Concise.
We love an audience.

MAKING YOUR HEALTHCARE AND PHARMACEUTICAL EVENTS A SUCCESS

Presented at a MedComms Networking event
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www.medcommsnetworking.com
JO MERRIMAN

BUSINESS DEVELOPMENT AND MARKETING
CONCISE LTD

www.concisegroup.com

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

The VIP

The Spy

The Participant

The Spectator

www.concisegroup.com
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