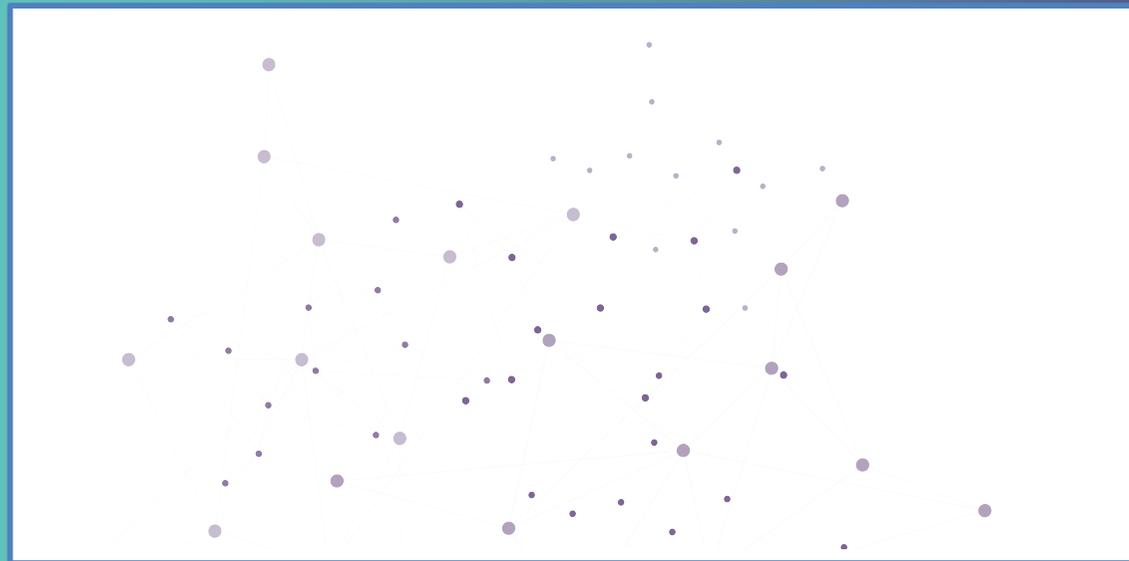


# 3. DON'T BE AFRAID OF TECHNOLOGY





# 4. NETWORK, NETWORK, NETWORK





How do you know if your event  
was a success?



- **Establish your goals**
- **Define what data you want to track**
- **Agree how the data will be tracked**
- **How to calculate ROI (return on investment)**



# THANK YOU

If you'd like to discuss how Concise can help make your events a success - please get in touch

Call us on +44 (0) 207 644 6444 or visit our website at [www.concisegroup.com](http://www.concisegroup.com)

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