

Flawless Execution and Lasting Impression Case Study



The Monte Carlo Annual Leadership Conference in Men's Health

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GOALS

After over 10 years of in-depth therapeutic area (TA) experience in the area of men's health, Insyght developed and managed a series of Annual Leadership Conferences in North America and Europe. One of the largest and most successful programs was held in 2001 in Monte Carlo, Monaco. The program took place at the Grimaldi Forum and included 50 faculty members and over 1,500 physician attendees. The media-rich interactive event, which was simultaneously translated into 5 languages and involved country-specific breakout sessions, was touted as a major success for clients and attendees alike.

SERVICES

Strategic Direction

- Engaging Agenda Design
- Unique Event Branding

KOL Engagement and Management

- Thought Leader Identification and Management
- Attendee Recruitment and Management
- Scientific Presentation Development

Implementation and Evaluation of ROI

- On-Site Event Management
- Real-Time Translation Services
- Program Evaluation
- Executive Report Development

PROCESS *Our Strategic Intelligence, Your Competitive Advantage™*

Based on Insyght's extensive TA expertise, we were in a unique position to design an engaging and sustainable leadership program that would focus on disease state and treatment education, specific to regions in North America and Europe. The Monte Carlo program, in particular, included plenary sessions with simultaneous translation in 5 languages, as well as country-specific breakout sessions. Insyght designed the program agenda, created the event branding, recruited and managed speakers and attendees, developed the symposium materials, managed the on-site event logistics, including the multimedia and translation components, and developed a post-program evaluation report and summary to further disseminate program feedback.

RESULTS

The Monte Carlo Annual Leadership Conference in Men's Health was a resounding success. Post-program evaluation demonstrated a significant impact on disease awareness, as well as appropriateness of various types of treatment, and it facilitated strengthening of relationships among thought leaders, practicing physicians and client stakeholders throughout both North America and Europe. It also enabled significant cost reductions through the use of multi-language translation services instead of multiple site programs.