



# EVENT MANAGEMENT DEEP DIVE

## EXPLORING THE VALUE OF MEDICAL MEETINGS

Given the often complex nature of clinical studies, events have the potential to add immense value to the medical sector in particular. Meetings enable delegates to learn about a study's developments in an interactive and engaging manner, ensuring they remain informed and educated throughout.

There are many factors to consider when working in the medical sector, however, which is where event managers and project directors that specialise in this area have an important role to play.

## EVENT MANAGEMENT EXPERTISE, MEDICAL SECTOR KNOW HOW

SWM Partners' event management team members have accrued decades of experience both planning medical events, and delivering them seamlessly on the ground.

They recognise the importance of compliance and confidentiality, and understand the unique nature of medical audiences and their roles. These include investigational site staff such as principal investigators and study coordinators, as well as patients, clinical science teams, and steering committee members.

Leaning on these firsthand insights, they specially design and select an event's format, content, location, catering and more to reflect delegates' roles, responsibilities, cultural backgrounds and demographics.

**Our project directors  
hold a combined**

**87+**

**years of industry  
experience**



## ENGAGING, EDUCATIONAL AND INFORMATIVE EXPERIENCES

Our team is passionate about playing their part in advancing the future of medicine, and operate as an extension of clients' teams.

They partner with them every step of the way to identify a meeting's objectives, recommend and develop engaging solutions that resonate, and ensure a seamless experience for all as the proceedings unfold. As such, their services include:

Compliant  
medical events  
at every stage

Venue research,  
sourcing and  
liaison, globally

Attendee, travel  
and logistics  
management

Pre-, during  
and post-event  
communications

Audio visual  
sourcing and  
production

Delegate invites  
and registration  
management

**Sixty nine per cent of attendees consider in-person B2B conferences the best opportunity to learn about new products or services.**

Source: [Bizzabo. The state of in-person B2B conferences](#)

# PROJECT SNAPSHOT



## CONNECTING DELEGATES FROM 23 COUNTRIES

The team handled all aspects of a predominantly in-person event in London. It featured a welcome dinner and full-day meeting, where study updates, best practices and learnings were shared in an educational and interactive manner.

Here their scope included venue sourcing, travel and accommodation – which involved supporting international delegates to obtain the relevant documentation required to secure their visas, and end-to-end management.

Furthermore, they organised an off-site dinner, a series of internal breakouts, and a British themed bus tour experience for the global study team and affiliates, so that they had the opportunity to meet and prepare for the main proceedings.



## MANAGING MEETINGS ALONGSIDE KEY CONGRESSES

Given that congresses bring healthcare professionals from throughout the globe together in one place, many of our clients recognise the value of hosting investigator meetings alongside them.

Our team has therefore planned and managed events – including several consecutive experiences – that coincide with congresses including the ESMO (European Society for Medical Oncology) Congress and the ASH (American Society of Hematology) Annual Meeting and Exposition over many years.

Here they liaise with congress officials to ensure meetings are held during approved times, carefully select compliant venues that are located in close proximity to the congresses, and handle elements including registration, AV and catering.