

MEETING PLANNING SERVICES CASE STUDY: NATIONAL SALES MEETING

Situation

A publicly traded pharmaceutical company needed assistance planning and executing a five-day (Sunday-Friday) national sales meeting (NSM) for 400 sales representatives (non-HCP) in Phoenix—more than 2000 miles away from its corporate headquarters. Avant Healthcare Meeting Planning Services (MPS) was awarded the business. The following is a description of the client's objectives, project scope, and results.

Objectives

The key objectives necessary for the sales meeting's success were to

- Train and inform the sales force about critical updates for existing products
- Prepare the sales force for an upcoming product launch
- Conduct team-building activities
- Entertain and reward the sales force with recreational events and outings
- Adhere to budget

Scope

MPS was responsible for planning and implementing the sales meeting. As part of our responsibilities, we

- Conducted a client kickoff meeting at corporate headquarters
- Provided weekly status reports and attendance updates to the client
- Created and distributed all attendee communications (online registration Web site, confirmations, welcome letters, agendas, etc)
- Coordinated air travel and ground transportation
- Managed a third-party destination management company that organized and coordinated excursions (baseball game, golf, spa, etc)
- Conducted a preconference site visit
- Coordinated an on-site program walk-through with all vendors and key clients two weeks prior to the program
- Organized and executed approximately 40 total meetings (VIP meetings, general sessions) and 13 breakout sessions
- Coordinated daily meals and breaks as well as two formal dinners, one of which was followed by a night club buyout
- Provided on-site management for the meeting and all auxiliary activities

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MEETING PLANNING SERVICES CASE STUDY: NATIONAL SALES MEETING (cont.)

Scope (cont.)

- Procured and disseminated to each attendee over the five days a total of 15 gifts, such as sports team jerseys, gift cards, welcome bags, CDs, cuff links (men) and charm bracelets (women), T-shirts, and other items
- Booked and coordinated a guest speaker and two live performances, including a “Cirque du Soleil”-like troupe with 15 cast members, a production crew, and a driver
- Organized dine-arounds on two different nights (30 total; no two groups dined at the same restaurant)
- Coordinated a massive shipping effort to return not only company materials to corporate headquarters but also attendee gifts to individuals’ homes

Results

The national sales meeting was a resounding success as affirmed, overwhelmingly, by both the client contact and the attendees. Following the event, MPS received highly complimentary feedback:

- “This is the best NSM or launch I’ve attended.”
– **Client company CEO**
- Just wanted to let you guys know that you are getting a lot of compliments from the breakout that I’m in. They have been saying, ‘Who are those ladies walking around helping to direct our group? They are awesome!’”
– **Sales rep**
- “Wow, you guys are everywhere and always smiling ... do you ever sleep? You have done a fabulous job all week. Thank you for all that you have done to make it so easy for us.”
– **District manager**
- “The week was phenomenal, and you were an awesome team to work with. I could not have done it without you all.”
– **Primary client contact**
- “I am really pleased to say that we brought our National Sales Meeting in under budget. I recognize that this does not happen by itself and I want to recognize and thank each of you for the collaborative fashion in which we went about creating our partnership.”
– **Business unit director of operations**

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