

# Cost-Effective Speaker Bureau Training Case Study



## Dual-Brand, Enhanced Speaker Training Program

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### GOALS

In 2009, Insyght was selected as the agency of record for managing the medical education initiatives of a major biotechnology subsidiary of a Fortune Global 500 pharmaceutical company. As part of that charter, Insyght worked with two distinct product brands and the company's commercial teams. Both brands had existing speaker bureaus that, when combined, totaled approximately 100 select healthcare professionals (HCPs) who would deliver promotional medical education presentations to their peers. Insyght was tasked with helping to organize the bureau, design the annual speaker training, reinvigorate speaker enthusiasm for speaking about the client's products, and, ultimately, increase the return on the speaker training investment.

### SERVICES

#### Strategic Direction

- Engaging Agenda Design
- Unique Event Branding

#### KOL Engagement and Management

- Speaker Identification, Nomination, Tiering and Contracting
- Faculty Identification and Coordination
- Venue Sourcing
- Event Branding
- Training Presentation Development

#### Implementation and Evaluation of ROI

- On-Site Event Management
- Executive Report Development
- Scientific Content Development

### PROCESS *Our Strategic Intelligence, Your Competitive Advantage™*

Insyght developed a live, dual-brand, bi-coastal speaker training program designed to create a meaningful training experience for the invited speakers while accommodating their busy schedules and reducing client costs. The dual-brand programs reduced the number of necessary training meetings and allowed HCPs who were invited to be speakers for both brands to be trained at a single meeting, and included a web-based extension series for exceptional qualifying speakers to further contain costs. Insyght worked with the client's brand leads to create the training presentation, leveraged a novel online speaker nomination system, managed the HCP contracting process, participated in the venue sourcing process, and provided on-site and post-meeting evaluation services for the training.

### RESULTS

The dual-brand speaker training program resulted in the successful training of over one hundred speakers at a fraction of prior training program costs without compromising the quality of the program, training requirements, or attendee satisfaction. It also enabled the speaker programs to commence earlier than in prior years since the trainings occurred within a shorter time period, thus increasing promotional program and selling time which was a considerable advantage during a product launch year.